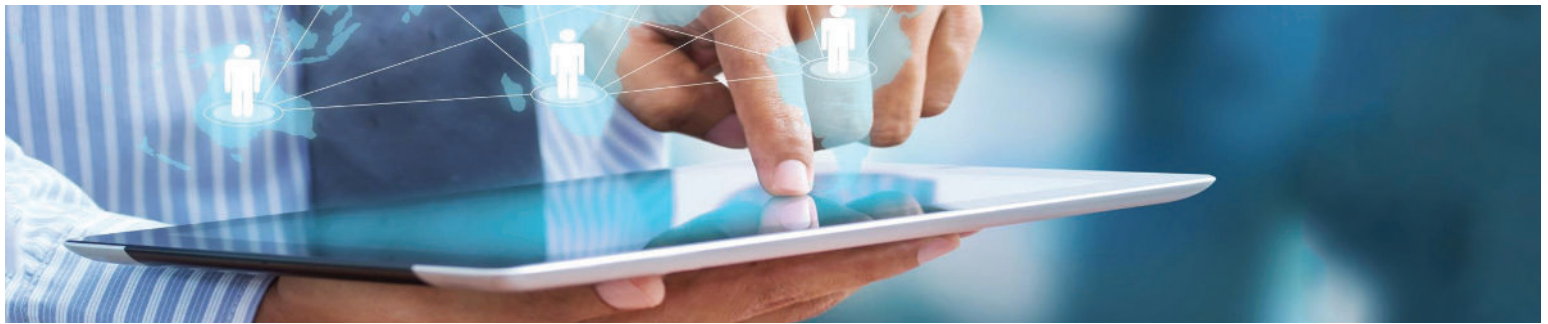


Business Communications



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, graduates must use various communication skills and techniques in their professions on a daily basis.

The MCC Business Communications degree program will introduce you to basic business communication concepts, theories and techniques. You will also engage in organizational behavior exercises and team building activities, as well as have the opportunity to apply your business communication knowledge using hands-on, real-world projects. This may include service-learning projects, integrated marketing communication plans, marketing research projects and advertising campaigns, as well as case studies and business communication simulations.

Degree & Certificate Options

The Business Communications program offers the following Associate of Science (A.S.) degree and certificate options:

- Business Communications (A.S.)
- Business Communications Certificate

Program Outcomes

The Business Communications degree will prepare you for transfer to a 4-year college or for an entry-level communications position. Students will obtain a well-rounded education in business theory and application.

Acquired Skills

Students who graduate from this program will be able to:

- Demonstrate knowledge of various advertising mediums 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.
- Demonstrate teamwork principles and techniques.
- Demonstrate excellent oral and presentation communication skills.
- Articulate global business communications perspectives.

Potential Jobs

- Advertising Account Executive
- Marketing Assistant/Coordinator
- Public Relations Specialist
- Fundraiser
- Press Officer
- 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
\$41,595	\$64,052	\$117,151

*Career Coach 2024, mccnh.lightcastcc.com

Transfer Opportunities

Students in the Business Communications program can successfully transfer to `accredited 4-year colleges, including:

- Franklin Pierce University
- Franklin University (online)
- UNH College of Professional Studies
- Keene State College
- New England College
- Plymouth State University
- Rivier University
- Southern NH University
- UNH Manchester
- ...and many more!

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.

ACBSP
ACCREDITED

Degree & Certificate Requirements

Business Communications Degree

Degree Program - First Year

First Year	Fall Semester	TH	LAB	CR
BUS120M	Introduction to Communications Media	3	0	3
MKTG125M	Principles of Marketing: A Global Perspective	3	0	3
CIS110M	Microsoft® Computer Applications I	2	2	3
ENGL110XM or ENGL110M	College Composition I with Corequisite or College Composition I	4* 4*	2* 0	5* 4*
MATH132M or MATH145XM	Business Mathematics or Quantitative Reasoning with Corequisite or	3* 4*	0 0	3* 5*
MATH145M	Quantitative Reasoning or	4*	2*	4*
MATH 200M	Finite Mathematics	4*	0	4*
FYE100M	MCC Essentials	1	0	1
Total		16/17*	2*	17-20*

First Year	Spring Semester	TH	LAB	CR
BUS114M	Business Management	3	0	3
ACCT113M	Intro to Accounting and Financial Reporting I	3	0	3
PSYC110M or SOCI110M	Introduction to Psychology or Introduction to Sociology	3	0	3
ENGL113M	Introduction to Public Speaking	3	0	3
	Business Elective (<i>BUS155M, MKTG135M; MKTG224M** or MKTG282M**</i>)	3	0	3
Total		15	0	15

Degree Program - Second Year

Second Year	Fall Semester	TH	LAB	CR
MKTG210M	Advertising	3	0	3
GDES110M or ARTS	Page Layout & Design or ARTS Elective	2	3	3
ENGL203M or ENGL206M or ENGL211M	Introduction to Journalism or Professional Communication or Introduction to Technical Writing	3	0	3
	Science Elective	3	0	3
PHIL240M or BUS216M	Ethics or Organizational Behavior	3	0	3
Total		14	3	15

Second Year	Spring Semester	TH	LAB	CR
BUS200M	Team Building	3	0	3
BUS210M	Business Communications	3	0	3
	Business Elective (<i>BUS205M, BUS212M, BUS224M or BUS225M</i>)	3	0	3
	Business Elective (<i>ACCT, BUS, FIN, MKTG</i>)	3	0	3
ENGL213M or ENGL214M	Creative Writing or Creative Nonfiction	3	0	3
Total		15	0	15
Total Credits - 62/63/64/65*				

Business Communications Certificate

		TH	LAB	CR
BUS120M	Introduction to Communications Media	3	0	3
ENGL110XM or ENGL110M	College Composition I with Corequisite or College Composition I	4* 4*	2* 0	5* 4*
MKTG125M	Principles of Marketing: A Global Perspective	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
	English Elective (<i>Select one: ENGL113M, ENGL203M, ENGL206M or ENGL214M</i>)	3	0	3
Total Credits - 19/20*				

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

**These courses are offered only during Spring Semester.

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All courses and degree requirements are subject to change. For the most current information on MCC programs, see mccnh.edu/programs.

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