



2024 Catalog

Communication Degree (Ensign College)

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Associate Degree Program Information

Degree Description

This degree is designed to teach vital communication skills needed to gain employment or an internship in the field of communications. Students will develop skills in writing, public speaking, and the ability to identify communication methods that will best serve a variety of audiences. Students will also benefit from courses in areas of their choice that will help them explore careers in various fields.

Program Outcomes

- Demonstrate job skills associated with the introductory and intermediate certificates (Social Media Marketing, Communication Fundamentals).
- Demonstrate proficiency in written and verbal communication, problem solving, and college and career readiness from a global perspective.

Career Opportunities

An associate degree in communication can provide the basis for rewarding careers in a variety of fields, industries, and positions. Graduates may decide to pursue careers in various fields (depending on their elective course choices), including media production, journalism, digital marketing, social media, computer science, and business management.

Required Certificates

1st Certificate: Social Media Marketing

2nd Certificate: Communication Fundamentals



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Associate Degree Required Course List

PathwayConnect Certificate* (7 credits)

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

Social Media Marketing Certificate (15 credits)

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

Communication Fundamentals Certificate (15 credits)

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

Additional Required Courses (15 credits)

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

Religion Courses (8 credits)

REL 250	Jesus Christ and His Everlasting Gospel
REL 275	Teachings and Doctrine of the Book of Mormon
REL 225	Foundations of the Restoration
REL 200	The Eternal Family

The associate degree will be automatically awarded to students after they have completed all associate degree requirements. All student credits earned (including general education, certificate, or transfer credits) will be applied toward the awarding of an associate degree.

**Direct admit students complete the following alternative courses instead of PathwayConnect:*

GE 103	Online University Skills (1 credit)
SS 160	Leadership and Human Behavior (3 credits)
BUS 202	Organizational Effectiveness (3 credits)



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Bachelor's Degree Program Information

Degree description

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.

Program Outcomes

- Demonstrate job skills associated with the introductory, intermediate, and advanced certificates (Social Media Marketing, Communication Fundamentals, Communication Core).
- 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.
- 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.
- Demonstrate career readiness through the successful completion of an experiential learning experience and reflection on professional preparation.

Career Opportunities

Students trained in communication are prepared to work in exciting, wide-ranging, cutting-edge 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, professions sales, and various social services. Other careers that may be related to this degree include:

- Human relations manager or coordinator
- Sports broadcaster
- Public relations specialist
- Corporate trainer
- Event planner

Required Certificate

3rd Certificate: Communication Core



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Bachelor's Degree Required Course List

Communication Core Certificate (15 credits)

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

General Education Courses (9 credits)

HIST 175	History of Technology in the United States
LS 303	Knowledge of the Physical and Natural World
ENS 497	Disciple Leadership Capstone
COMM 497	Communication Capstone

Religion Courses (6 credits)

REL 290	The Divine Gift of Forgiveness (or other religion elective course)
REL 333	Teachings of the Living Prophets (or other religion elective course)
REL 280	Answering My Gospel Questions (or other religion elective course)

The bachelor's degree will be automatically awarded to students after they have completed all bachelor's degree requirements. All student credits earned (including general education, certificate, or transfer credits) will be applied toward the awarding of a bachelor's degree.



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Course Details

PathwayConnect Certificate

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.

PC 102: Professional Skills (3 credits)

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

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.

Direct Admit

SS 160: Leadership and 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.
- Synthesize the perspectives of childhood, adolescent, and adult development and apply the related theories to your past experiences and future goals.

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 organizational performance.

GE 103: Online University Skills (1 credit)

- Plan how to achieve certificates and a degree.
- Practice selected reading comprehension strategies.
- Demonstrate self-management skills related to academic success.
- Develop personal strategies for persistence in pursuing online education.



Social Media Marketing Certificate

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.

DM 120: Digital Marketing Strategy (3 credits)

- 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.

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 take you in the wrong direction.
- Apply the entire process of data analysis, including 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.

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.

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.



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Communication Fundamentals Certificate

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 best practices for communicating with content.
- Recognize the 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 emotionally influence an audience.

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.

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.

COMM 320: Public Speaking (3 credits)

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

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 a ROI on customer journeys.

Communication Core Courses

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.

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.

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 and 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.

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.



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COMM 390: Intercultural Communications (3 credits)

- Define and describe what constitutes culture.
- Analyze intercultural communication and its influence on 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 and promote unity.

Additional Required Courses

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 a 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 a target industry.
- Apply for jobs and/or improved position in current organization.
- Demonstrate effective interviewing and post-interviewing skills.

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 tool's 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.

CAR 398: Project Based Internship (1 credit)

- Demonstrate their application of the college-wide capabilities and the mission of Ensign College in the workplace.
- Gain real-world work experience in the industry of their program.
- Develop meaningful and useful professional relationships that may open doors for future opportunities.
- Strengthen their career management skills by articulating the effect of their internship experience on their individual marketable value in their professional portfolio.

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.

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.

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.

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

ENS 497: Disciple Leadership Capstone (1 ½ credits)

- Investigate and identify collective principles for disciple leadership and the College-Wide Capabilities (CWCs).
- Construct personalized working definitions for disciple leadership and the CWCs that interface with the collective principles.
- Deconstruct how outside influences informed your creation and application of the collective principles and individual definitions.
- Demonstrate synthesis of discipleship and the CWCs in real and applied ways in the context of your major.
- Critically reflect and draw conclusions about your individual discipleship and your application of the CWCs.

COMM 497: Communication Capstone (1 ½ credits)

- Become a capable and trusted disciple of Jesus Christ.
- Engage in lifelong learning in the work setting.
- Act as a disciple of Jesus Christ in the work setting.
- Demonstrate competency in professional communication skills in the work setting.

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.

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

- Identify the features of earth processes to explain local characteristics of the environment.
- Apply knowledge of cellular biology to living creatures and to current health issues.
- Identify, define, and discuss the role of genes in relation to the building of proteins and evolution.
- Assess the health of living ecosystems and plan the preservation of endangered species.
- Practice applying vital statistics to assess human health.
- Connect what you have learned about life and nature to the Creator and the process of creation.

Religion Courses

REL 250: 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.

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

- Identify several "great things" the Lord has done for His children.
- Explain how the covenants of the Lord with the House of Israel make it so "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."

REL 225: Foundations of the Restoration (2 credits)

- 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 doctrines of the ongoing Restoration and in maintaining lifelong spiritual growth within The Church of Jesus Christ of Latter-day Saints.

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 of and apply the doctrines and principles taught in "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."



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REL 290: The Divine Gift of Forgiveness (2 credits) or other religion elective course

- Explain what repentance is, why we should repent, and how to repent.
- Identify barriers to repentance and forgiveness and how to overcome them.
- Recognize how, and from whom, forgiveness of sin comes.
- Feel increased faith and trust in Heavenly Father and Jesus Christ and have a greater desire to repent.
- Answer questions about repentance and forgiveness by turning to the words of scripture and the prophets.

REL 333: Teachings of the Living Prophets (2 credits) or other religion elective course

- Identify, describe, and apply the doctrines and principles taught by latter-day prophets, emphasizing those found in the most recent general conference.
- Discover and share key aspects of the workings of God in the lives and backgrounds of the current First Presidency and Quorum of the Twelve Apostles.
- Describe the order of succession in the Presidency and Apostolic seniority, what it means to preside, and the principle of revelation as it relates to jurisdiction.
- Define priesthood, priesthood keys, and delegated authority.
- Exemplify faith in Jesus Christ by applying the teachings (both word and deed) of the latter-day prophets, and esteem them above personal, philosophical, and political ideologies.

REL 280: Answering My Gospel Questions (2 credits) or other religion elective course

- Learn how to identify and use reliable sources to address each topic.
- Frame selected topics from a perspective of faith.
- Improve your ability to discuss these topics in a spirit of mutual respect and love.
- Consider how to take righteous, effective action on what you learn.