

# BACHELOR OF ARTS IN COMMUNICATION STUDIES

## COMMUNICATION IN ORGANIZATIONS



### FINISH YOUR DEGREE ONLINE!

**Improve your communication skills and enhance your career options.**

Proficient communicators are more valuable in contemporary organizations, which are increasingly diverse and team-based. Our program enhances your marketability through the integration of theory and practice and the development of interpersonal and organizational communication skills. Students develop the skills necessary to analyze, interpret, and critique communication situations while developing effective communication strategies that advance the goals of an organization and its members.

**If you want to enhance your personal and professional relationships, lead a team or organization, this is the major for you.**

Communication is a versatile and marketable degree that can lead to careers in a variety of areas including training and development, non-profit management, sales and marketing, consulting, human resources and more.

### WHY FINISH MY DEGREE IN EIU'S SCHOOL OF COMMUNICATION & JOURNALISM?

- + **NOT EVERYONE'S PATH TO A DEGREE IS A STRAIGHT LINE** - Our online program is flexible and designed to help you earn your degree.
- + **YOU CAN PICK UP WHERE YOU LEFT OFF** - Our online degree completion program is best suited for a student who has completed an associate degree (or at least some college).
- + **YOU WILL ENHANCE YOUR MARKETABILITY** - Communication skills are consistently ranked as some of the top skills sought by employers in every field and profession.
- + **YOU WILL BE A LEADER** - Skilled communicators get noticed and can help shape an organization's internal and external relationships and further their goals.

### SCHOOL OF COMMUNICATION & JOURNALISM

BUZZARD HALL 2521  
217-581-6003  
CMNJOU@EIU.EDU



IT'S ALL ABOUT YOU. APPLY TODAY AT [MY.EIU.EDU](http://MY.EIU.EDU).

[eiu.edu/commstudies](http://eiu.edu/commstudies)

## WHAT WILL I STUDY?

The Communication in Organizations option is an online degree completion program that enhances students' marketability in today's professional environment through the integration of theory and practice and the development of relational and organizational communication skills.

Contemporary organizations are increasingly global, team-based, and feature flatter hierarchical structures, requiring their members to be excellent communicators.

Our option is delivered 100% online to meet the needs of place-bound students, including working adults who want to finish their Bachelor's degree to help with career advancement.

## WHAT CAREERS CAN I PURSUE?

Students in the Communication in Organizations option graduate with the enduring knowledge and transferable skills necessary to be successful in the contemporary workplace. This opens the door to a wide variety of employment opportunities or advancement.

Graduates find jobs in the private, government, and non-profit sectors. Employers often seek out relational and organizational communication skills as important parts of the hiring process. Our graduates leave Eastern prepared to manage complex and dynamic relationships in order to effectively lead organizations with high communication demands.

Graduates of this option are particularly well prepared to work as leaders in various organizational contexts, to thrive in team and group environments, and to work with individuals and groups from varying backgrounds, where the goals of communication are to resolve problems or disputes.

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## REQUIRED COURSEWORK: 46 HRS

CATALOG YEAR 2024-2025

### **REQUIRED COURSES: 34 HRS**

CMN 2010 - Intro. to Communication Theories  
CMN 2040 - Argumentation & Critical Thinking  
CMN 2630 - Intro. to Interpersonal Communication  
CMN 2650 - Intro. to Organizational Communication  
CMN 3000 - Communication Research Methods  
CMN 3100 - Persuasion  
CMN 3470 - Small Group Communication  
CMN 3650 - Case Studies in Organizational Comm.  
CMN 3660 - Communication & Conflict Management  
CMN 3710 - Intercultural Communication  
CMN 4950 - Workplace Relationships

### **OPTION ELECTIVES: 12 HRS**

*(Selected in consultation with an advisor)*  
CMN 3030 - Promotional Communication  
CMN 3940 - Advertising: Theory & Practice  
CMN 3980 - Strategic Social Media Communication  
CMN 4030 - Seminar *(May be repeated with a different topic)*  
CMN 4900 - Advanced Topics in Communication Studies  
ENG 2760 - Introduction to Professional Writing  
ENG 3005 - Technical Communication  
ENG 4760 - Special Topics in Professional Writing  
ENG 4765 - Professional Editing  
JOU 3920 - Public Relations in Society  
ODL 4700 - Leadership in Organizations  
ODL 4815 - Conflict in Organizations  
ODL 4825 - Ethical Behavior in Organizations  
ODL 4865 - Diversity in Organizations  
ODL 4880 - Productive Work Teams