

# COMMUNICATIONS (COMM)

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These courses are administered by the Department of Marketing.

## **COMM 2293 Business Communication Essentials**

3 credit hours

**Prerequisite:** MGMT 1281 and MISA 1225

Students develop their professional writing skills. Using different channels and digital tools, they create emails, memos, letters, research reports, and other business messages. The course focuses mainly on written communication skills and strategies.

## **COMM 3394 Business Presentation Essentials**

3 credit hours

**Prerequisite:** COMM 2293

Students develop their professional presentation skills within a business context. Students apply techniques and strategies related to the development, organization, and delivery of effective individual presentations, with an emphasis on business-related presentations using digital technologies.