

BACHELOR OF ARTS IN COMMUNICATIONS

Concentrations: **Business** • **Healthcare**

Southern New Hampshire University's College for America programs provide **affordable, flexible and achievable** paths to an accredited degree you can be proud of. This **competency-based education** program allows you to master specific skills as you complete the minimum number of projects, or as many as you're able to within a term — saving you time and money. With 24/7 online access and no classes or exams, you can earn your degree on your schedule.

Our Bachelor of Arts in Communications is designed to provide you with knowledge and skills that help increase your career opportunities — so you can leverage your education for workplace advancement and personal growth.



Career Outlook

Drawing upon insights from workforce and industry leaders, the communications degree is designed to support you in developing the competencies needed to advance your career. Regardless of what industry or role a worker is in, the BA in Communications will develop personal, foundational and business skills by strengthening critical thinking, problem solving, communication and more.

With your communications degree, you can thrive in a variety of careers, including:

- Account management
- Advertising and marketing management
- Healthcare administration
- Human resource management
- Organizational communications
- Public relations
- Sales management
- Digital media

The Bachelor of Arts in Communications is also the first step toward management-level positions. When you choose a concentration in business or healthcare, you'll gain specialized knowledge and skills to help get you ahead in your career.



What You'll Learn

SNHU's College for America curriculum is made up of real world projects that count toward skills-based "goals." To be eligible for the bachelor's program, students must first complete an accredited associate program (20 goals from a College for America program or 60 transferable credits from an accredited university). The Bachelor of Arts in Communications consists of 20 goals, 3 of which make up your concentration.* Each goal aligns with a traditional degree course and qualifies for 3 college credits. The communications degree goals include:

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.

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

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

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.

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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.

Components of Healthcare Organizations: Identify points of service in healthcare to understand how various components work together to provide a comprehensive experience for patients. Evaluate how organizations apply collaborative strategies to improve efficiencies.

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.