

BACHELOR OF SCIENCE IN COMMUNICATION

COLLEGE OF ARTS AND 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 needed to complement your liberal arts education and help you stand out in this 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.

WHAT'S INSIDE:

- ▶ Career Outcomes
- ▶ Curriculum Highlights
- ▶ Kaplan University Overview

To enroll, call your Admissions Advisor today. For more information, visit studentcenter.kaplan.edu.

A different school of thought.®



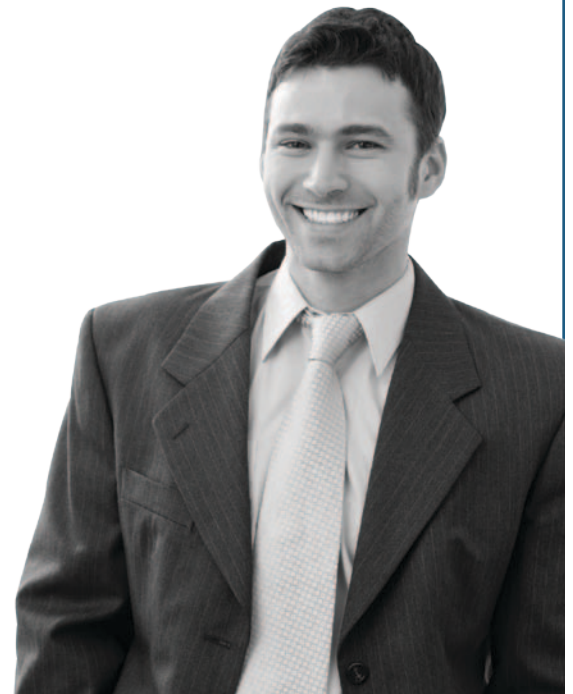
**KAPLAN
UNIVERSITY**

A COMMUNICATION DEGREE IS A VERSATILE DEGREE

A bachelor's degree in communication from Kaplan University could help prepare you for careers across a variety of industries and sectors.¹ According to the National Association of Colleges and Employers, verbal and written communication skills are the top qualities employers look for in recent college graduates.²

Not only are communication skills desired across industries, but according to the Bureau of Labor Statistics, the communication sector is growing.³ Employment of public relations specialists is expected to grow by 24 percent through 2018,⁴ and employment of advertising, marketing, promotions, and sales managers is expected to increase by 13 percent in that same time period.⁵ Additionally, career opportunities for technical writers who can understand and interpret complex information are expected to increase by 18 percent through 2018.³

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



BECOME A POWERFUL COMMUNICATOR

The Bachelor of Science in Communication program is designed to help you develop the oral, written, and interpersonal skills needed 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. In addition, the importance and high visibility of a communication-related position could help you pursue advancement to higher ranks.⁵

Advancement opportunities are greater for job-seekers that hold a college degree, and some positions are only open to those with a communication-focused education.

Career opportunities could include:

- 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 WILL VARY BUT SOME OF THE TASKS THAT GRADUATES COULD PERFORM INCLUDE:¹

- 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

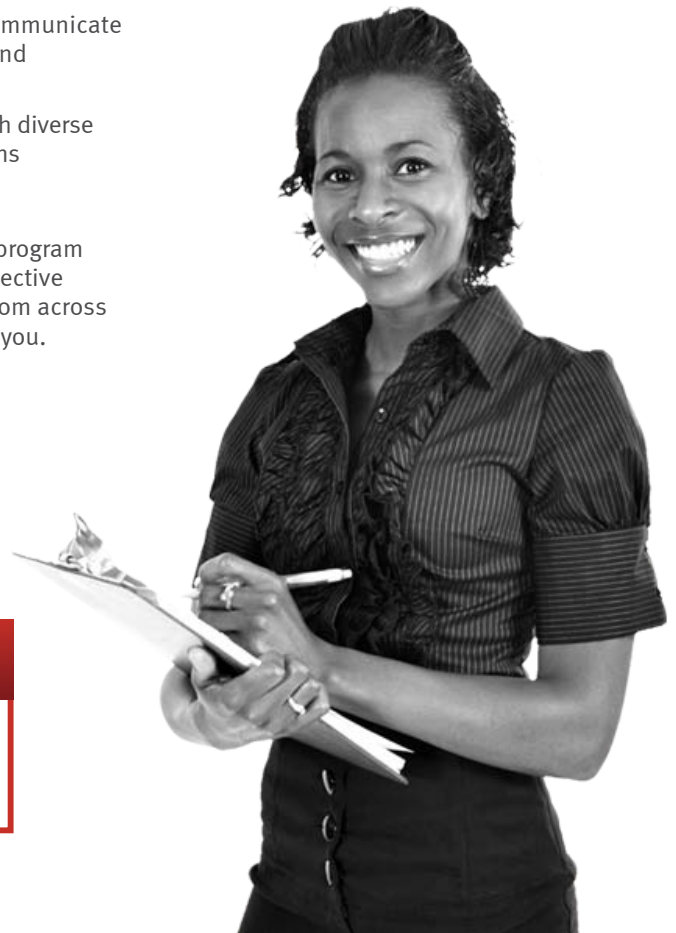
Kaplan University's **Bachelor of Science in Communication** program features a variety of courses and a broad focus that could be applied and tailored to professions in a variety of work settings.¹ Study to improve your writing and speaking skills, experience group dynamics and team building, and prepare to resolve complex issues that arise in the workplace. You will have the opportunity to learn how to plan and develop multimedia presentations and websites. Plus, you could utilize 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 course work 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.



Program Detail

Bachelor of Science in Communication

- Credit Hours: 180

HERE IS WHAT ONE STUDENT HAD TO SAY

Michelle Parmeter⁶

- Kaplan University Graduate, January 2009

“I honestly, wholeheartedly can say I feel very confident in the quality of the education I received from Kaplan. I recommended my husband to go...He now attends Kaplan because he was able to see the changes that happened in me, the confidence that I take with me now. Kaplan University has been huge in my achieving my goals...I am the first person in my family to ever graduate with a bachelor's degree...I have four little girls and it was important for me to show them that it could be done...Kaplan has definitely made that possible.”

KAPLAN UNIVERSITY—A DIFFERENT SCHOOL OF THOUGHT®

THE KAPLAN COMMITMENTSM—EXPERIENCE KAPLAN UNIVERSITY WITH NO TUITION OBLIGATION.

At Kaplan University, we are committed to your education, your goals—you. And, as part of our pledge to help you succeed, we're announcing a whole new way to try a Kaplan University degree program for yourself with no tuition obligation.

It's simple. You'll attend real classes for real credits. After an introductory period, if you decide we're right for you, and you meet our academic standards and other requirements, you'll continue on. If not, your obligation ends there. There's no tuition cost or other financial obligation, except for the nonrefundable application fee.⁷

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 active-duty service members and veterans.
- Scholarships for eligible Kaplan University students.
- A portfolio development course that could help translate your work and life experiences into college credit.⁸

Other Programs

In addition to this program, Kaplan University also offers:

- › Bachelor of Science in Liberal Studies
- › Bachelor of Science in Human Services
- › Bachelor of Science in Psychology

Note From Dean

"The College of Arts and Sciences degree programs are designed to meet the unique needs of 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 Arts and Sciences focuses on the needs of adult students in meeting their educational, career, and personal goals."



Sara Sander
Dean, College of Arts and Sciences

A different school of thought.®



To enroll, call your Admissions Advisor today. For more information, visit studentcenter.kaplan.edu.

IMPORTANT INFORMATION—PLEASE READ

¹ Kaplan University's programs are designed to prepare graduates to pursue employment in fields related to their subjects of study, such as the positions provided as examples. However, Kaplan University does not guarantee that graduates will be placed in any job, equipped to perform all the tasks noted, or eligible for job advancement opportunities. 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 (NACE), www.nacweb.org/press/quick.htm.

³ Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, 2010-11 Edition, Technical Writers, <http://www.bls.gov/oco/ocos319.htm>. These projections are provided for informational purposes only. Long-term projections are not intended to predict short-term changes in employment demand due to the current economy.

⁴ Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, 2010-11 Edition, Public Relations Specialists, <http://www.bls.gov/oco/ocos086.htm>.

⁵ Source: U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, 2010-11 Edition, Advertising, Marketing, Promotions, Public Relations, and Sales Managers. <http://www.bls.gov/oco/ocos020.htm>.

⁶ 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.

⁷ Classes will count toward a student's degree if satisfactorily completed. No credits are earned if the student withdraws during the introductory period. The introductory period is five weeks, and begins on day one of the student's first academic term. If at any point during the introductory period a student chooses to opt out, he or she will have no other obligation to the University except for the application fee. Only available to new students; continuing students are not eligible.

⁸ Kaplan University does not guarantee the transferability of credit. See University Catalog for Prior Learning Assessment Policy.