

Bachelor of Arts Communication Management

INFORMATION

If you are intrigued by interpersonal relationships, by how people from different cultures communicate, or by communication in large organizations, you will find a lot to your liking in the communication management major at Cleveland State University. The major has two sequences: **organizational communication and leadership, and health communication and mediation.** Course work offers a broad-based overview of the dynamics of human relationships, providing students with insights and job-related training. Our graduates gain a thoughtful appreciation of communication complexities, as well as ways to harness communication to improve the overall quality of life.

CAREER OPPORTUNITIES

Specialists who understand the dynamics of managing human communication should be in demand over the next 10 years. Organizations need people who are sensitive to communication problems and can use their expertise to mediate disputes. Jobs are diverse and include:

- Corporate communication specialist
- Training specialist
- Fundraiser
- Arts administrator
- Mediation expert
- Nonprofit organization director

Health care organizations seek employees with sensitivity to doctor-patient communication, a focus of the health communication sequence. Corporations seek specialists in team-building and leadership, dimensions of the organizational communication area.

Job Outlook

Communication management jobs are likely to be on the upswing over the next decade. Demand for health services managers, an occupation that requires interpersonal and health communication expertise, is projected to increase by 34 percent from 2002-2012. These jobs are projected to increase rapidly in Northern Ohio, with its heavy concentration of health care providers. The job outlook for training managers, sales representatives and experts in negotiation (particularly with a cross-cultural bent) is promising.

PROGRAM

The communication management major at Cleveland State University offers students a unique combination of academic excellence and career-related training. Our faculty is among the finest in the nation, recently ranked eighth in the country in communication research productivity. The School of Communication offers numerous opportunities for internships in health communication, organizational communication and mediation. Our lecturers and part-time faculty work in the communication industry as lawyers, mediators and organizational consultants. Course work provides students with practical training in public speaking, team-building and communication research. A unique capstone course on managing communication links theory with case study problems in human communication.

For more information, contact:

College of Liberal Arts and Social Sciences

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Bachelor of Arts **Communication Management**

A total number of 128 hours (40 hours for the major) are required for the Bachelor of Arts (B.A.) degree in Communication Management. All degree seeking students are required to complete a specific number of General Education (GenEd) courses. Students are responsible for ensuring the appropriate selection of courses to satisfy GenEd requirements and are encouraged to consult with their academic advisor regarding the applicability of selected courses. A comprehensive description of Cleveland State University's General Education Requirements for undergraduate students is available online at <http://www.csuohio.edu/academic/gened>.

A Sample Sequence for the Communication Management Major:

First Semester

COM 101 Introduction to Communication

Third Semester

COM 211 Communicating in Personal Relationships **or**
COM 242 Public and Professional Speaking

Fifth Semester

COM 379 Communication and Negotiation

Seventh Semester

COM 462 Health Communication

Second Semester

COM 303 Communication Inquiry

Fourth Semester

COM 350 Persuasive Communication and Attitude Change
COM 366 Communication and Conflict

Sixth Semester

COM 331 Gender & Communication **or**
COM 332 Interracial Communication **or**
COM 380 Leadership Communication in Organizations

Eighth Semester

COM 444 Mediation and Collaborative Problem Solving

IMPORTANT NOTE:

All School of Communication Majors are required to successfully complete COM 101 & COM 303 with a minimum grade of C.

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