# BACHELOR OF ARTS IN COMMUNICATIONS

**Concentrations: Business • Healthcare**

Degree Partners | Southern New Hampshire University

At **Southern New Hampshire University (SNHU)**, we understand that many working adults want to earn degrees to advance their careers but face the serious barriers of expensive tuition and hectic work-and-family schedules.

We designed our **competency-based education programs** to overcome these barriers. These programs are radically affordable, let you use real-world knowledge to accelerate your academic progress and are 100% project-based so you can always schedule schoolwork around your job and family.

## CAREER OUTLOOK

The **Bachelor of Arts in Communications** provides students with both the theoretical knowledge and practical skills that can be applied to a wide range of careers in both the public and private sectors. In the age of instantaneous and unfiltered global communication, students will develop the analytical skills needed to generate meaning from a variety of messages across a wide variety of channels, cultures and modes of delivery. Students will also develop the technical skills to create professional and effective communication messages for a variety of situations that target diverse audiences.

With your BA in Communications degree, you'll have prepared to thrive in a variety of careers, including:

- Advertising
- Marketing management
- Visual media
- Social media
- Healthcare administration

- Human resource management
- Corporate communications
- Public relations
- Sales management
- Account management

*Note: Enrolling in this bachelor's program requires you to have completed an associate degree (or 60+ college credits) that meets SNHU's general education requirements. Our admission team can help determine whether you meet this criteria.*

## WHAT YOU'LL LEARN

SNHU's competency-based programs are based on developing and demonstrating mastery of individual skills. In the BA in Communications degree program, you will learn skills in the following areas:

**Team Dynamics:** Learn about the theory and practice behind building successful teams. Explore ways to build interpersonal relationships while collaborating with stakeholders.

**Know Your Audience:** Learn how to create and direct messages toward targeted audiences. Collect and analyze data that informs the development of these messages.

**The Communication Profession:** Explore the history and development of the communication profession in the context of business environments. Examine the impact theory has on daily work in communications.

**Visual Communication and Design:** Apply design principles and communications technologies in the creation and dissemination of messages across multiple channels. Analyze the effectiveness of messages.

**Public Speaking:** Learn public speaking skills needed for the creation and dissemination of messages across various channels, for various audiences. Create, refine and deliver messages to meet organizational goals.

**Social Media:** Develop social media strategies as a means of communicating messages to diverse audiences across multiple platforms. Leverage fundamental social media marketing strategy concepts to create engaging content.

**Global and Intercultural Communication:** Engage critically with issues surrounding globalization and the production, distribution and consumption of global communications.

**Government Regulation and Social Responsibility:** Examine the relationship of government oversight, public policy and regulation, and social responsibility in the communication profession.

**Critical Media Consumption:** Analyze how culture influences, and is influenced by, the consumption of communication messages. Apply storytelling concepts in the creation and dissemination of communication messages.

**Foundations of Management:** Explore the management skills needed to succeed in diverse, distributed and collaborative work environments. Assess management styles to identify areas of improvement.

**Crisis Communication:** Learn the importance of developing crisis communication plans. Manage crisis situations through the application of communication best practices.

**Defining and Communicating a Brand:** Examine how organizations brand themselves, as well as the role of branding in creating and disseminating communications. Gain hands-on experience in creating, building and maintaining a brand.

**Marketing Insights:** Learn how the marketing mix is used to position a product or service by analyzing pricing, distribution, product development and promotional strategies. Apply research to examine impact and make recommendations.

**Advertising Communications:** Leverage entrepreneurial mindset to identify business opportunities. Use principles of design thinking to retain a customer-focus when developing solutions. Create engaging ads for various products and services.

**Technical Writing:** Create written technical communications that align to stakeholder requirements and project plans. Synthesize complex technical information.

**Defining and Communicating Your Professional Persona:** Explore the role of personal branding for communication professionals in the context of various projects. Apply principles of emotional intelligence and team dynamics.

**Communication Management and Leadership:** Apply various leadership and management strategies, as well as fundamental business and project management skills, in the execution of communication projects.

## CONCENTRATION GOALS

### Business

**Organizational Behavior:** Examine how organizational behavior impacts the climate and overall culture of businesses. Explore ways to shape organizational climate and lead teams to positively impact performance.

**Business Law:** Examine the background, foundation and ethical aspects of the U.S. legal system. Learn the impact of torts, product liability, criminal law, contracts, sales and cyber law in a business setting.

**Foundations of Financial Accounting:** Explore basic principles and skills in financial accounting. Learn how to complete and interpret financial statements to inform managerial decisions, Use analyses to support recommendations.

### Healthcare

**Organizational Behavior:** Examine how organizational behavior impacts the climate and overall culture of businesses. Explore ways to shape organizational climate and lead teams to positively impact performance.

**Foundations of U.S. Healthcare:** Examine the components of U.S. Healthcare systems and delivery. Analyze how regulation, ethics and financial principles impact healthcare management. Explore the various departments within a healthcare organization and their interrelationships.

**Community Health:** Utilize data to inform and develop community health resources. Inform community members about relevant resources to support their wellness goals and improve health literacy.