

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 2023-2024 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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