Business Communication Electives
Highlighted courses for summer term 2012

University of St. Thomas, Minneapolis campus

BCOM 553 Interpersonal Communication– Tuesdays and Thursdays
May 24 – July 10.
Explores the nature of interpersonal communication in the workplace, including the study of self-concept, verbal and nonverbal behaviors, dyadic rules, relationship patterns, conflict assessment and management techniques. Course activities develop interpersonal skills.
Instructor: Milt Thomas

BCOM 641 Organizational Communication – Tuesdays and Thursdays
July 12 – August 28.
Analyzes communicative dimensions of organizations, including formal and informal communication systems, the development and effect of culture, the process of change and the methods for diagnosing problems and assessing communication effectiveness.
Instructor: Milt Thomas

MKTG 780 Integrated Marketing Communication – Wednesdays
May 23 - August 1.
Provides a broad overview of the role of marketing communications processes. Explores the wide range of communications activities used in selling or promoting products and services, including advertising, public relations, sales promotion, direct marketing and the strategies which drive them. A combination of readings, cases and application exercises will be used to develop a strategic perspective and an understanding of the need for an integrated communications plan.
Prerequisite: MKTG 600 Marketing Management.
Instructor: TBD

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**BCOM 620 The Creative Process – Mondays**
Explores the literature of creativity, the study of creative persons and their contributions to society, and the process by which creative ideas are produced and communicated. Active participation in strategies for actualizing the creative potential of individuals and groups is an essential part of the course.
**Instructor: Glenn Karwoski**

**BCOM 661 Public Relations Practice - Thursdays**
Considers public relations principles and practice in the business world. Describes how employee, investor, community, government and organizational public relations practices differ from each other, yet are used together to communicate a consistent organizational message. Case histories focus on public relations programs and how research, planning, communication and measurement are applied. **Instructor: Lorin Robinson**

**BCOM 725 Corporate Communication Management - Mondays**
Focuses on the overall communication function in a large organization. The course is presented from the perspective of a director of communication and emphasizes the integration of corporate communication objectives, plans and activities. **Recommended:** BCOM 661 Public Relations Practice or equivalent experience before enrolling in this course.
**Instructor: Tom Horner**

**MKTG 671 Advertising Planning – Wednesdays**
Emphasizes the development of an advertising plan as part of the overall marketing effort, including strategy plus creative and media planning. You will apply principles to actual practice in class projects. Guest speakers supplement text content with actual cases.
**Instructor: Nakeisha Ferguson**

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