

STRATEGIC COMMUNICATION AND ORGANIZATIONAL STUDIES MAJOR

Overview

The B.A. in Strategic Communication and Organizational Studies is a multidisciplinary major with two main purposes. The first is to provide students with an accessible and practical path to online degree completion. The second is to equip students with skills and content to make them competitive for careers in a wide range of fields. Content in Sociology, History, and Psychology will help students understand the world we live in, with an eye on the interactions among cultures and societies, as well as individuals. Courses in public speaking, writing, and statistics provide the skills needed to make an impact in one's chosen field.

This major is only available to students who have earned an associate's degree (Associate of Art, Associate of Science, or Associate of Applied Science) and are enrolled in the online degree completion program.

Learning Goals and Outcomes

Goal 1: Students will develop an understanding of foundational content and core concepts about humans and society.

Outcome 1.1: Students will identify, define, and/or explain the content, core concepts, and theories about humans and society.

Goal 2: Students will effectively communicate through presentations and/or writing.

Outcome 2.1: Students will be able to articulate verbally and/or in writing course content.

Goal 3: Students will develop an understanding of quantitative measures.

Outcome 3.1: Students will perform and apply mathematical calculations.

Requirements

Cornerstone Curriculum Requirements for Block Transfer Students

Students who transfer to Saint Joseph's University with a completed Associate of Art, Associate of Science, or Associate of Applied Science degree in the Health Professions from an accredited institution will not be required to complete the Saint Joseph's University Cornerstone Core Curriculum. Rather, the Associate degree holder will receive credit for having completed their general education requirements with the addition of a maximum of nine credit hours of Saint Joseph's University mission and identity related coursework as described below. Additionally, if a student has completed a course that would, in a course-by-course transfer evaluation, count for one of the courses identified below, that course will be considered completed.

Code	Title	Hours
	Philosophy Level One	3

This Philosophy Level One course must be designated as Ethics-based.

Theology	3
Mission Overlay	3

This proposal does not equate the AA, AS, or AAS degree with the Saint Joseph's University Cornerstone Core. Rather, it provides an alternative path for transfer students to continue their education at Saint Joseph's University in their chosen discipline while still completing foundational coursework in the Jesuit Liberal Arts tradition that is central to Saint Joseph's University's educational mission.

Major Requirements

Code	Title	Hours
Two courses in Communication Studies		
COM 100	Introduction to Communication	3
COM 260	Strategic Communication	3
Two courses in English		
ENG 206	Public Speaking & Presentation	3
ENG 263	Writing for Organizations	3
One course in History		
HIS 101	Globalization in World History	3
One course in Mathematics		
MAT 128	Applied Statistics	3
Two courses in Psychology		
PSY 100	Introductory Psychology	3
PSY 129	Industrial/Organizational Psyc	3
Two courses in Sociology		
SOC 101	Intro to Sociology	3
or SOC 102	Social Problems	
SOC 204	Cultural Diversity	3
Total Hours		30

Free Electives

To be awarded a bachelor's degree at Saint Joseph's University, students must complete at least 120 total credits. As such, elective credits may be required in addition to Cornerstone Core Curriculum (CCC) and major requirements. Any credits necessary to reach at least 120 total credits outside of the CCC and major requirements are considered free electives. Under the CCC, there are no fixed number of electives required. A student's total number of electives will vary based on major requirements, transfer credits, as well as math and language placement.