

Murray State University Organizational Communication & Leadership

Certified April 4, 2022



Program Summary

The undergraduate Organization Communication program at Murray State University provides a thorough underpinning of communication theory while enabling students to discover and enhance their personal communication skills in various settings. Students are exposed to principles of effective management in organizational settings. There are formal interactions with employers from industry sectors of the student's choosing through assignments and formal opportunities. Successful graduates become good communicators that can present, speak, write, navigate professional media, provide conflict resolution/mitigation, and demonstrate other skills that augment complex social interaction within organizations. Substantial efforts are made to allow the student to explore career pathways, their internal strengths and weaknesses, and internal motivations that result in expressing their goals more effectively.

The programs build transferable communication skills that apply to a wide variety of careers. Graduates work in areas including Business Development, Corporate Communications, Human Relations, Marketing, Recruiting, and Public Relations.

Strengths & Noteworthy Practices

Development of the Essential Employability Qualities (EEQs) and students' understanding of the EEQs are strong. Throughout the program of study, exercises and assignments deeply develop *each* of the eight EEQs. Students must articulate and defend a well-informed, personal philosophy or organizational communication before graduation. They exit the capstone course with a portfolio containing a reflective statement about their experience in the curriculum, a statement setting forth their strengths and weaknesses, a personal brand, complete with a business card and explanation of their logo, a "praxis" in which they illustrate a dozen organizational communication theories and apply them to their own life or work experience, a cover and resume response to a position advertisement, and a LinkedIn profile with career driver assessments.