

BACHELOR OF ARTS IN APPLIED COMMUNICATIONS ONLINE



NATIONAL LOUIS UNIVERSITY

Prepares students for the dynamic and competitive field of communication. This degree takes an integrative approach to personal, professional and academic success by combining hands-on experience, connections to current professionals in the field, and modern academics that address past, present and future trends. Addresses current communication needs in our digital society.

TARGET AUDIENCE:

- Students who want to develop negotiation, persuasion, critical-thinking and decision-making skills and who want a program that connects them to industry professionals as mentors.
- Students who need the flexibility of completing a degree online and in a blended format.

ADMISSION REQUIREMENTS:

1. Completed NLU application (www.nlu.edu/applyonline).
2. Application fee waived with online application <http://www.nlu.edu/applyonline>
3. Official transcripts from all colleges/universities attended.
4. Students must have completed at least 90 quarter hours (60 sh) with at least a 2.0 grade point average.

COST:

<http://www.nlu.edu/financialaid/tuitionandfees/>

REGISTRATION PROCEDURE:

NLU staff will hold registration meetings in Lake County. Students may also work individually with an academic advisor by calling (888) 658-8632, option 2, or contacting advising@nl.edu.

DELIVERY MODE:

The 15 core courses are taught completely online, and faculty will gather with their students in classroom settings once each term for a few hours of essential collaboration and hands-on workshops. This may require traveling to the NLU campus.

ACADEMIC CALENDAR:

The program runs in accordance with NLU quarterly calendar.

LOCATION(S) OF COURSES:

Almost all courses are offered online.

TEXTBOOK PURCHASE:

Books can be purchased online at <http://www.nlu.edu/t4/student-services/bookstore/>.

TRANSFER HOURS POLICY:

Students may transfer in up to 105 quarter hours in general education and elective credit. Most 100 level or above classes will transfer with a "C" grade or better from an accredited institution.

TOTAL HOURS NEEDED:

180 Quarter hours

FINANCIAL AID INFO:

<http://www.nlu.edu/t4/financialaid/>

SPECIAL CHARACTERISTICS:

Program was designed with expertise from professionals in the fields of public relations, journalism, business, politics, government, human resources, social sciences, marketing and advertising. Courses are taught by practicing communications professionals, giving students the relevant learning experience that will globally, culturally and strategically position them in the job market.

CONTACT PERSON(S):

Wendy Gaeding
 Outreach Development Specialist
 Wheeling campus
 Phone: (847) 947-5037
 FAX: (847) 947-5037
 E-mail: wgaeding@nl.edu

ADDRESS:

National Louis University
 1000 Capitol Drive
 Wheeling, IL 60090

WEBSITE:

<http://www.nlu.edu>

REQUIRED COURSES:

Core Requirements		75 QH
COM104	A Connected World	5 QH
COM105	Writing in a Digital Age	5 QH
COM106	The Influence of Culture on Communications	5 QH
COM204	Multigenerational Workforce Communications	5 QH
COM205	Social Media Networking	5 QH
COM206	Professional Communications: Writing, Speaking and Creating for Success	5 QH
COM207	Contemporary Media Communications	5 QH
COM304	Art of Persuasion	5 QH
COM305	Speak Up	5 QH
COM306	Organizational Communication and Conflict Management	5 QH
COM404	Legal and Ethical Communications	5 QH
COM405	Innovation from the Inside	5 QH
COM406	Public Relations for the 21st Century	5 QH
COM407	Modern Advertising	5 QH
COM485A	Sell Me	1 QH
COM485B	You Want it When	1 QH
COM485C	Go Beyond	1 QH
COM485D	Effective Delivery	1 QH
COM496	Senior Portfolio Capstone	1 QH

Course Level Prerequisites

Students must take COM104 (A Connected World) as their first major course. No other COM courses can be completed until COM104 is completed with a passing grade. In addition, students must complete COM104 and COM105 before moving into any additional COM coursework.