

# Corporate Communication

**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. 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

Code	Title	Hours
CCOM 2000	Corporate Communication Principles	3
CCOM 3250	Corporate Writing	3
CCOM 4700	Corporate Advocacy	3
CCOM 4986	Corporate Communication Internship <sup>3</sup>	0-3
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
STCM 4800	Ethics and Corporate Social Responsibility	3
COMM 1700	Communication Statistics and Analysis <sup>1</sup>	3
ECON 1001	Introduction to Economics <sup>2</sup>	3
Choose three elective courses from the following:		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 4931	Topics in Corporate Communication	
CMST 4410	Intercultural Communication	
DGMD 3555	Corporate Media	
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:**

**39-42**

- <sup>1</sup> BUAD 1560, MATH 1700 or SOCI 2001 may be substituted.
- <sup>2</sup> ECON 1103 may be substituted.
- <sup>3</sup> Up to 3 internship credits may be counted toward the major.

## Typical Program for Corporate Communication Majors

<b>Freshman</b>			
<b>First Term</b>	<b>Hours</b>	<b>Second Term</b>	<b>Hours</b>
COMM 1050		1 COMM 1100 or MINOR ELECTIVE	3
COMM 1000 or 1200		3 COMM 1200 or 1000	3
ECON 1001		3 CCOM 2000	3
ENGL 1001 or ESSV1 (MCC)		3 ENGL 1001 or ESSV1 (MCC)	3
COMM 1700 or ELECTIVE		3 PHIL 1001 or THEO 1001 (MCC)	3
PHIL 1001 or THEO 1001 (MCC)		3	
	<b>16</b>		<b>15</b>
<b>Sophomore</b>			
<b>First Term</b>	<b>Hours</b>	<b>Second Term</b>	<b>Hours</b>
COMM 1100 or MINOR OR ELECTIVE		3 ADPR 2200 or BUAD 2100	3
ADPR 2200 or BUAD 2100		3 CMST 3200 or MAJOR ELECTIVE	3
COMM 2500		3 COMM 1700 or ELECTIVE	3
CMST 3200 or MAJOR ELECTIVE		3 DSCV (MCC) <sup>1,2</sup>	3
CORE 1929 (MCC)		3 DSCV (MCC) <sup>1,2</sup>	3
	<b>15</b>		<b>15</b>
<b>Junior</b>			
<b>First Term</b>	<b>Hours</b>	<b>Second Term</b>	<b>Hours</b>
CCOM 3250		3 CCOM 4700	3
CMST 4600		3 CCOM elective	3
DSCV (MCC) <sup>1,2</sup>		3 DSCV (MCC) <sup>1,2</sup>	3
Minor or electives		6 Minor or electives	6
	<b>15</b>		<b>15</b>
<b>Senior</b>			
<b>First Term</b>	<b>Hours</b>	<b>Second Term</b>	<b>Hours</b>
CCOM electives		6 CCOM 4986	0-3
CORE 4929 (MCC) or elective		3 STCM 4800	3
Minor or electives		6 CORE 4929 (MCC) or elective	3
		Minor or electives	9
	<b>15</b>		<b>15-18</b>

### Total Credit Hours: 121-124

<sup>1</sup> The four courses in the Discovery Tier (DSCV) of the MCC must be completed in the same theme and include the following content areas: Humanities (HUM), Social Science (SSC), Natural Science and Mathematics (NSM) and one elective (ELE), which is an additional course from any of the three content areas. A maximum of two courses in the Discovery Tier can apply towards a primary major.

<sup>2</sup> Students must also complete the Writing Intensive (WRIT) and Engaging Social System and Values 2 (ESSV2) requirements of the MCC. These requirements can be fulfilled through designated courses in the Discovery Tier or other degree requirements.

## 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)		
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 <sup>2</sup>	
MANA 3035	Diversity in Organizations	
MARK 3001	Introduction to Marketing <sup>3</sup>	
PHIL 4330	Business Ethics	
PURE 1800	Public Relations Principles	
PURE 3850	Crisis Communication and Reputation Management	

**Total Credit Hours:** **18**

<sup>1</sup> Maximum of 3 internship credits may count towards minor.

<sup>2</sup> 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

<sup>3</sup> Course has a prerequisite of ECON 1103.

## Courses

### **CCOM 2000. Corporate Communication Principles. 3 cr. hrs.**

Offers an introduction to contemporary issues in corporate communication. Traces the history of the corporation and examines its relationship to contemporary issues in society. Explores concepts such as corporate voice, corporate identity construction, mission and branding. Considers the way in which communication is vital to both the day-to-day operations of the corporation and the corporation's ability to achieve its overall mission.

### **CCOM 3250. Corporate Writing. 3 cr. hrs.**

Takes a practical and analytical approach to the development of content and style in corporate communication. Emphasis on the development of effective writing skills for clear, concise and audience-centered business documents. Additional focus on correct communication in corporate practice as related to corporate image and identity. Prereq: CCOM 2000 and ADPR 2200; or cons. of instr.

### **CCOM 4700. Corporate Advocacy. 3 cr. hrs.**

Apply concepts from corporate communication and rhetorical criticism to analyze how organizations use symbols to develop organizational culture, manage organizational impressions, manage crises, and advocate for particular positions. Builds abilities to critically think about and analyze the persuasive messages of organizations. Prereq: CCOM 2000.

### **CCOM 4750. Corporate Social Responsibility. 3 cr. hrs.**

Analyzes the range of public debates about the social responsibilities of corporations. Key questions explored in this integrative, capstone-type course include the following: What sorts of public communication practices are commonly taken to hinder or promote corporate social responsibility? What are the ethical implications for civic life of corporations' internal communication practices? How do corporations manage their ethical relations with communities, nongovernmental organizations and other stakeholders? What sorts of groups have historically participated in public controversies over corporate social responsibility? Prereq: CCOM 2000; Sr. stndg. or cons. of dept. ch.

### **CCOM 4931. Topics in Corporate Communication. 3 cr. hrs.**

Focuses on a specific topic in Corporate Communication each term. Prereq: CCOM 2000.

### **CCOM 4986. Corporate Communication Internship. 3 cr. hrs.**

Provides students with the opportunity to apply theories, skills and techniques in a real-world corporate communication setting. 0 credit is SNC/UNC grade assessment; 1-3 credits is S/U grade assessment. Prereq: CCOM 2000 and cons. of dept. ch.

### **CCOM 4995. Independent Study in Corporate Communication. 1-3 cr. hrs.**

Independent study with a faculty member centered on a particular topic in corporate communication. Prereq: CCOM 2000, CCOM 3250.