

BACHELOR OF ARTS IN COMMUNICATIONS

with a concentration in business



Regardless of industry or role, the fundamental skills gained through a liberal arts degree (such as critical thinking, decision making, and collaboration) are crucial to driving career success. College for America degrees from Southern New Hampshire University are built around student success with programs dedicated to helping students leverage their education for workplace advancement and personal growth. Our **Bachelor of Arts in Communications** degree, with a concentration in business, supports students in developing the communications skills today's businesses require of their people-oriented workers.

Career Outlook

Today's employers across practically every industry—including **healthcare, wholesale, retail, government, manufacturing, life sciences, and many more**—are seeking workers with the skills needed to thrive in fields such as:

Sales, Marketing, Training and Development, Human Resources, Public Relations, Fundraising, Copywriting, or other related areas

It is our mission to arm students with knowledge and skills they can apply in the workforce to help grow their careers. Employer expectations are shifting; there

is a growing demand for educated and skilled workers, and employees must be ready to adapt to meet those needs.

Higher levels of education are increasingly important for advancing career opportunities. Consider the following:



Over 95% of jobs created since 2010 have gone to workers with at least some college education.¹



By 2020, 65% of all jobs in the US will require education and training beyond high school.²

What You'll Learn

The ability to apply basic management and financial principles in today's business environments is essential, regardless of the specific industry or occupation. Students who choose the business concentration learn fundamental concepts in business management, business law, and financial accounting.

Students earning the College for America Bachelor of Arts in Communications complete competency-based, real-world projects, developing valuable skills in the process.

Content Knowledge

- Advertising • International and intercultural communications • Media literacy
- Public relations • Technical communication • Multimedia communication
- News literacy • Social media • Business management • Marketing
- Business law Interpersonal and small-group communication
- Fundamentals of accounting Organizational communications

Foundational Skills

- Innovation and creativity • Professional communication skills
- Research skills and web design • Applied quantitative skills

Personal and Social Skills

- Leadership • Community and civic engagement • Cultural competence

¹ Anthony P. Carnevale, Tamara Jayasundera, and Artem Gulish, "America's Divided Recovery: College Haves and Have-Nots," Georgetown University Center on Education and the Workforce, 2016, 1.

² Anthony P. Carnevale, Nicole Smith, and Jeff Strohl, "Recovery: Job Growth and Education Requirements Through 2020," Georgetown University Center on Education and the Workforce, 2013, 15.

Building Blocks Of The Future

College for America degrees from Southern New Hampshire University are stackable, which means that the work you complete in an associate degree is your springboard to a bachelor's degree. If you choose, you can seamlessly graduate from an associate degree program and continue into a bachelor's degree program.



Students in all College for America programs receive Southern New Hampshire University transcripts that show details on mastered competencies as well as their traditional course and credit equivalents.

Earning A Degree

The College for America curriculum is made up of real world projects which count toward skills-based “goals.” A BA degree consists of 20 goals. Each goal aligns with a traditional degree course and qualifies for three college credits. To be eligible for the bachelor’s program, students must first complete an accredited associate’s program (20 AA goals from a College for America program or 60 transferable credits from an accredited university). The **Bachelor of Arts in Communications with a concentration in business** goals include:

Market a Product or Service - Focus on the key phases of the marketing process: pre-marketing analysis and research, creation of a marketing plan, and development of a marketing brief

Advertise a Product or Service - Analyze and create advertisements in various media, applying both historical and contemporary perspectives on advertising methods and design

Research Communications - Use a variety of sources—including scholarly materials, personal interviews, and news stories—to obtain information on communications topics, and then use the research findings to inform written pieces, such as articles

Leverage Social Media - Demonstrate strategic uses of social media for a variety of purposes, such as advertising, marketing, and public relations

Demonstrate Cultural Competence - Improve the ability to communicate effectively in a variety of professional settings by analyzing how culture shapes interpersonal relations and first- person perspectives

Negotiate Difference - Analyze interpersonal and small-group communication

Use Math to Solve Problems - Use creative problem-solving techniques together with algebra, geometry, and statistics to address real-world challenges

Lead a Team - Work closely with others, serving both as team leaders and team members to solve complex problems

Contribute to Society - Focus on both the content knowledge and active participation needed for meaningful community and civic engagement, both globally and in the US

Construct and Deconstruct Media - Focus on media literacy, which has been defined by the National Association for Media Literacy Education as the ability to “comprehend the messages we receive and actively utilize these tools to design and distribute our own messages”

Represent an Organization - Demonstrate the key principles of organizational communications by developing professional documents and organizational messaging strategies

Convey Technical Information - Communicate clear, effective, and accurate technical information for different purposes and audiences

Create Multimedia - Engage in the various stages necessary to design and develop a basic multimedia product, including creating a storyboard and writing a script

Go Behind the News - Demonstrate the ability to distinguish media bias from audience bias and well-researched, credible news stories from shoddy journalism

Communicate Across Cultures - Identify, analyze, and address the cultural differences and communications issues that arise in both international and intercultural business contexts

Control the Message - Apply the principles and key concepts of public relations to address the challenging task of shaping an organization’s public image

Capstone Goal - Apply the principles of design thinking to address a need in the workplace or community

Manage a Business Organization - Use a variety of techniques to analyze common management issues, apply decision-making frameworks, and communicate effectively with stakeholders

Work Within the Law - Examine the legal frameworks within which businesses operate in the US, as well as the main legal issues affecting US businesses, such as torts, product liability, criminal law, and contracts

Account for Business - Hone the accounting competencies necessary for non-accountants to interpret and evaluate the financial effects of day-to-day management decisions