



Program Information

Degree description

The Communication degree from Ensign College. In a world where information is disseminated instantly and available from a variety of sources, the ability to communicate correctly, clearly, and persuasively has never been more important. This degree will help you become a skilled, ethical, and confident communicator with the ability to positively impact families, communities, and organizations across the world.

Students trained in communication are prepared to work in exciting, wide-ranging, dynamic, careers that provide meaningful messages to an interconnected global community. Graduates of this program will find use for their skills in corporate training and development, human resources, professional sales, and various social services.

Program outcomes

1. Demonstrate job skills associated with the introductory, intermediate, and advanced certificates (Social Media Marketing, Communication Fundamentals, Communication Core).
2. Achieve the outcomes associated with general education which include the ability to demonstrate proficiency in written and verbal communication, problem solving, and college and career readiness, from a global perspective.
3. Integrate knowledge and skills, including the College-Wide Capabilities, from a global perspective and across disciplines of study including cultural literacy and knowledge of the physical and natural world.
4. Demonstrate career readiness through the successful completion of an experiential learning experience and reflection on professional preparation.

Potential employment

- Human relations manager or coordinator.
- Communications officer.
- Public relations specialist.
- Corporate trainer.
- Public policy or advertising associate.

Required certificates (details on next page)

- 1st Certificate: Social Media Marketing Certificate
- 2nd Certificate: Communication Fundamentals Certificate
- 3rd Certificate: Communication Core Certificate

Required Course List

PathwayConnect Certificate*

- PC 101 Life Skills
- PC 102 Professional Skills
- PC 103 University Skills



2024 Catalog

Communication Bachelor's Degree (Ensign)

Social Media Marketing Certificate

DM 105	Introduction to Digital Marketing
DM 120	Digital Marketing Strategy
DM 150	Digital Marketing Analytics
SMM 130	Social Media Marketing Content
DM 160	Digital Marketing Advertising

Communication Fundamentals Certificate:

DCC 180	Fundamentals of Content Creation
COMM 210	Mass Communication and Society
COMM 310	Writing for Communication Careers
COMM 320	Public Speaking
COMM 330	Digital Communication

Communication Core Certificate:

COMM 350	Communication Research Methods
COMM 360	Conflict Management
COMM 370	Media Law and Ethics
COMM 380	Communication Project Management
COMM 390	Intercultural Communications

Additional Required Courses:

GS 170	Career Development
BAP 115	Excel and Introduction to Technology
CAR 398	Project Based Internship
COMM 122	Interpersonal Communications
ENG 101	Introduction to College Writing
ENG 201	Intermediate College Writing
MAT 107	Quantitative Analysis and Personal Finance

General Education Courses:

ENS 497	Disciple Leadership Capstone
COMM 497	Communication Capstone
HIST 175	History of Technology in the United States
REL 250	Jesus Christ and His Everlasting Gospel
REL 275	Teachings and Doctrine of the Book of Mormon
REL 200	The Eternal Family
REL 225	Foundations of the Restoration
REL 333	Teachings of the Living Prophets (or other religion elective course)
REL 324	The Doctrine and Covenants — Part One (or other religion elective course)



2024 Catalog

Communication Bachelor's Degree (Ensign)

REL 325 The Doctrine and Covenants — Part Two (or other religion elective course)
 LS 303 Knowledge of the Physical and Natural World
 +8 more credits of Religion

*Direct admit students complete alternative courses instead of PathwayConnect: GE 103 Online University Skills, SS 160 Leadership & Human Behavior, and BUS 202 Organizational Effectiveness

Course Details

PathwayConnect Certificate

1. PC 101: Life Skills (3 credits)

- Develop essential life skills, such as goal setting and problem solving.
- Develop writing ability in organization, clarity, and audience awareness.
- Learn and apply basic math skills to everyday situations.

2. PC 102: Professional Skills (3 credits)

- Develop necessary skills to advance career.
- Produce clear and professional writing.
- Learn to use data and math to make decisions.

3. PC 103: University Skills (1 credit)

- Create and follow an academic plan to a bachelor's degree.
- Demonstrate an understanding of local and online resources for online student success.

Social Media Marketing Certificate:

4. DM 105 Introduction to Digital Marketing (3 credits)

- Evaluate marketing recommendations based upon introductory principles of marketing.
- Analyze basic performance of popular digital media channels.
- Differentiate digital marketing platforms.
- Identify the various points of the customer journey and how they apply to strategic marketing campaigns.
- Recommend digital channels to potential clients based upon client goals.
- Identify best practices of usability testing and user-friendly websites.

5. DM 120 Digital Marketing Strategy (3 credit)

- Demonstrate a working knowledge and comprehension of foundational strategic marketing principles.
- Create social media marketing campaigns based upon strategic planning.
- Execute social media marketing tactics guided by a strategic framework.
- Apply social media metrics in relation to assessing the effectiveness of a strategy.
- Build social media marketing strategy plans for brands and businesses that achieve business objectives—including research, goals, calendars, and budgets.
- Engage in real-world social media marketing experience.

6. DM 150 Digital Marketing Analytics (3 credits)

- Adopt an attitude of data appreciation.
- Use various free and paid digital marketing tools.
- Discover how data can actually take you in the wrong direction.
- Apply the entire process of data analysis, from planning, gathering data, cleaning data, analyzing data, reporting your insights, and developing recommendations.
- Build case studies, proposals and presentations based on data.
- Comprehend and synthesize data trends and the global effects of big-data.

7. DM 160 Digital Marketing Advertising (3 credits)

- Understand the principles of advertising.
- Utilize best practices to create and test advertising content.
- Develop and implement digital advertising strategies.
- Utilize various digital advertising platforms.
- Develop the skills to optimize ad campaigns.

8. SMM 130 Social Media Marketing Content (3 credits)

- Create and deliver digital content designed for targeted audiences.
- Apply content marketing strategies and tactics recommended by digital media industry leaders in real-life situations.
- Leverage digital platforms for the distribution of content through copy, photos, video, and audio.
- Demonstrate competency using a diverse set of digital content development tools.
- Distinguish between effective and ineffective digital content.

Communication Fundamentals Certificate:

9. DCC 180 Fundamentals of Content Creation (3 credits)

- List content creation tools and describe their use
- Recall content creation methods and summarize their messaging abilities
- Identify the best practices for communicating with content
- Recognize importance of and demonstrate creativity, teamwork, emotional intelligence, and initiative soft skills
- Use software to create content for personal applications
- Differentiate between effective and ineffective content and determine their value
- Reflect on their ability to emotional influence an audience

10. COMM 210 Mass Communication and Society (3 credits)

- Identify and integrate foundational media literacy terms and concepts.
- Demonstrate knowledge and understanding of the historical and modern roles and effects of mass communication in and on society and individuals.
- Demonstrate understanding of media audiences so they can be effective in their communication careers.
- Analyze media content so they can be effective in their communication careers.
- Make their understanding of media literacy part of their personal values and motivations, and use it to make choices about the media they consume and produce that will help them to become trusted and capable disciples of Christ.
- Use their knowledge and understanding of media literacy and mass communication to lead and motivate others to better, more fulfilling Christ-centered lives.

11. COMM 310 Writing for Communication Careers (3 credits)

- Utilize the basics of grammar, principles, and writing style for business needs.
- Demonstrate a knowledge and understanding of the purpose of various business communication deliverables.
- Demonstrate skill in giving and receiving effective peer review and error analysis.
- Demonstrate understanding and skill in the application of ethical principles in the writing process.

12. COMM 320 Public Speaking (3 credits)

- Demonstrate knowledge and skill on how to effectively conduct research in preparation for a speech
- Demonstrate knowledge and understanding of basic principles to organize and write a speech
- Identify optimal visual aids to enhance a presentation
- Demonstrate knowledge and skill in applying techniques to lessen public speaking anxiety

13. COMM 330 Digital Communication (3 credits)

- Show understanding of the principles behind key channels and the marketing technology stack and how to integrate them in an organization.
- Develop strategies for creating a unified customer journey across digital channels.
- Demonstrate an ability to create and implement customer journey maps. Analyze and explain attribution models.
- Explore techniques for customer journey optimization. Produce accurate reports that showcase an ROI on customer journeys.

Communication Core Certificate:

14. COMM 350 Communication Research Methods (3 credits)

- Apply the scientific method to conduct research and surface solutions to communication challenges.
- Value and conduct empirical research by using a framework and a variety of methods.
- Incorporate statistical practices with industry tools to analyze data.
- Analyze data, interpret results, and use research findings to communicate strategic recommendations.

15. COMM 360 Conflict Management (3 credits)

- Demonstrate an understanding of principles of effective team dynamics and conflict resolution.
- Demonstrate an understanding of what it means to have a diverse workplace environment and how to nurture it.
- Identify common causes of conflict and determine optimal ways to resolve them.
- Distinguish the advantages and disadvantages of various team settings to resolve conflict, namely town hall, functional team, leadership, and one-on-one meetings.

16. COMM 370 Media Law and Ethics (3 credits)

- Demonstrate knowledge and understanding of common media law issues and their implications in business and society.
- Explain ethical theory & practice used to reach ethically based decisions.
- Apply ethical and legal frameworks to resolve a mass communication dilemma.
- Interpret the laws and regulations provided for consumer protection.
- Demonstrate and apply an appreciation of the First Amendment and its role in society.
- Analyze the role of digital technology and its impact on legal and ethical issues.

17. COMM 380 Communication Project Management (3 credits)

- Demonstrate knowledge and use of various project management frameworks, with a focus on Agile/Scrum and Waterfall methodologies.
- Develop effective project scoping documents and plans.
- Develop basic project budget and ROI models to ensure profitability.
- Demonstrate skill in developing pertinent performance metrics.
- Demonstrate how to effectively hold team members accountable for work assigned, time, and resources.
- Apply knowledge and communication skills to projects and real-life situations.

18. COMM 390 Intercultural Communications (3 credits)

- Define and describe what constitutes culture.
- Analyze intercultural communication and its influence in interpersonal relationships.
- Identify examples of globalization in day-to-day life.
- Demonstrate knowledge and understanding of the role tolerance, respect, and appreciation play in optimal intercultural communication.
- Summarize and exemplify how the gospel of Jesus Christ can support communication to bridge cultural differences to promote unity.

Additional Required Courses:

19. GS 170 Career Development (1 credit)

- Communicate personal and essential employable skills matched to a target job.

- Create a list of employers, contacts and opportunities to obtain or improve employment.
- Prepare effective professional documents and digital profile that incorporate essential employability skills.
- Identify and practice effective networking and job-search strategies.
- Connect and network with professionals, mentors and potential employers in student's target industry.
- Apply for jobs and/or improved position in current organization.
- Demonstrate effective interviewing and post-interviewing skills.

20. BAP 115 Excel and Introduction to Technology (1 credit)

- Locate within Microsoft Excel the tools used to create professional spreadsheets and workbooks.
- Demonstrate knowledge of how to use the tools simulated activities and guided projects.
- Complete projects, guided and unguided, using the tools within Microsoft Excel.
- Measure proficiency of knowledge of the tools by completing practice exams.
- Evaluate skills learned through the Microsoft Office Specialist certification testing.
- Locate within Microsoft Excel the tools used to create professional spreadsheets and workbooks.
- Demonstrate knowledge of how to use the tools simulated activities and guided projects.
- Complete projects, guided and unguided, using the tools within Microsoft Excel.
- Measure proficiency of knowledge of the tools by completing practice exams.
- Evaluate skills learned through the Microsoft Office Specialist certification testing.

21. CAR 398 Project Based Internship (1 credit)

22. COMM 122 Interpersonal Communications (3 credits)

- Analyze and apply effective methods, principles and strategies of interpersonal communication to complex problems, situations and personal and professional relationships.
- Demonstrate an understanding of communication behaviors and attitudes based upon personal perceptions and critical reflection.
- Examine individual values, strengths and gifts and utilize those attributes to improve communication skills.
- Assess emotional intelligence and identify emotions in yourself and others to facilitate stronger relationships and communication practices.
- Evaluate and develop conflict resolution strategies to manage and resolve conflict in personal and professional relationships.

23. ENG 101 Introduction to College Writing (3 credits)

- Discover critical thinking processes about genre, audience, context, and intent (rhetorical analysis).
- Identify and apply a variety of reading strategies to summarize, paraphrase, analyze and synthesize texts in your writing.

- Develop written and verbal communication that is professional, clear, concise, evidence-driven, persuasive, and free of distracting surface-level errors.
- Prepare written and verbal communication for diverse audiences, modes, and environments for the purpose of mutual understanding and edification.
- Apply information literacy through navigating library resources, evaluating research and source credibility, and appropriately crediting sources with APA guidelines

24. ENG 201 Intermediate College Writing (3 credits)

- Practice civil discourse on real-world issues in written and verbal argumentation.
- Compose clear, concise, and correct writing according to grammatical and mechanical conventions.
- Evaluate methods of persuasion through the power of discernment and patterns of rhetoric in writing and discussion.
- Express nuanced opinions driven by research with respect for opposing points of view.
- Compose research-driven, persuasive writing that follows conventions of argumentation and APA style.
- Access, evaluate, and synthesize information from academic sources.

25. MAT 107 Quantitative Analysis and Personal Finance (3 credits)

- Apply sound mathematical and financial principles and skills to real life scenarios, decisions and situations such as housing and transportation alternatives, risk management, investing, and retirement.
- Use mathematical models to organize, communicate, and solve problems.
- Analyze a given set of data and draw conclusions using statistical tools such as mean, median, mode, shape of distribution and measures of variation.
- Calculate probabilities of dependent and independent events in a variety of contexts and situations and use permutations and combinations to calculate possible numbers of outcomes.
- Find measurements and apply geometric principles to solve real-life problems involving 2-and 3-dimensional objects, slope, and scaling, applying appropriate unit conversions when needed.
- Apply the principles of compound interest to investments and loans. Demonstrate an understanding of the related terms and conditions, calculate payment strategies, and show how a variety of changes affect the amount paid over the life of the loan.

General Education Courses:

26. ENS 497 Disciple Leadership Capstone (1 ½ credits)

27. COMM 497 Communication Capstone (1 ½ credits)

28. HIST 175 History of Technology in the United States (3 credits)

- Analyze current economic issues in light of the past in order to become a responsible voter and an informed citizen.

- Evaluate how invention, war, and advances in technology have influenced the history of this country and its people.
- Illustrate (map) expanding technology and economic ventures across geographical space.
- Clearly explain historical trends in technology through modern delivery methods.

29. REL 250C Jesus Christ and His Everlasting Gospel (2 credits)

- Demonstrate the ability to follow Jesus Christ along Heavenly Father's covenant path to Eternal Life.
- Describe the divine roles of Jesus Christ in the Everlasting Gospel.
- Define the New and Everlasting Covenant.

30. REL 275 Teachings and Doctrine of the Book of Mormon (2 credits)

- Identify several "Great things" that the Lord has done for his children.
- Explain how the "covenants of the Lord" with the House of Israel make it so that "they are not cast off forever."
- Teach why "Jesus is the Christ- the Eternal God."
- Understand how to apply the Doctrine of Christ to "be found spotless at the judgment seat of Christ."

31. REL 200 The Eternal Family (2 credits)

- Learn doctrines and principles taught within The Family: A Proclamation to the World, such as the eternal nature of marriage and family; the doctrine of gender; the divine roles of men and women; the laws governing chastity and physical intimacy in marriage; and principles governing happiness in family life.
- Demonstrate understanding and apply the doctrines and principles taught by The Family: A Proclamation to the World.
- Demonstrate the ability to teach and share with others across a range of topics associated with the doctrines and principles found in The Family: A Proclamation to the World.
- Show the ability to problem-solve challenges that result from violations of doctrines and principles found in The Family: A Proclamation to the World.

32. REL 225 Foundations of the Restoration

- Identify and understand foundational revelations and doctrine relating to the ongoing restoration and know key people and historical events related to each.
- Develop greater faith in Jesus Christ, a testimony of the prophetic calling of Joseph Smith, the ongoing restoration of the gospel of Jesus Christ, and the continuation of prophetic authority.
- Evaluate the reliability and validity of doctrinal and historical source material and constructively manage ambiguity. Students will practice critical thinking skills useful in resolving contemporary challenges to faith.
- Become more confident in explaining, defending, and applying the foundational doctrine of the ongoing restoration and in maintaining lifelong spiritual growth within the Church of Jesus Christ of Latter-day Saints.

33. LS 303 Knowledge of the Physical and Natural World (3 credits)

Direct Admit Courses:

34. SS 160 Leadership & Human Behavior (3 credits)

- Demonstrate understanding of social and behavioral science methods, concepts, and theories

- Formulate foundational questions about social behavior central to an understanding of leadership
- Analyze patterns of human behavior, perspective, and motivation in self and others in a leadership setting
- Develop a comprehensive leadership framework, and skills in self and others CO 4: Synthesize the perspectives of childhood, adolescent, and adult development and apply the related theories to your past experiences and future goals

35. BUS 202 Organizational Effectiveness (3 credits)

- Apply principles to challenges related to organizational effectiveness at individual, team, and organizational levels.
- Apply theories and frameworks to create alternatives to complex problems related to organizational dynamics.
- Create a personal toolbox with skills for real-world organizational leadership challenges.
- Apply ways to improve individual, team, or organization performance.

36. GE 103 Online University Skills (1 credit)