

**University of Northern Iowa**  
**Department of Communication and Media—Business Communication Minor**  
**2024-2025 Minor Requirements – 21 hours**

**What is a minor?**

A minor is a smaller concentration of courses in a secondary area of study (fewer credit hours required for a minor). A student declares a minor on the Declaration of Curriculum form. A minor will be reflected on a degree audit and transcript once the declaration form has been filed. Minors may be disciplinary or interdisciplinary – drawing from coursework from a variety of academic departments. Minors are optional for most majors. Note that teaching minors are only available to students who are declared in a teaching major.

**To Fully Declare a Business Communication Minor:**

- ✓ Have a 2.50 cumulative GPA
- ✓ Have satisfactorily completed the Written and Oral requirements of the UNIFI/General Education program

**Required (12 hrs.)**

**Credits**

Communication		
<input type="checkbox"/> COMM 3155	Professional Public Communication	3 hrs.
Communication or English		
<input type="checkbox"/> CM CORE 1001 <b>OR</b>	Digital Toolbox	3 hrs.
<input type="checkbox"/> ENGLISH 2770	Introduction to Workplace Writing	
Communication or Management		
<input type="checkbox"/> COMM 3055 <b>OR</b>	Organizational Communication	3 hrs.
<input type="checkbox"/> MGMT 3965	Organizational Behavior (Jr.)	
Marketing		
<input type="checkbox"/> MKTG 2110	Principles of Marketing (ECON 1031 or ECON 1041)	3 hrs.

**Select 1 course (3 hrs.) from each of the 3 emphases below: (9 hrs. total)**

**1. Applied Writing Skills**

English

<input type="checkbox"/> ENGLISH 4765 <b>OR</b>	Applied Writing: Workplace Communication (MGMT 2080 or ENGLISH 2770 or Instructor Consent; Jr.; Same prereq./coreq. for ENGLISH 4770 and ENGLISH 4775)	3 hrs.
<input type="checkbox"/> ENGLISH 4770 <b>OR</b>	Applied Writing: Proposals and Grants (Same prereq./coreq. as ENGLISH 4765)	
<input type="checkbox"/> ENGLISH 4775	Applied Writing: Specialized Documents (Same prereq./coreq. as ENGLISH 4765)	

**2. Communication Skills**

Communication and Media

<input type="checkbox"/> COMM PR 1811 <b>OR</b>	Principles of Public Relations	3 hrs.
<input type="checkbox"/> COMM 4333	Communication and Conflict Management (Jr.)	

**3. Business and Professional Communication Contexts and Applications**

Communication and Media / Marketing

<input type="checkbox"/> COMM 4134 <b>OR</b>	Organizational Cultures and Communication (Jr.)	3 hrs.
<input type="checkbox"/> COMM PR 3844 <b>OR</b>	Public Relations: Integrated Communications (Jr.)	
<input type="checkbox"/> MKTG 3143 <b>OR</b>	Advertising and Promotion (MKTG 2110; ECON 1031 or ECON 1041; Jr.)	
<input type="checkbox"/> MKTG 3146 <b>OR</b>	Digital Advertising (MKTG 2110; ECON 1031 or ECON 1041; Jr.)	
<input type="checkbox"/> MKTG 3153	Professional Selling (MKTG 2110; ECON 1031 or ECON 1041; Jr.)	

**For more information, please contact:**

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