

BCOM4310 - Strategic Business Communications

[BCOM 4310](#) Strategic Business Communications (3 semester credit hours) This course is designed to increase a student's understanding of strategic communication management. Students will learn how all aspects of communication can significantly impact the success of a business. The coursework will explore existing theory, research and the practice of organizational communications through case analysis. Students will discover the pervasiveness of communications in all aspects of organizational life, learning how communication and decision-making problems are solved. Working in groups, students will evaluate the strengths and weaknesses of communication in an organizational setting through group study, presentations and written individual reports. Prerequisite: [BCOM 3310](#) or equivalent. (3-0) R