

CORPORATE COMMUNICATION, B.A. (ABINGTON)

Begin Campus: Any Penn State Campus

End Campus: Abington

Program Description

The Penn State Corporate Communication Bachelor of Arts (CCBA) program prepares students for various strategic communication roles inside and outside organizations. Graduates of the program hold titles such as public relations professional, social media strategist, speech and copywriter, political aide, marketing communication manager, organizational learning and development specialist, corporate recruiter, and event planner. Graduates have earned advanced degrees in areas such as Business, Law, and Corporate Communication.

The CCBA program is interdisciplinary. While providing depth of study in Corporate Communication, it also includes mandatory Business courses and courses focusing on web based competencies such as writing for the web and digital design. With its overall emphasis on the human and design aspects of contemporary organizations, the program is particularly well-suited to individuals seeking to develop and apply their analytical, verbal, and creative talents. Such talents foster aptitudes in strategic counseling and integrative praxis that, in part, make a Corporate Communication degree unique and highly sought after in the marketplace.

What is Corporate Communication?

Corporate Communication encompasses all aspects of strategic communication in for-profit and not-for-profit organizations, from internal communication between senior leaders and frontline professionals to communication with external clients. Corporate communicators are highly skilled professionals in the art of planning, problem solving, and persuading with a sharp understanding of their audience's needs, tastes, and interests.

You Might Like This Program If...

- You know you are creative with strong writing and speaking skills.
- You desire to be an ethical communicator who creates meaningful connections with your audience.
- You possess an international, multicultural mindset.
- You want to pursue a career in social media, public relations, or marketing.

MORE INFORMATION ABOUT CORPORATE COMMUNICATION (<https://www.abington.psu.edu/academics/majors-at-abington/corporate-communication/>)

Entrance to Major

In order to be eligible for entrance to this major, a student must:

1. attain at least a C (2.00) cumulative grade-point average for all courses taken at the University; and
2. have at least third-semester classification (<https://www.registrar.psu.edu/enrollment/semester-classification.cfm>).

READ SENATE POLICY 37-30: ENTRANCE TO AND CHANGES IN MAJOR PROGRAMS OF STUDY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/37-00-entrance-to-a-college-or-major/>)

Degree Requirements

For the Bachelor of Arts degree in Corporate Communication, a minimum of 120 credits is required:

| Requirement | Credits |
|--------------------------------------|---------|
| General Education | 45 |
| Electives | 2-9 |
| Bachelor of Arts Degree Requirements | 24 |
| Requirements for the Major | 51-52 |

3-9 of the 45 credits for General Education are included in Requirements for the Major. This includes: 3-6 credits of GS courses; 0-3 credits of GH courses.

3 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives and 0-12 credits are included in Electives if world language proficiency is demonstrated by examination.

Requirements for the Major

A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>).

| Code | Title | Credits |
|---|--|---------|
| Prescribed Courses | | |
| <i>Prescribed Courses: Require a grade of C or better</i> | | |
| CAS 204 | Communication Research Methods | 3 |
| CC 200 | Introduction to Corporate Communication | 3 |
| CC 401 | Internal Communication | 3 |
| CC 402 | External Communication | 3 |
| CC 490W | Seminar in Corporate Communication | 3 |
| CC 495A | Internship in Corporate Communication | 3 |
| COMM 100 | | 3 |
| MGMT 301 | Basic Management Concepts | 3 |
| MKTG 301 | Principles of Marketing | 3 |
| Additional Courses | | |
| <i>Additional Courses: Require a grade of C or better</i> | | |
| ECON 102 | Introductory Microeconomic Analysis and Policy | 3 |
| or ECON 104 | Introductory Macroeconomic Analysis and Policy | |
| Select one of the following: | | 3-4 |
| BA 243 | Social, Legal, and Ethical Environment of Business | |
| PHIL 103 | Ethics | |
| PHIL 106 | Business Ethics | |
| PHIL 123 | Media Ethics | |
| Select one of the following: | | 3 |
| ART 201 | | |
| COMM 241 | Graphic Design for Communications | |
| IST 110 | Information, People and Technology | |
| Select one of the following: | | 3 |

| | | |
|--|---|---|
| CAS 250 | Small Group Communication | |
| CAS 252 | Business and Professional Communication | |
| CAS 352 | Organizational Communication | |
| ENGL 211 | Introduction to Writing Studies | |
| Select one of the following: | | 3 |
| CC 406 | Social Media in Corporate Communication | |
| ENGL 420 | Writing for the Web | |
| ENGL 480 | Communication Design for Writers | |
| Select two of the following: | | 6 |
| CAS 403 | Interpersonal Communication Theory and Research | |
| CAS 404 | Conflict Resolution and Negotiation | |
| CAS/ WMNSTBACHE OF ARTS DEGREE REQUIREMENT | Topics in Gender and Communication | |
| CAS 471 | Intercultural Communication Theory and Research | |
| MGMT 433 | Leadership and Team Building | |
| MKTG 310 | Public Relations and Marketing | |
| Select one of the following: | | 3 |
| CC 404 | Risk and Crisis in Corporate Communication | |
| CC 405 | Strategic Speaking | |
| COMM 472 | Public Relations Event Planning | |

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

University Degree Requirements

First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80>)). For more information, check the Suggested Academic Plan for your intended program.

B.A. Degree Requirements

World Language (0-12 credits): Student must attain 12th credit level of proficiency in one world language in addition to English. This proficiency must be demonstrated by either examination or course work. See the Placement Policy for Penn State World Language Courses (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/advising-planning-degree-program/course-placements/placement-policy-world-language-courses/>).

B.A. Fields (9 credits): Humanities, Social and Behavioral Sciences, Arts, World Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; world language credits in this

category must be in a second world language in addition to English or beyond the 12th credit level of proficiency in the first language). Credits must be selected from the list of approved courses.

World Cultures (0-3 credits): Select 3 credits from approved list. Students may count courses in this category in order to meet other major, minor, elective, or General Education requirements, except for the University Cultural Diversity (US/IL) requirement.

Program Learning Objectives

- **Apply Ethical Corporate Communication Principles and Practice**
 - Identify ethical perspectives.
 - Explain the relevance of various ethical perspectives.
 - Articulate the ethical dimensions of a Corporate Communication situation.
 - Propose solutions for an (un)ethical Corporate Communication situation.
 - Evaluate the ethical elements of a Corporate Communication situation.
- **Create Messages Appropriate to the Audience, Purpose, and Context**
 - Locate and use information relevant to goals, audiences, purposes, and contexts.
 - Select creative and appropriate modalities and technologies to accomplish Corporate Communication goals.
 - Adapt messages to the diverse needs of individuals, groups, and contexts.
 - Present messages in multiple communication modalities and contexts.
 - Adjust messages while in the process of communicating.
 - Critically reflect on one's own messages after the communication event.
- **Critically Analyze Messages**
 - Identify meanings embedded in messages.
 - Articulate characteristics of mediated and non-mediated messages.
 - Recognize the influence of messages.
 - Engage in active listening.
 - Enact mindful responding to messages.
- **Demonstrate the Ability to Accomplish Communicative Goals (Self-Efficacy)**
 - Identify contexts, situations, and barriers that impede communication self-efficacy
 - Perform verbal and nonverbal communication behaviors that illustrate self-efficacy
 - Articulate personal beliefs about abilities to accomplish communication goals
 - Evaluate personal communication strengths and weaknesses.
- **Describe the Corporate Communication field and its central questions**
 - Explain the origins of the Corporate Communication field.
 - Summarize the broad nature of the Corporate Communication field.
 - Categorize the various career pathways for students of Communication.
 - Articulate the importance of Corporate Communication expertise in career development and civic engagement.
 - Examine contemporary debates within the field.
- Distinguish the Corporate Communication field from related areas of study.
- Identify with intellectual specialization(s) in the Corporate Communication field.
- **Employ Corporate Communication Theories, Perspectives, Principles, and Concepts**
 - Explain Corporate Communication perspectives, theories, principles, and concepts.
 - Synthesize Corporate Communication perspectives, theories, principles, and concepts.
 - Apply Corporate Communication perspectives, theories, principles, and concepts.
 - Critique Corporate Communication perspectives, theories, principles, and concepts.
- **Engage in Corporate Communication Inquiry**
 - Interpret Corporate Communication scholarship.
 - Evaluate Corporate Communication scholarship.
 - Formulate questions appropriate for Corporate Communication scholarship.
 - Engage in Corporate Communication scholarship using the research traditions of the field.
 - Differentiate among various approaches to the study of Corporate Communication.
 - Contribute to the scholarly conversations appropriate to the purpose of inquiry.
- **Influence for Greater Good**
 - Explain the importance of Corporate Communication for civic life from the local to global levels.
 - Identify the challenges facing communities and the role of Corporate Communication in resolving those challenges.
 - Frame local, national, and/or global issues from a Corporate Communication point of view.
 - Evaluate local, national, and/or global issues from a Corporate Communication point of view.
 - Use Corporate Communication to respond to issues at the local, national, and/or global level.
 - Advocate a course of action to address local, national, and/or global issues from a Corporate Communication point of view.
 - Use Corporate Communication to empower individuals in terms of human rights, human dignity, and human freedom.
- **Utilize Corporate Communication to Embrace Difference**
 - Articulate the connection between Corporate Communication and culture.
 - Recognize individual and cultural similarities and differences.
 - Appreciate individual and cultural similarities and differences.
 - Respect diverse perspectives and the ways they influence communication.
 - Articulate one's own cultural standpoint and how it affects communication and world view.
 - Demonstrate the ability to be culturally self-aware.
 - Adapt one's communication in diverse cultural contexts.

Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of

both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

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Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2024-25 academic year. To access previous years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition.

Corporate Communication, B.A. at Abington Campus

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

First Year

| Fall | Credits Spring | Credits |
|------------------------|--------------------------------------|-----------|
| ENGL 15 or 30H | 3 World Language level 2 | 4 |
| World Language level 1 | 4 General Education Course | 3 |
| COMM 100 or 106* | 3 ECON 102 or 104* [†] | 3 |
| MATH 21 | 3 CC 200* ² | 3 |
| CAS 204* | 3 IST 110, DART 202, or COMM 241* | 3 |
| | 16 | 16 |

Second Year

| Fall | Credits Spring | Credits |
|--------------------------|--|---------|
| World Language level 3 | 4 MGMT 301* | 3 |
| CAS 100A or 100B | 3 BA 243, PHIL 203, PHIL 106, or PHIL 123* | 3 |
| MKTG 301 | 3 CAS 250, 252, 352, or ENGL 211* | 3 |
| General Education Course | 3 ENGL 202A, 202B, 202C, or 202D ¹ | 3 |

| | | |
|--|--|----------------|
| General Education Course | 3 General Education Course | 3 |
| | 16 | 15 |
| Third Year | | |
| Fall | Credits Spring | Credits |
| CC 401* | 3 CC 402* | 3 |
| CAS 403, 404, 455, 471, MGMT 433, or MKTG 310* | 3 CAS 403, 404, 455, 471, MGMT 433, or MKTG 310* | 3 |
| General Education Course | 3 CC 404, 405, or COMM 472* | 3 |
| General Education Course | 3 Bachelor of Arts Requirement | 3 |
| Bachelor of Arts Requirement | 3 General Education Course or Elective | 3 |
| | 15 | 15 |
| Fourth Year | | |
| Fall | Credits Spring | Credits |
| CC 490W* | 3 CC 495A* | 3 |
| World Cultures or Elective | 3 General Education Course | 3 |
| Bachelor of Arts Requirement | 3 CC 406/ENGL 420/480* | 3 |
| General Education Course (GHW) | 3 Elective | 3 |
| Elective (2 Credits if took BA 243 4 Credit Class) | 3 | |
| | 15 | 12 |
| Total Credits 120 | | |

- * Course requires a grade of C or better for the major
 ‡ Course requires a grade of C or better for General Education
 # Course is an Entrance to Major requirement
 † Course satisfies General Education and degree requirement

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student's primary major. See your adviser and the Degree Requirements section (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/>) of this Bulletin.

Bachelor of Arts students must take 3 credits in World Cultures. See your adviser and the full list of courses approved as World Cultures courses (<https://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-world-cultures/>).

- ¹ English 202D is recommended for Corporate Communication majors.
² CC 200 is a prerequisite for all other CC courses. Check the Undergraduate Bulletin for additional pre-requisites for specific courses.

Program Notes:

A minimum of 120 credits is required to graduate.

Students must take a minimum of 15 credits at the 400 level or equivalent.

US or IL courses may double count as Gen Ed or other major courses, but not as World Culture courses.

PHIL 10 is a recommended GH course.

MATH 21 and STAT 200 are recommended GQ courses; MATH 21 is a prerequisite for MKTG 301.

BA 303 or MKTG 301 is a prerequisite for MKTG 310.

Career Paths

Corporate Communication is a challenging and exciting career field. Corporate communicators manage the dissemination of information to key constituencies, the execution of corporate strategy, and the development of messages for a variety of purposes inside and outside the organization. Corporate communicators usually oversee media relations, crisis communications, internal communications, reputation management, corporate responsibility, investor relations, government affairs, and sometimes marketing communication. The Penn State Abington Center for Career & Professional Development supports and serves students in all areas related to career development and preparation including career counseling and coaching, internships, resume creation, interview training, and job search strategies.

Careers

A Corporate Communication degree can lead to a career in for-profit businesses or in not-for-profit areas such as charitable, political, health care, and educational organizations. You'll be prepared to work as a professional in a wide range of fields including event planning, human resources, marketing, public relations/public information, and social media relations.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE CORPORATE COMMUNICATION PROGRAM (<https://www.abington.psu.edu/academics/majors-at-abington/corporate-communication/>)

Opportunities for Graduate Studies

A baccalaureate degree in Corporate Communication prepares students to pursue master's degrees in programs such as strategic communication and obtain admission to MBA programs and law schools, among other post-graduate opportunities.

Professional Resources

- Public Relations Society of America (PRSA) (<https://www.prsa.org/home/>)

- Philadelphia Public Relations Association (PPRA) (<https://ppra.net/>)
- National Communication Association (NCA) (<https://www.natcom.org/>)
- International Communication Association (ICA) (<https://www.icahdq.org/>)
- American Marketing Association (AMA) (<https://www.ama.org/>)
- International Association of Business (IABC) (<https://www.iabc.com/>)
- The Association for Women in Communications (AWC) (<https://womcom.org/contact-us/>)
- Eastern Communication Association (ECA) (https://www.ecasite.org/aww/ECA/pt/sp/home_page/)
- International Advertising Association (<https://www.iaaglobal.org/>)
- Society for Health Communication (<https://www.societyforhealthcommunication.org/>)

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