

# CORPORATE COMMUNICATION, MINOR

ENGL 4900	Directed Research
<b>Total Credit Hours</b>	<b>18</b>

The Minor in Corporate Communication provides students with understanding of, and preparation for careers in Corporate Communication. This minor:

- Prepares students for entering the workforce or earning advanced degrees in professional areas such as public relations, marketing, advertising, organizational communication and production/design.
- Develops and strengthens students' critical thinking and writing skills for success in all further academic and professional endeavors

The minor focuses on the following Communication and Media Studies learning outcomes:

- Communicate effectively, using multiple channels of communication; and
- Apply media aesthetics to the production of communication vehicles using appropriate technologies.

## Program Requirements

Code	Title	Credit Hours
<b>Required Courses</b>		<b>6</b>
Choose two of the following:		
CMS 2410	Digital Photography	
CMS 3550	Introduction to Advertising	
CMS 3560	Introduction to Public Relatio	
<b>Upper Division Electives</b>		<b>12</b>
Choose four of the following:		
CMS 3110	Media Industries	
CMS 3340	National Cinemas I	
COMM 3460	Principles of Project Management	
CMS 3700	Corporate Communication Design	
CMS 3720	New Media Design	
CMS 4560	Public Relations Principles and Practices	
CMS 4580	Crisis and Change Communication	
CMS 4610	Social Media	
CMS 4560	Public Relations Principles and Practices	
CMS 4650	Audio Podcasting	
CMS 4800	Selected Topics in CMS I (with approved topic)	
COMM 4100	Organizational Communication	
Students may apply up to two classes (six hours) from the following list of courses to satisfy the 12-hour Upper Division Elective requirement:		
BUSA 3700	Business Ethics and Corporate Social Responsibility	
COMM 3100	Professional Speaking	
COMM 3210	Communication Theory	
COMM 3300	Interpersonal Communication	
COMM 3440	Communication Technologies	
CMS 3500	Writing and Editing for Mass Media	
ENGL 3650	Writing for Nonprofits	