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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Required courses:</td>
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<tr>
<td>CCOM 2000</td>
<td>Corporate Communication Principles</td>
<td>3</td>
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<tr>
<td>CCOM 4700</td>
<td>Corporate Advocacy</td>
<td>3</td>
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<tr>
<td>CMST 3200</td>
<td>Organizational Communication</td>
<td>3</td>
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<tr>
<td>Elective Courses (select 3 courses)</td>
<td>9</td>
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<tr>
<td>ADPR 4300</td>
<td>Emerging and Social Media in a Dynamic Marketplace</td>
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<tr>
<td>BUAD 3089</td>
<td>Business and the Non-Profit Sector</td>
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<tr>
<td>BULA 3001</td>
<td>Legal and Ethical Environment of Business</td>
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<tr>
<td>CCOM 3250</td>
<td>Corporate Writing</td>
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<tr>
<td>CCOM 4986</td>
<td>Corporate Communication Internship</td>
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<td>CCOM 4931</td>
<td>Topics in Corporate Communication</td>
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<tr>
<td>CCOM 4995</td>
<td>Independent Study in Corporate Communication</td>
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<tr>
<td>CMST 4410</td>
<td>Intercultural Communication</td>
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<td>DGMD 3555</td>
<td>Corporate Media</td>
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<tr>
<td>HURE 3001</td>
<td>Management of Human Resources</td>
<td>2</td>
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<tr>
<td>MANA 3035</td>
<td>Diversity in Organizations</td>
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<tr>
<td>MARK 3001</td>
<td>Introduction to Marketing</td>
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<tr>
<td>PHIL 4330</td>
<td>Business Ethics</td>
<td></td>
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<tr>
<td>PURE 1800</td>
<td>Public Relations Principles</td>
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<tr>
<td>PURE 3850</td>
<td>Crisis Communication and Reputation Management</td>
<td></td>
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</tbody>
</table>

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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