



## ONLINE

## BACHELOR OF ARTS IN COMMUNICATION STUDIES (COMMUNICATION IN ORGANIZATIONS OPTION)

### CONTACT PERSON(S):

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Basic Course Director  
Communication Studies  
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### ADDRESS:

Eastern Illinois University  
Buzzard Hall 2125  
600 Lincoln Avenue  
Charleston, IL 61920

### WEBSITE:

[https://www.eiu.edu/  
commstudies/](https://www.eiu.edu/commstudies/)

[https://www.eiu.edu/  
commstudies/onlinecomm.php](https://www.eiu.edu/commstudies/onlinecomm.php)

The flexibility of a communication degree will allow students to pursue careers that span interpersonal, organizational and public relations settings, including: sales and promotional trainer, human resource manager, market researcher, events coordinator, public information officer, technical writing, corporate communication director and more. This online degree option will help students enhance their marketability in today's professional environment through the integration of theory and practice and the development of relational and organizational communication skills. Individuals who are proficient communicators are more valuable in contemporary organizations that are increasingly global, team-based, and feature flatter hierarchical structure.

### TARGET AUDIENCE:

Place bound working adults or students who have completed their associate's degree and would like to complete a bachelor's degree.

### ADMISSION REQUIREMENTS:

EIU's standard transfer admissions requirements: 24-30 semester hours with a 2.0 GPA

### COST:

See: [https://www.eiu.edu/  
admissions/financial.php#cost](https://www.eiu.edu/admissions/financial.php#cost)

### REGISTRATION PROCEDURE:

Please see link for a description of EIU's registration procedure:  
[http://www.eiu.edu/registra/  
registration.php](http://www.eiu.edu/registra/registration.php)

### ACADEMIC CALENDAR:

Semester

### DELIVERY MODE:

Online

### LOCATION(S) OF COURSES:

Fully online program

### TEXTBOOK PURCHASE:

Please see link for a description of EIU's textbook rental policies (e.g., check-out, check-in procedures; FAQs for students taking on-line and off-line campus courses).  
<http://www.eiu.edu/textbks/>

### TRANSFER HOURS POLICY:

71

### TOTAL HOURS NEEDED:

120

### FINANCIAL AID INFO:

Office of Financial Aid &  
Scholarships  
Student Services Building East Wing  
600 Lincoln Avenue  
Charleston, IL 61920  
(217) 581-6405  
Fax: (217) 581-6422  
finaid@eiu.edu

### REQUIRED COURSES:

Communication in Organizations Option Core:		34 hours	Communication in Organizations Electives:		12 hours
CMN 2010:	Introduction to Communication Theories	(3)	CMN 3030:	Promotional Communication	(3)
CMN 2040:	Argumentation & Critical Thinking	(3)	CMN 3940:	Advertising Theory & Practice	(3)
CMN 3000:	Communication Research Methods	(3)	CMN 4030A or CMN 4030B or CMN 4030D or CMN 4030E Seminar		(3)
CMN 3100:	Persuasion	(3)	JOU 3920:	Public Relations in Society	(3)
CMN 2630:	Introduction to Interpersonal Communication	(3)	OPD 4700:	Leadership in Organizations	(3)
CMN 2650:	Introduction to Organizational Communication	(3)	OPD 4815:	Conflict in Organizations	(3)
CMN 3470:	Small Group Communication	(3)	OPD 4825:	Ethical Behavior in Organizations	(3)
CMN 3650:	Case Studies in Organizational Communication	(3)	OPD 4865:	Diversity in Organizations	(3)
CMN 3660:	Communication and Conflict Management	(3)	OPD 4880:	Productive Work Teams	(3)
CMN 3710:	Intercultural Communication	(3)	ENG 2760:	Introduction to Professional Writing	(3)
CMN 4720:	Workplace Relationships	(4)	ENG 3005:	Technical Communication	(3)
			ENG 4760:	Special Topics in Professional Writing	(3)
			ENG 4765:	Professional Editing	(3)