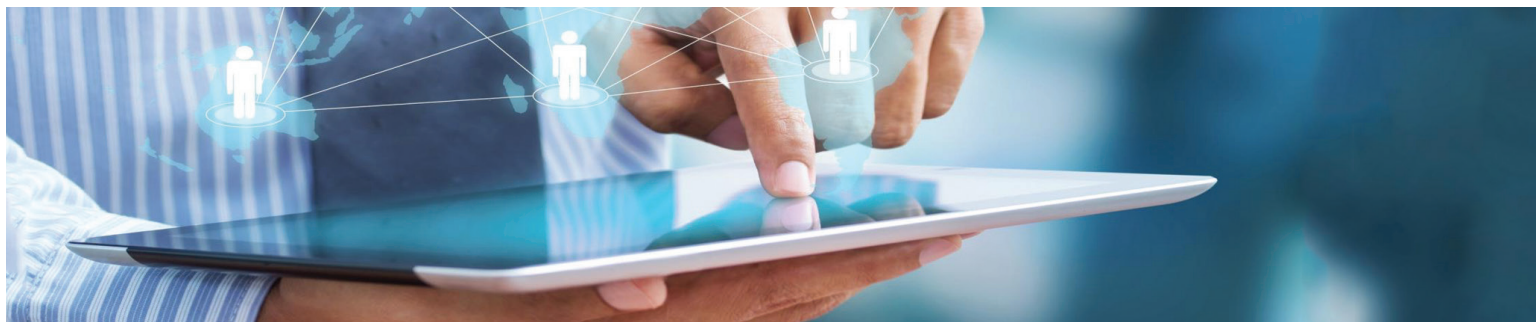


# Business Communications



## Why Business Communications?

Every organization requires some form of effective business communications, which is a vital skill for today's graduates. Whether communicating with co-workers and colleagues or prospects and clients, business graduates must use various communication skills and techniques in their professions on a daily basis.

Students are introduced to basic business communication concepts, theories, and techniques. They will also engage in organizational behavior exercises and team-building activities, as well as have the opportunity to apply their business communication knowledge using hands-on, real-world projects. This may include service-learning projects, integrated marketing communication plans, marketing research projects, advertising campaigns, as well as case studies and business communication simulations. Students will obtain a well-rounded education in business theory and application.

## Program Outcomes

Students who graduate from this program will be able to:

- Understand various advertising media such as print, radio, television, e-commerce, etc.
- Develop integrated marketing communication skills in the areas of product, place, price and promotion
- Demonstrate excellent written communication skills to be applied to business settings
- Apply teamwork principles and techniques
- Demonstrate excellent oral and presentation communication skills
- Articulate global business communications perspectives



The Department of Business Studies is nationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP). This national accreditation allows business graduates to transfer to accredited 4-year colleges throughout the country.

## Potential Jobs

- Advertising Account Executive
- Fundraiser
- Marketing Assistant/Coordinator
- Press Officer
- Public Relations Specialist
- Technical Writer

## Potential Salary\*

There is a wide range of jobs in the business communications industry. See below for the average annual salary range in NH for a **Public Relations Specialist**.

ENTRY LEVEL	MID-RANGE	EXPERIENCED
\$39,749	\$61,422	\$76,981

*\*New Hampshire Occupational Employment & Wages 2021, published by the NH Economic + Labor Market Information Bureau — Salaries are based on 40 hours of work, not including overtime.*

## Transfer Opportunities

Students in the Business Communications Program can successfully transfer to other accredited four-year colleges, including:

- Franklin Pierce University
- Franklin University (online)
- Granite State College
- Keene State College
- New England College
- Plymouth State University
- Rivier University
- Southern NH University
- UNH Manchester

...and many more!

Regardless of the size of your organization, you need good communication skills if you want to succeed.

[mccnh.edu](http://mccnh.edu)

STAY CONNECTED



# Degree & Certificate Requirements

## Business Communications Degree

### Degree Program - First Year

First Year	Fall Semester	TH	LAB	CR
BUS114M	Management	3	0	3
BUS120M	Introduction to Communications Media	3	0	3
ENGL110XM or ENGL110M	College Composition I with Corequisite or College Composition I	5* 4*	0	5* 4*
FYE100M	MCC Essentials	1	0	1
MKTG125M	Principles of Marketing: A Global Perspective	3	0	3
<b>Total</b>		<b>14/15*</b>	<b>0</b>	<b>14/15*</b>
First Year	Spring Semester	TH	LAB	CR
	Business Elective ( <i>Select one: ACCT, BUS, FIN or MKTG</i> )	3	0	3
CIS110M	Microsoft® Computer Applications I	2	2	3
ENGL113M	Introduction to Public Speaking	3	0	3
MATH132M or MATH145XM	Business Mathematics or Quantitative Reasoning with Corequisite or Quantitative Reasoning	3* 5*	0	3* 5*
MATH145M		4*		4*
<b>Total</b>		<b>11/12/13*</b>	<b>2</b>	<b>12/13/14*</b>
First Year	Summer Term	TH	LAB	CR
ACCT113M	Accounting and Financial Reporting I	3	0	3
PSYC110M or SOC110M	Introduction to Psychology or Introduction to Sociology	3	0	3
<b>Total</b>		<b>6</b>	<b>0</b>	<b>6</b>

### Degree Program - Second Year

Second Year	Fall Semester	TH	LAB	CR
	Business Elective ( <i>Select one: BUS155M, MKTG135M; MKTG224M** or MKTG282M**</i> )	3	0	3
ENGL203M or ENGL206M or ENGL211M	Introduction to Journalism or Professional Communication or Introduction to Technical Writing	3	0	3
GDES110M or ARTS	Page Layout & Design or ARTS Elective	2	3	3
MKTG210M	Advertising	3	0	3
PHIL240M or BUS216M	Ethics or Organizational Behavior	3	0	3
<b>Total</b>		<b>14</b>	<b>3</b>	<b>15</b>
Second Year	Spring Semester	TH	LAB	CR
BUS200M	Team Building	3	0	3
BUS210M	Organizational Communications	3	0	3
	Business Elective ( <i>Select one: BUS205M, BUS212M, BUS224M or BUS225M</i> )	3	0	3
ENGL213M or ENGL214M	Creative Writing or Creative Nonfiction	3	0	3
	Science Elective	3	0	3
<b>Total</b>		<b>15</b>	<b>0</b>	<b>15</b>
<b>Total Credits - 62/63/64/65*</b>				

## Business Communications Certificate

		TH	LAB	CR
BUS120M	Introduction to Communications Media	3	0	3
	Business Elective ( <i>Select one: BUS210M, BUS216M, MKTG210M or MKTG282M**</i> )	3	0	3
	Business Elective ( <i>Select one: BUS210M, BUS216M, MKTG210M or MKTG282M**</i> )	3	0	3
ENGL110XM or ENGL110M	College Composition I or College Composition I with Corequisite	3* 4*	0	3* 4*
	English Elective ( <i>Select one: ENGL113M, ENGL203M, ENGL206M or ENGL214M</i> )	3	0	3
MKTG125M	Principles of Marketing: A Global Perspective	3	0	3
<b>Total Credits - 19/20*</b>				

\*Number of credits for this requirement is determined by advisor recommended placement.

\*\*These courses are offered only during Spring Semester.

All courses and degree requirements are subject to change. For the most current information on MCC programs, visit [mccnh.edu](http://mccnh.edu).

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