Why Choose Applied Speech Communication?
Speech communication is a discipline that draws its strength from its historic core in rhetoric and over the centuries has developed interdisciplinary breadth. Studied in this field are theoretical and practical interests including critical thinking, group decision making, effective listening, nonverbal communication, organizational communication, communication theory, human relations, leadership skills, technical and persuasive presentation skills, conflict resolution, intercultural communication and interviewing skills. Students will take classes in most of these areas in addition to course work in related disciplines.

One unique feature of the Applied Speech Communication program is ‘Application to the Workplace’. Student will take at least six courses in their chosen career area. Another feature is a required supervised internship in a placement of the interest of the student ensuring that the student will acquire the real-world experience that employers value.

Get a Great Job
A degree in Applied Speech Communication prepares students for many different jobs across numerous career concentrations. Now more than ever, college graduates must adapt to a changing world environment that will continue to change throughout their work lives.

Graduates of the Applied Speech Communication program leave with a wide array of interpersonal, decision-making and presentation skills that make them readily employable and adaptable. Moreover, graduates are likely candidates for rapid advancement because they possess the leadership skills that industry needs in its top employees and managers.

Admission Requirements
First year student admission is open to high school graduates (or equivalent) who demonstrate academic preparedness, maturity and seriousness of purpose with educational backgrounds appropriate to their chosen program of study. High school courses and grade point average, ACT composite score, and ACT reading and mathematics subscores will be considered in the admission and placement process. Transfer students must have at least 12 credits at the time of application with a minimum 2.0 overall GPA including an English and mathematics course, or they must provide their high school records and ACT scores for admission review.

Graduation Requirements
The Applied Speech Communication program leads to a bachelor of science degree. Graduation requires (1) a minimum 2.0 GPA overall, (2) no grade lower than ‘C’ in any COMM, ENGL, or ISYS class, and applications to the workplace courses, (3) at least 40 credits at or above the 300 level, (4) completion of all general education requirements as outlined on the General Education website and (5) completion of a minimum of 126 credits.