

# Online Bachelor of Science in Applied Communication

120 Credit Hours

## Admission Requirements:

- Submit official high school and/or college transcripts.
- Complete the online program application accompanied by a non-refundable processing fee.
- Students are not required to submit ACT or SAT test scores.



## Graduation Requirements:

Students must earn a 2.0 GPA or higher to meet graduation requirements and complete at least 33 advanced hours.

## Cost:

- Per Credit Hour - \$395
- A \$300 resource fee will be administered per part of term.
- Total cost of degree program will vary depending on transfer credits.



## Locked-In Tuition

Once you enroll in a bachelor's degree program at ACU Online, our Locked-In Tuition plan guarantees you'll pay the same price for your entire program.

## Job Outlook in Texas:



**74,306 Jobs**

Open in 2020\*



**176,139**

Unique Postings (9/16-12/21)



**\$68,700** per year  
Median Earnings

## Acquired Skills:

### Top Hard Skills

- Marketing
- Project Management
- Journalism
- Digital Marketing

### Top Common Skills

- Communications
- Sales
- Management
- Leadership

\*Filtered by the proportion of the national workforce in these occupations with a Bachelor's degree.  
Source Emsi Analyst 2022.

## Major Requirements:

**COMO 101 - Introduction to Communication** This course provides a survey of the terminology, methods, theories, and topics within the discipline of communication.

**COMO 211 - Speech and Rhetoric** Develops public speaking knowledge, skills, and attitudes through the interaction of rhetorical theory, practice, and analysis.

**COMO 225 - Communicating Professional Identity and Eportfolios** Students explore career paths while learning how to create a professional identity and use written and oral communication to persuasively promote their brand through social media, interviews, and ePortfolios.

**COMO 231 - Small Group Communication** Training in the principles and practices of small group communication including practice with learning situations and problem-solving situations.

**COMO 241 - Interpersonal Communication** Skills and theory of interpersonal relationships, including marriage, family, and work. Deals with communication variables that influence dyads.

**COMO 291 - Survey Methods and Research** This course is designed to provide students with skills necessary to conceptualize, operationalize, analyze, and report basic survey research.

**COMO 345 - Intercultural Communication** Stresses understanding of contrasting cultures and ways of communicating with individuals and groups from around the world as well as subcultures within the United States.

**APCO 311 - Rhetorical Messaging** Students examine rhetorical theory and how those theories can help them understand/analyze/critique the rhetoric that they encounter in their daily lives. Course serves as the writing intensive course for APCO majors. Junior standing.

**COMO 408 - Crisis Management in Organizations** Examines the theory and practice of crisis management in organizations from both social science and rhetorical perspectives. Using a case study approach and best practices for crisis management, students explore how to use communication to prevent, mitigate, and learn from crises in a way that benefits both organizations and stakeholders.

**COMO 421 - Leadership and Communication** The study of leadership emerging from communication skills, personal traits, group, and historical situations. Special focus on small group and organizational leadership. Prerequisite: Sophomore standing.

**COMO 475 - Persuasion** Includes theories and principles of communication useful in a number of contexts where individual or group change is important.

**COMO 485 - Organizational Communication** The theory and function of communication within business, government, hospitals, schools, industrial firms, and other organizations, with emphasis on concepts and principles for effective information management.

**COMO 486 - Training and Development** The theory and skills involved in doing human resource training in organizations. Provides knowledge, skills, and experience in developing, presenting, and evaluating training programs.

**APCO 491 - Applied Communication Capstone (Capstone)** This course provides students the opportunity to make a summative assessment of their learning as they plan vocational goals in this capstone course. For majors only. Senior year.

### ORGANIZATIONAL CHANGE CONCENTRATION REQUIREMENTS:

**APCO 411 - Theories of Change Management** This course is a survey of organizational change, organizational development, and change management fields.

**APCO 421 - Executing Organizational Change** Course focuses on effective practices for leading and implementing change in organizations. Students will consider and gain experience with various change implementation models. Junior standing. Prereq: APCO 411.

**LEAD 411 - Decision Making in Organizations** This course provides an introductory-level analysis of individual and organizational-level decision making. Students will learn how to engage skills to assist employees in the navigation of organizational change.

**APCO 441 - Consulting and Assessment for Organizational Change** Course provides students with introduction to organizational development consulting and assessment within organizations. Junior standing. Prereq: APCO 421.

### HEALTHCARE COMMUNICATION CONCENTRATION REQUIREMENTS:

**COMO 460 - Health Communication** This course is a survey of communication in the healthcare context. The course explores the role of communication in healthcare delivery, health promotion and media, disease prevention, risk communication, social support, and human subjects protections.

**APCO 412 - Health Communication Campaigns** Students utilize theory and research to produce and analyze health campaigns that focus on health promotion and disease prevention.

**APCO 422 - Ethical Implications of Healthcare Policies and Regulation** Students utilize an ethical perspective to consider health policy, regulations, and current reforms in healthcare.

**APCO 465 - Healthcare Leadership and Relationship Management** Students analyze leadership and administration specific to healthcare facilities. Topics considered: healthcare organizational structure, hiring, management issues, conflict resolution, and navigation of stakeholder relationships.

### ELECTIVES

22 hours of electives.

### GENERAL EDUCATION/UNIVERSITY REQUIREMENTS

**56 hours of general education and university requirements are needed to fulfill this degree. Specific courses will be determined based on a student's incoming transfer credits.**