

ASHLAND UNIVERSITY

BA with a major in

APPLIED COMMUNICATION

A STUDENT GUIDE TO SUCCESS

Why Earn your BA in Applied Communication at AU?

Gain Skills that Translate into Future Career Opportunities:

Speaking



Listening



Writing



Leadership



Organization



Conflict
Negotiation

REQUIRED COURSES



COM 101: Human Communication



COM 120: Foundations of Health Communication



COM 204: Communication Theory



COM 343: Conflict, Mediation & Negotiation



COM 425: Risk & Crisis Communication



Choose FIVE elective courses to explore the various types of communication and how they are present in our society.

COM 205: Introduction to Public Relations

COM 206 Small Group Communication

COM 210: Family Communication

COM 301: Public Speaking

COM 302: Intercultural Communication

COM 304: Interpersonal Communication

COM 305: Organizational Communication

COM 333: Leadership Communication

Learn more about our Online BA
in Applied Communication

VISIT: www.ashland.edu/applied-communication

We give our students knowledge and skills you need to advance,
all through an online interactive learning environment.