



Bachelor of Science in Communication

College of Social and
Behavioral Sciences

Drown Out the Noise. Pursue a Degree That Speaks Volumes.

Kaplan University's Bachelor of Science in Communication could help you develop the skills to pursue a career in today's competitive job market.¹ You can also tailor your communications degree to your unique talents and career goals by choosing electives that focus on a particular area of interest.

Kaplan University's goal is to create a dynamic environment for online learning. Our technology and course delivery methods allow you to access our user-friendly classes virtually anywhere you have an Internet connection.

Connect and Grow.

The College of Social and Behavioral Sciences offers a wide breadth of graduate and undergraduate academic programs designed to develop professionals, leaders, and change agents in fields that make a difference in response to human and societal causes, issues, and needs. Our programs connect you with an enthusiastic community of students and faculty from every corner of the country. Through interactive webinars, informative speaker series, and a number of social media sites and clubs, you'll have a wealth of opportunities to learn and grow. The atmosphere is always positive, reinforcing, and highly accessible.

WHAT'S INSIDE:

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Enroll today. Contact an Admissions Advisor at
866.318.2694 (Toll Free) or visit www.kaplanuniversity.edu.



A Communication Degree Is a Versatile Degree.

A bachelor's degree in communication from Kaplan University could prepare you for careers across a variety of industries and sectors.¹ In a recent survey conducted by the National Association of Colleges and Employers (NACE), employers ranked verbal communication among the top skills they seek in potential employees.²

Not only are communication skills desired across industries, but according to the Bureau of Labor Statistics, the communication sector is projected to grow. National long-term job growth of public relations managers and specialists and advertising, marketing, and promotions managers is expected to be between 6 and 9%, depending on occupation, through 2024.³ Additionally, career opportunities for technical writers who can understand and interpret complex information are expected to increase by 10% during the same period.⁴

If you want to pursue a new career or advance in your current one, consider the versatile Bachelor of Science in Communication from Kaplan University.

Learn Exactly What You Need to Know.

Taking the right courses in the right degree program could contribute to your job marketability and career success.¹ At Kaplan University's College of Social and Behavioral Sciences, you'll find the kind of commitment and support you can count on.

- Work one-on-one with an Education Advisor to build a personalized degree plan that best suits your ultimate career goal.
- Learn from faculty members who actively participate in their fields.

Become a Powerful Communicator.

The Bachelor of Science in Communication program is designed to help you develop the oral, written, and interpersonal skills to become an effective communicator in today's competitive, global workplace.

This program is designed to help prepare you to pursue a career in a range of fields, including advertising, marketing, organizational communication, public relations, publishing, human resources, law, criminal justice, politics, and public administration.

Possible Career Opportunities:¹

- Corporate Communications Specialist
- Public Information Officer
- Human Resources Associate
- Speech Writer
- Marketing Analyst
- Public Relations Associate
- Legislative Assistant
- Case Worker
- Technical Writer

Day-to-Day Activities That Graduates May Perform:

- Introducing new company initiatives, leading discussions, and answering questions
- Planning and managing public events and appearances
- Explaining existing company policies, benefits, and procedures to job applicants or current employees
- Creating presentations to address issues within a company
- Communicating with the media; responding to requests for information
- Responding to employee concerns
- Writing technical materials, such as appendices, user guides, or instruction manuals
- Creating presentations for a supervisor
- Planning promotional campaigns within an organization or for the public

A Wide Range of Courses Designed to Provide a Wide Range of Abilities

Kaplan University’s Bachelor of Science in Communication program features a variety of courses and a broad focus that could be applied and tailored to professions in a variety of work settings.¹ Study to improve your writing and speaking skills, experience group dynamics and team building, and prepare to resolve complex issues that arise in the workplace. You will have the opportunity to examine the planning and development of multimedia presentations and websites. Plus, you will explore the new media and software applications most frequently used in business, institutional, and home environments.

Kaplan University’s program curriculum emphasizes:

- Understanding communication and how its basic elements and principles apply to various types of communication environments
- Using contemporary tools, transmissions, and processes to communicate effectively in both oral and written contexts in diverse social and professional settings
- Acquiring, interpreting, and presenting knowledge gained through diverse and appropriate methods of inquiry to arrive at reasoned decisions
- Understanding and using emerging communication technology

Students enrolled in the Bachelor of Science in Communication program may choose to further customize their degree by focusing their elective coursework on a specific area of interest. You can take

classes from across the University to truly make your communication degree work for you.

Some examples of subject areas you can study are: technical communication, hospitality and management, political communication, sales, and entrepreneurship.

Accelerated Master’s Degree Option

Interested in continuing on to pursue a graduate degree? Our flexible degree pathways allow you to work toward any of the following Kaplan University master’s degrees while you earn your bachelor’s degree:

- Master of Public Administration
- Master of Science in Human Services
- Master of Science in Legal Studies
- Master of Science in Psychology

Complete both your bachelor’s degree and master’s degree in less time and at a lower cost than completing both programs separately. Speak to an Education Advisor for more details upon enrollment in this bachelor’s degree program.



Program Detail

Bachelor of Science in Communication

Credit Hours: 180

Here Is What One Graduate Had to Say

Dena Aucoin, EdD

› Department Chair

“A degree in communication is unique in that it balances theory and practical application. What I enjoy the most about teaching in the communication program is that I know students can use the information learned immediately in their professional and personal lives and the content is vital knowledge no matter the industry, job position, or professional goals. The feedback I get from students about the usefulness of the topics discussed in class is always a positive inspiration.”

Views and opinions stated herein are the individual's and not necessarily those of Kaplan University. Individual student schedules and experiences may vary. This testimonial was solicited by Kaplan University.

Kaplan University—A Different School of Thought®

We Stand Behind Our Academic Quality. Try Our Classes Before You Owe Any Tuition.

Kaplan University wants you to make an educated decision about your education. As a new student, the Kaplan CommitmentSM gives you a chance to experience real classes before deciding if you will stay and pursue your studies. If you withdraw during the introductory period, you will have no financial obligation beyond the application fee.⁵

Why Kaplan University?

Our programs are designed to offer you the freedom to grow and pursue your goals. We offer:

- Online classes that allow you to study virtually anytime, anywhere you have an Internet connection.
- Personal advisors to help you select the courses to meet your goals.
- Reduced tuition rates for servicemembers, including Guard and Reserve, and veterans.
- A portfolio development course that could help translate your work and life experiences into college credit.⁶

Other Programs

In addition to this program, Kaplan University also offers:

- Bachelor of Science in Early Childhood Administration
- Bachelor of Science in Psychology in Addictions
- Bachelor of Science in Psychology in Applied Behavior Analysis
- Bachelor of Science in Psychology in Industrial/Organizational Psychology
- Bachelor of Science in Human Services in Youth/Family Services and Administration
- Bachelor of Science in Liberal Studies
- Master of Public Administration
- Master of Science in Psychology

Note From the Dean

“The College of Social and Behavioral Sciences degree programs are created to meet the unique needs of all students. Whether students are interested in the flexibility of creating their own degree plan, applying previously earned college credit to earn their degree faster, or starting a degree from the beginning, the College of Social and Behavioral Sciences focuses on the needs of adult students in meeting their educational, career, and personal goals.”

Sara Sander

Sara Sander
Dean, College of Social and Behavioral Sciences



IMPORTANT INFORMATION—PLEASE READ

For comprehensive consumer information, visit kaplan.edu/info. For gainful employment information about our social and behavioral sciences programs, visit www.kaplanuniversity.edu/social-behavioral-sciences/ge.

¹ Kaplan University's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, Kaplan University cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary from organization to organization.

² Source: National Association of Colleges and Employers, “Job Outlook: The Candidate Skills/Qualities Employers Want,” November 12, 2014, on the Internet at www.nacweb.org/s11122014/job-outlook-skills-qualities-employers-want.aspx.

³ Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, 2016-2017 Edition, Public Relations and Fundraising Managers, www.bls.gov/ooh/management/public-relations-managers.htm; Public Relation Specialists, www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm; Advertising, Promotions, and Marketing Managers, www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

⁴ Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, 2016-2017 Edition, Technical Writers, www.bls.gov/ooh/Media-and-Communication/Technical-writers.htm. National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

⁵ Classes count toward a degree if satisfactorily completed. No credits are earned if the student withdraws during the introductory period (3 weeks for undergraduate students), which begins day one of the first term. Students who choose to continue their studies at the University will need to meet specific requirements. Graduate programs not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see catalog.kaplanuniversity.edu and www.kaplanuniversity.edu/Kaplan_Commitment.pdf. Application fee waived for campus and learning center students through December 31, 2017.

⁶ Kaplan University does not guarantee the transferability of credit. See the University Catalog for the Prior Learning Assessment Policy.

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