

B.S. Professional Communication Transfer Pathway | 3 Concentrations

We have partnered with **Manchester Community College** to offer a Pathways Program that allows you to seamlessly transfer to Granite State College. Use this document to maximize your transfer credit at your community college and prepare for your bachelor's degree at Granite State College.

WHY GRANITE STATE COLLEGE?

- Accepts up to 90 credits in transfer
- Top-ranked among the nation's Best Online Bachelor's Degree Programs by *U.S. News & World Report*
- Built for students balancing work, school, and other commitments

ELIGIBLE MAJORS

This pathway is best suited for those with an associate degree in Fine Arts, Graphic Design, Business Communications, Liberal Arts, or a closely related field.

| COURSES TO TAKE AT MCC | GSC EQUIVALENTS |
|---|---|
| BUS 120M Introduction to Communications Media | COMM 510 Communication Theory |
| ENGL113M Introduction to Public Speaking | COMM 540 Persuasive Communication |
| ENGL 206M Professional Communication | COMM 605 Professional Communication |
| HSV 212M Interpersonal Dynamics | COMM 542 Interpersonal Communication and Group Dynamics |

These courses fulfill critical degree requirements for this degree at Granite State College. We accept many additional courses from CCSNH institutions.

| COURSES TO TAKE AT GRANITE STATE COLLEGE | |
|--|---|
| | COMM 505 Visual Media Production |
| | COMM 543 Visual Communication |
| | COMM 602 Media and Strategic Communication |
| | COMM 607 Communication for Training and Performance Improvement (2 credits) |
| | CRIT 602 Advanced Critical Analysis and Strategic Thinking |
| | IDIS 601 Interdisciplinary Seminar |
| Elective Credit: | As needed to reach 120 total credits |
| Capstone: | COMM 650 Integrative Capstone: Project in Professional Communication |
| Concentration Credit: | See next page for requirements. Note: Some of the concentration courses may have equivalent courses in parentheses. |

An advisor at Granite State College will provide you with the best possible guidance for course selections each term.

PLEASE NOTE

- Granite State College accepts up to 90 credits in transfer
- Courses must be completed with a grade of "C" or better to be eligible for transfer credit
- Students who lack the courses from their community college can take equivalent courses at Granite State College in lieu of elective courses
- Additional degree requirements may be met in transfer by courses taken in the associate degree
- Course titles, names, and/or sequencing are subject to change
- Please note that four Upper Level (600-level) courses in your major MUST be taken at Granite State College

ADDITIONAL COURSES | PROFESSIONAL COMMUNICATION CONCENTRATIONS

| Business and Strategic Communication | | | |
|---|---|----------|--|
| COMM 565 | Strategic Communication | LD 600 | Becoming an Effective Leader |
| COMM 610 | Managerial Communication | | |
| Choose any 2: | | | |
| APST 615 | Grant Writing | MGMT 566 | Organizational Behavior (<i>BUS 216M Organizational Behavior</i>) |
| LD 602 | Leadership Theory | MKTG 615 | Digital Storytelling and Brand Management |
| Visual Communication and Social Media | | | |
| COMM 504 | Web Development I | COMM 615 | Advanced Visual Communication |
| COMM 601 | Trends in Digital and Social Media | | |
| Choose any 2: | | | |
| ARTS 512 | Fundamentals of Design | MKTG 514 | Principles of Marketing (<i>MKTG 125M Principles of Marketing: A Global Perspective</i>) |
| CMPL 540 | Best Practices in Website Design | MKTG 520 | Social Media Marketing |
| CMPL 622 | Human Computer Interaction | MKTG 620 | Digital Advertising |
| COMM 604 | Web Development II | | |
| Interpersonal and Organizational Communication | | | |
| COMM 560 | Intercultural Communication (2 credits) | COMM 620 | Organizational Communication |
| COMM 562 | Gender and Communication (2 credits) | MGMT 566 | Organizational Behavior (<i>BUS 216M Organizational Behavior</i>) |
| Choose any 2: | | | |
| HRM 518 | Human Resource Management (<i>BUS 224M Human Resource management</i>) | HRM 637 | Workplace Coaching |
| HRM 620 | Change Management | MGMT 608 | Fostering Inclusion and Diversity in the Workplace |
| HRM 621 | Managing Conflict | | |