



**MOLLOY
UNIVERSITY**

School of Arts & Sciences
Department of Communications

Communications: Professional Communications B.A.

The five-year Professional Communications and MBA/Marketing program at Molloy University will equip students with the interdisciplinary knowledge and practical skills needed to excel in diverse industries and leadership roles. By offering a combination of communication expertise and business acumen, we ensure that graduates stand out, effectively navigate the professional landscape, and contribute to their organizations, making our program an essential choice for those seeking a well-rounded education to succeed in their career pursuits. Professionals must have a broad skill set in today's fast-paced and interconnected world. Combining professional communication and MBA/MKT studies allows students to become well-rounded individuals who effectively communicate and lead in business settings. This integrated approach helps students bridge the gap between soft and hard skills.

Essential Skills:

Essential skills refer to the knowledge gained from a liberal arts education. They provide a framework to guide students' progress toward their degree, but also prepare students for a broad range of career paths. A recent survey from the Association of American Colleges and Universities (AAC&U) shows employers "strongly agree" that "regardless of a student's field of study" liberal arts skills best prepare students to enter the job market in their career of choice. The essential skills outlined below refer to the National Association of Colleges and Employers (NACE) Career readiness guide.

1. Communication
 - a. Understand the importance of and demonstrate verbal, written, and non-verbal body language, abilities.
 - b. Communicate in a clear and organized manner so that others can effectively understand.
 - c. Frame communication with respect to diversity of learning styles, varied individual communication abilities, and cultural differences.
2. Professionalism
 - a. Act equitably with integrity and accountability to self, others, and the organization.
 - b. Maintain a positive personal brand in alignment with organization and personal career values.
 - c. Prioritize and complete tasks to accomplish organizational goals.
3. Critical Thinking
 - a. Make decisions and solve problems using sound, inclusive reasoning, and judgment.
 - b. Gather and analyze information from a diverse set of sources and individuals to fully understand a problem.
4. Leadership
 - a. Inspire, persuade, and motivate self and others under a shared vision.
 - b. Seek out and leverage diverse resources and feedback from others to inform direction.
 - c. Motivate and inspire others by encouraging them and by building mutual trust.
5. Teamwork:
 - a. Listen carefully to others, taking time to understand and ask appropriate questions.
 - b. Collaborate with others to achieve common goals.
6. Career & Self-Development
 - a. Show an awareness of own strengths and areas for career development.
 - b. Identify areas for continual academic growth while pursuing and applying feedback from instructors and peers.
 - c. Develop plans and goals for one's future career.

Honor Society

Lambda Pi Eta (LPH) is the National Communication Association's official honor society at four-year colleges and universities. LPH has more than 500 active chapters at four-year colleges and universities nationwide.

To be eligible for admission, undergraduate students must meet the following criteria:

- Complete 60 semester credit-hours (90 quarter credit-hours)
- Have a minimum overall cumulative GPA of 3.0
- Complete the equivalent of 12 semester credit-hours (18 quarter credit-hours) in Communication Studies
- Have a minimum GPA of 3.25 for all Communication Studies courses.
- Currently be enrolled as a student in good standing, as determined by the institution's policies.

Employment Information:

Representative Job Titles Related to this Major Include:

Human Resource Manager, Account Manager, Publishing Industry, Project Manager, Marketing Research Analysts, Technical Communication Specialist, Brand Manager, Sales Executive, Talent Manager, and more.

Further Resources:

See the following resources: [National Association of Colleges & Employers: Career Readiness Defined](#), [AAC&U](#), [What Can I Do with This Major?](#), and [Molloy Undergraduate Catalog](#).

Notice:

This 8-semester plan is not a contract, either expressed or implied, between the University and the student, but represents a flexible program of the current curriculum which may be altered periodically to carry out the academic objectives of the University. The University specifically reserves the right to change, delete or add to any 8-semester plan at any time within the student's period of study at the University.

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The below plan includes only the requirements for the first 8-semesters.

* Plan includes courses for the completion of the Business Minor (for non-business students) and the prerequisites required for MBA program.

** For MBA in marketing, course counts as an elective.

*** MBA prereq requires Excel certification. CIS 1050 curriculum prepares students for certification examination.

FIRST YEAR			
Fall Courses		Spring Courses	
COM 2550 Public Relations	3	COM 2290 Corporate Communications	3
ENG 1100	3	COM 2551 PR Writing	3
Gen Ed: Arts and Fine Arts	3	ECO 2510 Macroeconomics (Business Minor/MBA	3
Gen Ed: HIS/SOC/PSY/POL	3	Gen Ed: Math 1150B Business Statistics (MBA	3
Gen Ed: Philosophy	3	Gen Ed: Science	3
FST 1000	1	PED	1
Total Credits	16	Total Credits	16
SECOND YEAR			
Fall Courses		Spring Courses	
COM 2590 Advertising	3	COM 2240 Conflict and Communications	3
COM 3150 Organizational Com	3	BUS 2010 Principles of Management	3
Language	3	ACCT 2600 Accounting I	3
Gen Ed: HIS/SOC/PSY/POL	3	Second Language or Literature	3
Gen Ed: Theology/Religious Studies	3	MKT 2300 Principle of Marketing	3
Total Credits	15	Total Credits	15
THIRD YEAR			
Fall Courses		Spring Courses	
COM 2XXX Media Management	3	COM 3650 Research in Communications	3
BUS 5150 Business Ethics (MBA Course)	3	COM 4600 Internship	3
CORE	4	COM Elective	3
FIN 2500 Principles of Finance (Business	3	BUS 5110 Organizational Behavior (MBA Course)	3
Elective (Liberal Arts)	3	Elective (Liberal Arts)	3
Total Credits	16	Total Credits	15
FOURTH YEAR			
Fall Courses		Spring Courses	
BUS 5100 Marketing Management (MBA	3	BUS 5400 Leadership in Organizations (MBA	3
Elective (Liberal Arts)	3	COM 4900 Communications Capstone	3
Elective (Liberal Arts)	3	COM Elective	3
Gen Ed: HIS/PSY/SOC/POL	3	Elective Liberal Arts	3
Elective (CIS 1050 or BUS 1050	3		
Total Credits	15	Total Credits	12
Total Credits to Graduate			120