

UNDERGRADUATE

# Applied Communication Studies

College of Arts and Sciences  
Department of Applied  
Communication Studies

SIUE

[siue.edu/applied-communication](http://siue.edu/applied-communication)

## Degrees Available at SIUE

- Bachelor of Arts, Applied Communication Studies
- Bachelor of Science, Applied Communication Studies

## Program Tracks

- Corporate and Organizational Communication
- Interpersonal Communication
- Public Relations

## Applied Communication Studies

- The study of communication involves the development of theories and research tools to analyze, explain and improve human interaction. Departmental courses focus on:
- Two-person interaction
- Small-group decision making
- Communication patterns in organizations and other complex systems
- Public relations
- Speaker-audience interaction in public speaking

## What can I do with a degree in applied communication studies?

Employers in America are increasingly recognizing the need for more effective communication. Job opportunities for graduates trained in applied communication studies are prevalent in:

- Business and industry
- Government agencies
- Educational systems
- Nonprofit organizations
- Community-based resource centers

SIUE graduates often have several career choices.

Examples include:

- Administration
- Management
- Training & Development
- Employee Relations
- Human Services
- Customer Service and Sales
- Recruiter
- Community Relations Coordinator
- Public Relations
- Brand Strategist
- Social Media Manager
- Content Marketing Manager
- Event Planner
- Lobbyist / Fundraiser
- Government Services

Graduates also find employment in various types of for-profit and nonprofit organizations locally, regionally, nationally and internationally. Applied communication is also an in-demand minor for students majoring in areas such as, business, mass communications, political science and sociology. Our graduates are also well-prepared for graduate school.

SOUTHERN ILLINOIS UNIVERSITY  
**EDWARDSVILLE**  
COLLEGE OF ARTS & SCIENCES

# Sample Curriculum for the Bachelor of Science in Applied Communication Studies

	Fall Semester	Spring Semester
Year 1	<b>ACS 101 Public Speaking</b> 3 ENG 101 English Composition I 3 RA 101 Reasoning & Argumentation 3 Breadth Fine & Performing Arts (BFPA) 3 Breadth Humanities (BHUM) 3 FST 101 Succeeding & Engaging at SIUE 1 Total Credits 16	<b>ACS 103</b> Interpersonal Communication (EUSC, BICS) <b>3</b> ENG 102 English Composition II 3 QR 101, MATH 150 or Higher 3 Elective 3 Breadth Life Science (BLS) 3 Total Credits 15
Year 2	<b>ACS 201 (BSS), ACS 203, or ACS 213</b> 3 ACS Track Requirement (or recommended ACS elective) 3 Breadth Physical Science (BPS) 3 Health Experience (EH) 2 Life, Physical or Social Science with a lab (EL) 3 Total Credits 14	ACS 200 Advanced Public Speaking 3 ACS Track Requirement (or recommended ACS elective) 3 Life, Physical or Social Science with a lab (EL) 3 Life, Physical, Social Science/Experience Global Cultures (EGC) 3 Elective 3 Total Credits 15
Year 3	ACS 329 (BSS) or ACS 330 (BSS) 3 ACS Track Requirement (or recommended ACS elective) 3 ACS Track Requirement (or recommended ACS elective) 3 Interdisciplinary Studies (IS) 3 Minor 3 Total Credits 15	ACS 329 (BSS) or ACS 330 (BSS) 3 ACS Track Requirement (or recommended ACS elective) 3 ACS Track Requirement (or recommended ACS elective) 3 Minor 3 Minor 3 Total Credits 15
Year 4	ACS Track Requirement (or recommended ACS elective) 3 Life, Physical or Social Science 3 Elective 3 Minor 3 Minor 3 Total Credits 15	Senior Project: ACS 409 (corporate and organizational comm. track), ACS 424 (interpersonal comm. track) or ACS 415 (public relations track) 3 Elective 3 Elective 3 Elective/Minor 3 Minor 3 Total Credits 15
		<b>Total Hours 120</b>

**Transfer Students:** To maximize your transfer experience, complete the **bolded** courses/requirements pre-transfer and satisfy either the Illinois Articulation Initiative (IAI) General Ed Core or receive an AA, AS, or AAT (early childhood, special ed or math) degree from an IAI community college. If 'Minor' requirements are shown, discuss careful course selection with the academic advising contact. Visit [siue.edu/transfer](http://siue.edu/transfer) to find course equivalency guides.

## Hands-on Learning

At SIUE, students are encouraged to put their newly acquired skills to work through hands-on activities, service learning and guided internships. Students have the opportunity to work with actual clients on projects in various courses and through the Senior Assignment. At SIUE, we are committed to helping undergraduate majors identify jobs and work environments for which they are best suited, help students select appropriate internships, and help guide students in the selection of minors and elective courses to complement the applied communications studies major.

## Admission Requirements

To be admitted to the Bachelor of Science or Bachelor of Arts program, students must:

- Complete ACS 101, Public Speaking (or equivalent) with a grade of C or better
- Complete ACS 103, Interpersonal Communication Skills (or equivalent) with a grade of C or better
- Attain a cumulative GPA of at least 2.0 (on a 4.0 scale).

## Graduation Requirements

### Bachelor of Science in Applied Communication Studies

- Complete all general education and specific program/track requirements
- Complete all requirements for academic minor

- ACS majors must receive a grade of C or higher in ACS 329 and ACS 330
- Students in the public relations track must receive a grade of C or higher in ACS 213 and ACS 313
- Have a GPA of 2.0 or above for coursework completed at SIUE
- File an Application for Graduation by the first day of the term in which you plan to graduate

### Bachelor of Arts in Applied Communication Studies

Eight hours of the same foreign language, as well as four courses in fine and performing arts or humanities in lieu of additional life, physical or social science courses. Refer to the undergraduate academic catalog for specific requirements.

[siue.edu/applied-communication](http://siue.edu/applied-communication)

### Contact Information

Department of Applied Communication Studies  
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