Why Choose a Communication Minor?
The communication minor is designed to enhance the communication skills needed for a career, and to improve the general communication skills applicable in any area of life.

A 1990 survey of personnel directors at 469 major businesses, industries and governmental agencies asked potential employers to rank the top 10 skills they looked for in recent college graduates. The results showed that while technical skills acquired in a student’s specific major program of study were important, verbal communication and interpersonal communication skills ranked first and second respectively as the abilities employers value most.

The communication minor at Ferris is the perfect complement to just about any course of study. It provides not only technical knowledge of such skills as public address, interpersonal communication, small group decision making, but also offers students the opportunity to develop their skills and knowledge about communication processes in other contexts like organizational and intercultural communication. The student and the coordinator for the communication minor will design a course of study based on specific course work that best complements the student’s major program.

Admission Requirements
This communication minor is open to any student admitted to Ferris State and pursuing a baccalaureate degree except those pursuing a B.S. in Applied Speech Communication or a B.A. with a communication major. The minor is designed to complement any Ferris major program.

Graduation Requirements
An academic minor may only be awarded upon completion of a baccalaureate degree at Ferris State. The communication minor requires a minimum of 18 credits of course work in communication, nine of which are at the 300 or above leve, completion of COMM 299 (Theories of Human Communication), and a minimum 2.5 grade average in all communication course work comprising the minor. The minor may only include one 100 level communication course. No more than 4 credits of COMM 252 and/or COMM 497 may apply.

Also, 50 percent of the credits for a minor must be taught by Ferris State University.

More Information
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