

Corporate Communication, Minor

Chairperson: *Nathan Gilkerson, 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. In this minor, students learn about 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.

Corporate Communication Minor

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

Code	Title	Hours
Required courses:		
CCOM 2000	Corporate Communication Principles	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 and Ethical 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 4410	Intercultural Communication	
DGMD 3555	Corporate Media	
HURE 3001	Management of Human Resources ²	
MANA 3035	Leading for Inclusion	
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.

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