



University Bulletin

Undergraduate Degree Programs

Corporate Communication

Abington College (CCBA)

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Building on the interdisciplinary strengths of Penn State Abington, the Corporate Communication B.A. program prepares students for public information and media relations positions in profit and non-profit organizations. The program is distinguished by its cross-disciplinary course work in business, information systems, human behavior, and oral, written, and visual communication. In addition, there is a required field experience. The B.A. provides a broad foundation in business principles, including team projects and problem solving; ethics; oral, written and visual communication skills; and psychology. The major is designed to prepare students for a variety of career fields including human resources, public relations, training and development, and public information.

For the B. A. degree in Corporate Communication, a minimum of 122 credits is required.

Scheduling Recommendation by Semester Standing given like (Sem: 1-2)

GENERAL EDUCATION: 45 credits
(See description of General Education in this bulletin)

FIRST-YEAR SEMINAR:
(Included in ELECTIVES or GENERAL EDUCATION course selection)

UNITED STATES CULTURES AND INTERNATIONAL CULTURES:
(Included in ELECTIVES or GENERAL EDUCATION courses)

WRITING ACROSS THE CURRICULUM:
(Included in REQUIREMENTS FOR THE MAJOR)

ELECTIVES: 0-13 credits

BACHELOR OF ARTS DEGREE REQUIREMENTS: 24 credits
(3 of these 24 credits are included in the REQUIREMENTS FOR THE MAJOR, GENERAL EDUCATION, or ELECTIVES and 0-12 credits are included in ELECTIVES if foreign language proficiency is demonstrated by examination.)
(See description of Bachelor of Arts Degree Requirements in this bulletin.)

REQUIREMENTS FOR THE MAJOR: 49-50 credits [\[1\]\(#mnote01\)](#)

PRESCRIBED COURSES (31 credits)
ACCTG 211(4), IST 110 GS(3), MIS 204(2) (Sem: 1-2)
COMM 100 GS(3) (Sem: 1-4)
IST 250(3), MKTG 301(3), MGMT 301(3) (Sem: 3-4)
MKTG 310(3) (Sem: 5-6)
CC 403W(3), CC 495A(3) (Sem: 7-8)

ADDITIONAL COURSES (18-19 credits)

B A 243(4) or PHIL 103 GH(3) (Sem: 1-4)
MGMT 321(3) or PSYCH 221 GS(3) (Sem: 3-6)
CAS 252(3) or CAS 352(3), CC 401(3) or CC 402(3), ENGL 417(3) or ENGL 419(3), MGMT
424(3) or PSYCH 423(3) (Sem: 5-8)

[1] A student enrolled in this major must receive a grade of C or better, as specified in Senate Policy 82-44.

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The University reserves the right to change the requirements and regulations listed here and to determine whether a student has satisfactorily met its requirements for admission or graduation, and to reject any applicant for any reason the University determines to be material to the applicant's qualifications to pursue higher education. Nothing in this material should be considered a guarantee that completion of a program and graduation from the University will result in employment.

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