Online Bachelor of Arts in Organizational and Corporate Communication

Program Highlights

120 credit hours
In-state tuition: $420/credit hour*
Out-of-state tuition: $540/credit hour*

* Tuition is based on 2020-2021 rates and is subject to change.

- Convenient, 100% online degree
- Ideal for those interested in public relations, human relations, or media relations
- Curriculum teaches organizational and corporate communication theory and practice, research methods and case studies

Prepare for an Exciting PR Career!

If you want to establish a career in public, human and/or media relations or event planning, this innovative online degree program is for you. You will learn about the communication practices that commonly occur in professional settings, and, as a graduate, you will use your understanding to help facilitate positive change, initiate meaningful discussions and strengthen relationships between organizations and individuals. Most organizations in both public and private sectors require communication at all levels and as a graduate of this program, you will be armed with the foundational knowledge and practical skills needed to pursue a variety of career paths.

Types of positions available to you may include:
- Advertising, promotions and marketing manager
- Meeting, convention and event planner
- Public relations and fundraising manager
- Public relations specialist
- Technical writer

Ready to connect or have questions?
Call 1-800-684-UTEP to speak with an enrollment counselor today or visit us at utepconnect.utep.edu
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Admissions Requirements
To qualify for admission into this program, you must submit the following:

• Completed admission application

• Official high school transcript(s)
  - Your transcript(s) must be mailed to UTEP directly from the school(s) attended.
  - Please make sure that your school includes your diploma type, rank and GPA.

• Official test scores
  SAT (Scholastic Assessment Test), ACT (American College Test), GED (Test of General Educational Development) and/or TAKS (Texas Assessment of Knowledge and Skills) scores must be mailed to UTEP’s Office of Admissions and Recruitment directly from the testing agency or must appear in your official high school transcript.

• Transfer and/or military applicants:
  - Official college transcripts mailed to UTEP directly from all applicable institutions
  - Official military transcripts to receive credit for coursework completed while on active duty

• International applicants:
  - Official transcripts, provisional certificates
  - Official TOEFL scores (if required)

Note: All transcripts in languages other than English must be accompanied by a certified English translation by the educational institution, an American Consulate, or a certified English translator.

Curriculum
As a student in the online B.A. in Organizational and Corporate Communication program, you’re required to successfully complete a total of 120 semester credit hours of coursework.

General Education Courses 42 semester credit hours
Liberal Arts Block Electives 18 semester credit hours
Core Requirements 27 semester credit hours
Communication Electives 9 semester credit hours
Foreign Language 6 semester credit hours
Electives 18 semester credit hours

Total Credits for Degree Completion 120 semester credit hours

Core Course Requirements (27 credits)
COMM 1370  Introduction to Communication
COMM 3320  Writing for Public Relations and Corporate Communication
COMM 3321  Public Relations
COMM 3322  Communication and Conflict
COMM 3323  Communication and Organizational Leadership
COMM 3355  Organizational Communication
COMM 3371  Communication Theory and Analysis
COMM 4323  Case Studies in Public Relations
COMM 4372  Methods of Research in Communication

Communication Electives (9 credits)
COMM 2330  Principles of Advertising
COMM 3340  New Media Advertising
COMM 4331  Ad Sales and Management

Note: Curriculum is subject to change.

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