

Business Communication Minor

Business Communication Minor

The Business Communication minor is interdisciplinary in nature and offered jointly by the Wilson College of Business and the College of Humanities, Arts and Sciences. It is under the jurisdiction of the Department of Marketing and Entrepreneurship and the Department of Communication and Media. The minor requires a 12-hour core plus 9 hours from three emphases.

Required

Communication:		
COMM 3155	Professional and Public Communication	3
Communication or English:		
CM CORE 1001	Digital Toolbox or ENGLISH 2770 Introduction to Workplace Writing	3
Communication or Management:		
COMM 3055	Organizational Communication or MGMT 3965/5965 Organizational Behavior	3
Marketing:		
MKTG 2110	Principles of Marketing	3
Required: 3 hours from each of three emphases below:		
Total Hours		21

EMPHASES

1. Applied Writing Skills

Select one course from the following:	3
English:	
ENGLISH 4765/5765 Applied Writing: Workplace Communication *	
ENGLISH 4770/5770 Applied Writing: Proposals and Grants *	
ENGLISH 4775/5775 Applied Writing: Specialized Documents *	

2. Communication Skills

Select one course from the following:	3
Communication and Media:	
COMM 4333/5333	Communication and Conflict Management
COMM PR 1811	Principles of Public Relations

3. Business and Professional Communication Contexts and Applications

Select one of the following:	3
Communication and Media:	
COMM 4134/5134	Organizational Cultures and Communication
COMM PR 4856/585	Public Relations Special Events Planning

Marketing:

MKTG 3143	Advertising and Promotion
MKTG 3146/5146	Digital Advertising
MKTG 3153	Professional Selling

Note: When declaring this minor students must:

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

Available to all UNI majors.

* These courses have pre or co-requisite of MGMT 2080 or ENGLISH 2770 or consent of instructor.

Policies

Note: A copy of the Wilson College policies may be obtained at <https://business.uni.edu/students/advising/uni-college-business-policies>. Enrollment in upper division (3000/4000-level) business courses requires satisfactory completion of the Wilson College of Business admission requirements and any course prerequisites.

Marketing majors *may* declare a double major, double minor, and/or major and minor within the Wilson College of Business, subject to the regulations imposed by those Wilson College of Business departments affected. Marketing majors minoring within the Wilson College of Business must select minors designated for business majors. Marketing majors may not declare more than one emphasis in Marketing. Wilson College of Business students cannot minor in Marketing.

All students majoring in business must complete 50% of their major coursework in the Wilson College of Business at UNI. Major coursework would include any undergraduate, credit-bearing, graded course taught in the Wilson College of Business at UNI. Business courses taken at UNI as credit/no credit do not qualify. A minimum of 10 credits must be upper division (3000-4000 level courses). In addition, a minimum of nine graded hours must be earned in 3000/4000-level UNI Marketing courses. A student must earn a 2.20 cumulative grade point average at UNI; and earn an overall 2.20 grade point average in business-designated courses taken at UNI.

The Wilson College of Business limits the number of courses that can be counted towards major specific requirements across the College. The College will allow students to double count one major specific course between majors, with the following exceptions. These exceptions include major combinations which allow two double-counted courses:

- MIS/Business Analytics
- Real Estate/Finance: Financial Management or Investments
- Business Analytics/Economics: Business Economics

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This guideline is not applicable to the business core. There are no limitations to the number of courses that can be double-counted towards minors and/or certificates within the College.

The Marketing and Entrepreneurship Department may impose additional admission requirements for students wishing to declare a minor or a second Wilson College of Business major. Eligibility to declare a minor or a second Wilson College of Business major is based on competitive GPA and space availability.

Related Programs

- Communication B.A.
- Management B.A.