

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.nl.edu/applyonline).
2. Application fee waived with online application <http://www.nl.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.nl.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.nl.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.nl.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.

NLU's new Marketing minor complements the Applied Communications major for students who are interested in the popular fields of marketing, advertising, and promotions.

CONTACT PERSON(S):

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WEBSITE:

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REQUIRED COURSES:

Core Requirements	60 QH
COM104 Evolution of Mass Media	5 QH
COM105 Communicating in a Digital Age	5 QH
COM200 The Influence of Culture on Communications	5 QH
COM204 Multigenerational Workforce Communications	5 QH
COM205 Social Media Networking	5 QH
COM206 Professional Writing	5 QH
COM207 Contemporary Media Communications	5 QH
COM306 Organizational Communication and Conflict Management	5 QH
COM404 Legal and Ethical Communication	5 QH
COM406 Public Relations in Contemporary Society	5 QH
COM 490 Applied Communications Internship	5QH
COM 499 Capstone in Applied Communications	5 QH

Course Level Prerequisites

Students must take COM104 (Evolution of Mass Media) first. No other COM courses can be taken until COM104 is completed with a passing grade. Students must next complete COM105 before moving into any additional COM coursework.