Undergraduate Katie Swett, from Ericson, Neb., visited UNK’s Academic and Career Services office when it came time to decide a major. “An adviser helped me understand what my interests were and how organizational communication matched well with those areas of interest. I was drawn to this major because I had heard many people say it was a major that you could tailor to many different jobs since there were such a variety of classes and areas of expertise covered.”

As a student, Swett developed valuable skills she now uses as analyst and product development specialist at HUMANeX Ventures in Lincoln, Neb., “I learned interpersonal skills, leadership development, responsibility, time management, balance, communication skills and many more that prepared me for my career. I will forever be grateful for my time at UNK. I feel so fortunate to be an alumna of UNK and owe much of my success and who I am to the many different experiences I was able to be a part of during my college career.” Swett graduated in 2013.

ORGANIZATIONAL AND RELATIONAL COMMUNICATION COMPREHENSIVE

In the organizational and relational communication program (ORC), you will develop skills necessary to communicate effectively in personal, professional and community relationships. Passionate professors impart basic instructions such as how to nurture two-way conversations, cope with conflict, produce and share information, and make clear and persuasive presentations of ideas and concerns. After completing the program requirements, you will understand issues facing organizations and gain critical thinking skills necessary to create effective messages from a variety of perspectives for different audiences.

Career opportunities
- Human resources specialist
- Corporate trainer
- Sales representative
- Recruiter
- Event planner
- Campaign director
- Personnel manager
- Career/life coach

Reasons to choose ORC at UNK
- Improving your written and oral communication skills in order to be more effective in your interactions.
- Gaining valuable hands-on experience working on meaningful projects inside and outside the classroom.
- Understanding how communication choices affect the organizational setting as well as multiple types of relationships.

The one skill most often desired by employers is the ability to communicate well – to listen, write and speak effectively.

You can design a support track that fits your area of interest and complements the ORC major. This will allow you to gain knowledge in a specialized area of study such as psychology, English, public relations, human resources, political science, family studies, Spanish and more.
STUDENT PROFILE

Adam Stauffer

“I was lucky that I found UNK. It wasn’t on my radar at all until a recruiter came to my high school my senior year and made the programs at UNK sound so good and so affordable, that I jumped on board and applied,” said Adam Stauffer, an organizational and relational communication major from Shenandoah, Iowa.

As a freshman, Stauffer questioned his choice of a math and chemistry double major. However, from an introductory college-level speech course, he remembered how much he enjoyed speech and debate in high school. “So, with that in mind, I decided to switch to organizational communication during my sophomore year and have enjoyed it since.”

Stauffer says flexibility is one of the best parts with a communication degree. “I have decided to pursue the organizational track rather than the relational track. On top of that, every student must pick an emphasis, which is any field desired outside of communication. Mine is in English.”

Ways to engage on campus

Forensics (college-level speech/debate)
UNK competitors work hard to improve their speaking abilities and compete on the American Forensics Association circuit.

Lambda Pi Eta
Students with outstanding scholastic achievement in the field of communication may join the honorary organization Lambda Pi Eta.

The Antelope (student newspaper)
Students publish The Antelope print and online newspaper weekly, utilizing writing and technology skills taught in the classrooms.

KLPR 91.1 FM (campus radio)
Student DJs and announcers produce a wide variety of music, sports, talk, news, public affairs and special interest programming on the campus radio station that broadcasts 24 hours a day/7 days a week. The content is also streamed at klpr.unk.edu.

Students in Mass Media (S.I.M.M.)
Students in Mass Media is an honorary organization for journalism and multimedia students. Members have opportunities for networking and out-of-class educational experiences through speakers, workshops and field trips.

Ad/PR Club
Members in Ad/PR Club will gain a better understanding of the functions of advertising and public relations, learn professionalism, be encouraged to network with professionals, develop individual communications skills, and have opportunities for fellowship.

Scholarships available
- Freshman grants
- Clarice A. Reynolds Scholarship
- Harold L. Ahrendts Memorial Scholarship Fund
- William and Jeanne Ross Speech Scholarship

Successful ORC majors relate easily with others, communicate effectively, actively listen, collaborate well in a team, demonstrate strong interpersonal skills, think critically, lead with confidence and solve problems quickly.

For more information, contact:
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