

Corporate Communication

Chairperson: Jean Grow, Ph.D.

Work in the corporate environment requires students to accurately assess internal and external corporate communication needs and frame strategic responses that are appropriate to multiple contexts and audiences. Students also need to understand the role of the corporation within our contemporary global society as well as the way in which communication helps shape, maintain and ultimately transform various aspects of corporate identity, culture and vision.

The corporate communication major is designed to address these needs by providing a broad-based curriculum that draws from both theory and practice. After successfully completing this major, students are able to think critically about the role of the corporation, understand the intersection of corporate and communication practice and develop skills that can be applied across various corporate contexts.

Corporate Communication Major

A total of 39 credits of course work are required for completion of the major in corporate communication.

Required Courses

CCOM 2000	Issues in Corporate Communication	3
CCOM 3250	Corporate Writing	3
CCOM 4700	Corporate Advocacy	3
CCOM 4750	Corporate Social Responsibility	3
ADPR 2200	Media Writing	3
BUAD 2100 or FINA 3001	Accounting and Finance Fundamentals for Non-Business Majors Introduction to Financial Management	3
CMST 3200	Organizational Communication	3
CMST 4600	Communication Consulting	3
ECON 1001	Introduction to Economics (*)	3
MATH 1700	Modern Elementary Statistics (**)	3
Total Credit Hours		30

Students must select three courses from the list below:

ADPR 4300	Emerging and Social Media in a Dynamic Marketplace	9
BUAD 3089	Business and the Non-Profit Sector	
BULA 3001	Legal Environment of Business	
CMST 3410	Intercultural Communication	
CMST 4260	Communication Technologies in the Workplace	
CCOM 4931	Topics in Corporate Communication	
CCOM 4986	Corporate Communication Internship (***)	
ENTP 3001	Understanding Entrepreneurship	
HURE 3001	Management of Human Resources	
MARK 3001	Introduction to Marketing	
PHIL 4330	Business Ethics	
PURE 1800	Public Relations Principles	
PURE 3850	Crisis Communication and Reputation Management	
Total Credit Hours		9

* ECON 1103 may be substituted.

** PSYC 2001, SOCI 2001, or BUAD 1560 may be substituted.

*** Up to 3 internship credits may be counted toward the major.

Typical Program for Corporate Communication Majors

Freshman

First Term	Hours	Second Term	Hours
COMM 1050	1	ECON 1001	3
ENGL 1001	3	COMM 1100 (or Minor/elective course)	3
COMM 1000 or 1200	3	Second language or UCCS Diverse Culture	3-4
UCCS History	3	UCCS Science	3
Second language or UCCS Diverse Culture	3-4	COMM 1200 or 1000	3
THEO 1001	3		
	16-17		15-16

Sophomore

First Term	Hours	Second Term	Hours
COMM 1100 (or Minor/elective course)	3	ADPR 2200 or BUAD 2100	3
CCOM 2000	3	MATH 1700	3
ADPR 2200 or BUAD 2100	3	PHIL 1001	3
COMM 2500	3	UCCS Literature/Performing Arts	3
CMST 3200 (or Major elective)	3	CMST 3200 (or Major elective)	3
	15		15

Junior

First Term	Hours	Second Term	Hours
PHIL 2310	3	CCOM 4700	3
CCOM 3250	3	UCCS Theology	3
CMST 4600	3	CCOM elective	3
Minor/electives	6	UCCS Diverse Culture	3
		Minor/elective	3
	15		15

Senior

First Term	Hours	Second Term	Hours
CCOM electives	6	CCOM 4750	3
Minor/electives	9	Minor/electives	11
	15		14

Total credit hours: 120-122

Corporate Communication Minor

Students are required to complete 18 credits (9 required and 9 elective credits) to complete the minor.

Required courses:

CCOM 2000	Issues in Corporate Communication	3
CCOM 4700	Corporate Advocacy	3
CMST 3200	Organizational Communication	3
Elective Courses (select 3 courses)		9
ADPR 4300	Emerging and Social Media in a Dynamic Marketplace	

BUAD 3089	Business and the Non-Profit Sector
BULA 3001	Legal Environment of Business
CCOM 3250	Corporate Writing
CCOM 4986	Corporate Communication Internship
CCOM 4931	Topics in Corporate Communication
CCOM 4995	Independent Study in Corporate Communication
CMST 3410	Intercultural Communication
CMST 4260	Communication Technologies in the Workplace
HURE 3001	Management of Human Resources ²
MANA 3035	Diversity in Organizations
MARK 3001	Introduction to Marketing ³
PHIL 4330	Business Ethics
PURE 1800	Public Relations Principles
PURE 3850	Crisis Communication and Reputation Management

Total Credit Hours

18

- ¹ Maximum of 3 internship credits may count towards minor.
- ² Junior standing required to enroll, completion of at least one business course prior is highly recommended – Recommended courses include ECON 1001 Introduction to Economics, ECON 1103, or BUAD 2100 Accounting and Finance Fundamentals for Non-Business Majors
- ³ Course has a prerequisite of ECON 1103.