

BUSINESS AND STRATEGIC COMMUNICATION MINOR

<https://cps.unh.edu/program/minor/business-strategic-communication>

Description

The minor in Business and Strategic Communication focuses specifically on communication that is external to businesses and organizations. Extensive consideration is given to an organization's image: how to define it, promote it, enhance it, and manage it in times of crisis. However, because a solid external image is predicated upon sound internal structure and communication, the "business communication" component of this minor encompasses topics such as: managerial communication, presentations, and leadership.

NOTE: This minor may not be declared with the following majors: BS Professional Communication: Business and Strategic Communication.

Requirements

All minor courses must be completed with a minimum grade of C-, and a 2.0 grade point average must be maintained in courses for the minor. Two courses must be at the upper level (600 or 700). Only 8 credits may overlap between major and minor.

Code	Title	Credits
Required Courses		
COM 565		4
COM 590	Professional Communication	4
COM 710	Managerial Communication	4
MGMT 566	Organizational Behavior	4
LD 600	Becoming an Effective Leader	4
Total Credits		20

Student Learning Outcomes

Program Learning Outcomes

Students will have the opportunity to:

- Assess the profound impact of an organization's external image upon its current reputation and future success.
- Analyze strategies by which organizations establish, promote, and maintain their external image.
- Identify strategies by which organizations manage their image in times of crisis, and how they rebuild it in the aftermath.
- Develop knowledge of managerial communication in the areas of leadership, direction, and meetings.