



ONLINE BACHELOR OF ARTS COMMUNICATION

Effective Communication is the Key to Success!

The University of South Carolina Aiken's online Bachelor of Arts in Communication provides a thorough examination of communication, highlighting its vital role in personal and professional achievement. By studying communication theories, research, and best practices, students cultivate improved communication abilities relevant in settings such as relationships, communities, and workplaces. The program aims to equip students to excel as strategic communicators, influential leaders, and active members of society. Led by professors holding PhDs, the program delivers personalized learning to deepen understanding of message exchange dynamics.

Curriculum

The core curriculum includes the following courses:

- **Intro to Communication Research** - 3 credit hours
- **Public Speaking** - 3 credit hours
- **Interpersonal Communication** - 3 credit hours
- **Research Methods in Communication** - 3 credit hours
- **Writing Across the Media** - 3 credit hours
- **Media and Culture** - 3 credit hours
- **Visual Communication** - 3 credit hours
- **Workplace Communication** - 3 credit hours
- **Intercultural Communication** - 3 credit hours
- **Capstone Experience** - 3 credit hours

Prerequisites and Requirements

To apply for this online degree program, students must have a preferred 2.0 cumulative GPA in all previous college-level coursework. In addition to 45-60 credit hours from a regionally accredited institution, students transferring to the program are encouraged to review the list of completed coursework needed for eligibility on the program's webpage.



IN-DEMAND CAREERS

- Public Relations Specialist
- Human Resources Management
- Marketing Specialist
- Media Relations
- Government Relations
- Health Communication Specialist
- Advertiser
- Business/Sales



AVERAGE STARTING SALARY

\$40,000-\$65,000



PROJECTED JOB GROWTH

The United States Department of Labor predicts above average job growth for public relation specialists. Demand is expected to increase 6% by 2032.



EMPLOYERS HIRING COMM GRADUATES

- Public Relations Firms
- Advertising and Marketing Firms
- Nonprofit Organizations
- Government Agencies
- Media Companies
- Hospitals and Health Organizations



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