

THE UNIVERSITY OF SCRANTON  
COLLEGE OF ARTS & SCIENCES  
**BUSINESS COMMUNICATION**

## About the Program

The Business Communication major prepares students to use strategic communications to facilitate high-level business operations. Students will learn professional writing from internal memorandums to complex financial and transactional documents aimed at a variety of internal and external audiences. With a strong foundation in communication strategies and theories, students will develop sophisticated communications skills required to succeed in leadership roles in a professional environment.

## Outcomes & Opportunities

- Business Communication is a rapidly growing field in the corporate world. The University of Scranton is one of the few universities in the world offering this major and minor.
- Employment of media and communication occupations is projected to grow 6 percent from 2016 to 2026, about as fast as the average for all occupations, which will result in about 43,200 new jobs.
- Careers span from corporate communications managers to chief communication officers, to corporate narrative executive.
- 100% of our recent graduating classes had at least one internship, and more than 50% had two.
- Our communication graduates work for a wide range of companies and organizations nationwide, including Beckerman PR, CBS, The Nielsen Company, Edelman Public Relations, Sirius/XM, Havas, Horizon Media and Fenty Beauty, among others.

**Among the TOP 10 IN**

**THE NORTH for 27 years**

— U.S. News & World Report's  
Best Colleges



**SUCCESS AHEAD**



[admissions.scranton.edu/businesscomm](https://admissions.scranton.edu/businesscomm)

# BUSINESS COMMUNICATION CURRICULUM

	Department & Number - Descriptive Title of Course	Fall Cr.	Spr. Cr.
<b>FIRST YEAR</b>			
MAJOR	COMM 109 - G/S/P Skill Set – COMM 117 - Foundations of Business Writing & Social Media Communication	1	3
GE WRTG	COMM 108 - (FYW) Essential Writing Skills <sup>1</sup>	3	
GE SPCH	INTD 112 - (FYOC, FYDT) EP Foundation	3	
MAJOR	COMM ELECT - Communication Elective		3
GE HUMN	HUMN ELECT - Humanities Electives	3	3
GE S/BH	S/BH ELECT - Social/Behavioral Elective		3
GE PHIL - T/RS	PHIL 120 - Introduction to Philosophy – T/RS 121 - (P) Theology I: Introduction to the Bible	3	3
GE FSEM	First Year Seminar <sup>2</sup>		
		<b>13</b>	<b>15</b>
<b>SECOND YEAR</b>			
MAJOR	COMM 215 - Introduction to Communication Theory – COMM 210 - (EPW) Logical & Rhetorical Analysis	3	3
MAJOR	COMM 230 - Principles of Business Communication – COMM 333 - Methods of Business Communication	3	3
FREE ELECT	FREE ELECT - Free Electives	3	3
GE HUMN	HUMN ELECT - Humanities Elective		3
GE PHIL - T/RS	PHIL 210 - Ethics – T/RS 122 - (P) Theology II: Introduction to Christian Theology	3	3
GE S/BH	S/BH ELECT - Social Behavioral Elective	3	
		<b>15</b>	<b>15</b>
<b>THIRD YEAR</b>			
MAJOR	COMM 316 - Communication Ethics – COMM ELECT - Communication Elective	3	3
MAJOR	COMM 315 - The Art of the Pitch – COMM 228 - (D) Intercultural Communication	3	3
FREE ELECT	FREE ELECT - Free Electives	3	3
GE QUAN	COMM 240 - (Q) Communications Research Methods		3
GE PHIL - T/RS	PHIL ELECT - Philosophy Elective or T/RS ELECT - T/RS elective	3	
GE NSCI	NSCI ELECT - Natural Science Electives	3	3
FREE ELECT	FREE ELECT - Free Electives	3	3
		<b>18</b>	<b>18</b>

	Department & Number - Descriptive Title of Course	Fall Cr.	Spr. Cr.
<b>FOURTH YEAR</b>			
MAJOR	COMM 415 - Senior Seminar – COMM 430 - Advanced Business Communication Strategies	3	3
FREE ELECT	FREE ELECT - Free Electives	3	6
GE HUMN	HUMN ELECT - Humanities Elective	3	
GE ELECT	FREE ELECT - Free Electives	6	3
		<b>15</b>	<b>12</b>
		<b>Total: 121 Credits</b>	

## CONTACT INFORMATION

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**1.888.SCRANTON** or visit [admissions.scranton.edu](http://admissions.scranton.edu)

<sup>1</sup>The Department of Communication prefers students fulfill (FYW) requirements by completing COMM 108. However WRTG 107 or WRTG 105 and WRTG 106 may be substituted.

<sup>2</sup>The selection of a First Year Seminar is likely to fulfill requirements both for the First Year Seminar and a General Education Requirement. Talk with your advisor if you have any questions.

Business Communication students are recommended to consider using 36 free elective credits toward a double major option within the Communication & Media program or Business School, such as Marketing, or consider the 21 credit Business minor.

Curriculum grid effective for the 2021-22 academic year in accordance with the undergraduate course catalog.