

# BACHELOR OF SCIENCE IN COMMUNICATION



You have a way with words. You can get a message across in a clear and concise manner. You're an effective writer, and there's nothing you enjoy more than the open exchange of ideas. Why not translate those talents to professional success?

Every business and organization needs someone to convey information to other companies, to employees, or to clients on a daily basis. In today's globally connected world, it needs to be someone with a deep and professional knowledge of communication. We will help you to develop the skills that you need to be an effective communicator on behalf of any organization.

You already know you love the field. You already know you've got the ability to succeed. You already know how valuable you can be to the communications team of your current or next employer. Get in touch and let us help you make it official.

## Traits That Help You Succeed in the Field<sup>1</sup>



TECH SAVVY



SALES AND MARKETING



MEDIA KNOWLEDGE AND UNDERSTANDING



WRITING



LANGUAGE SKILLS



SPEECH CLARITY



ACTIVE LISTENING



NEGOTIATION

# BACHELOR OF SCIENCE IN COMMUNICATION

CSUGlobal.edu/BSCom • 800-920-6723

The Bachelor of Science in Communication program supplies students with the knowledge required to successfully fill organizational communication positions. Capabilities will include ethical and critical thinking skills necessary for today's global society, mass media, and changing technology trends. The coursework covers oral and written communication, mass communication, new media, public relations, strategic communication, technical writing, and the leadership and management skills needed to successfully contribute to and within an organization. The program is designed for those interested in leadership or management positions, and for those who desire to excel in positions responsible for internal organizational communication efforts and external communication efforts.



## Degree Optimization

CSU-Global offers Awards of Completion and Skills Endorsements to help you spotlight the knowledge, skills, and abilities that hiring managers find essential to success in the field. Visit [csuglobal.edu/ug-degree-optimization](http://csuglobal.edu/ug-degree-optimization) to learn more.

In the Bachelor of Science in Communication program, you will earn the following Awards of Completion, documenting your mastery of these subjects:

**Effective Communication  
in the 21st Century**

**Leadership and Communication  
Strategies for the Global  
Marketplace**

**154,900**

Expected related job openings due to growth, replacement, and retirement between 2012-2022<sup>2</sup>

## Why CSU-Global?

### FLEXIBILITY

 There isn't a lecture hall that you need to find or a bell when your class is starting, but don't think for a minute that an asynchronous learning environment means you won't be working closely with your instructor and your peers from around the world. You are just doing it at a time that fits your schedule.

### AFFORDABILITY

 Check out our standard, military, and affiliate tuition rates and see what you could be paying from your very first class until graduation. No surprise tuition hikes. No hidden student fees. No out-of-state charges. And a Tuition Guarantee ensures your low rates won't rise before you complete your degree.

### QUALITY

 With accreditation reaffirmed at regular intervals, annual programmatic appraisals by professionals working in the field, and faculty members with advanced degrees and first-hand industry experience, you can be sure you're getting a rigorous and relevant education.

<sup>1</sup> <http://www.onetonline.org>

<sup>2</sup> <http://www.bls.gov>