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 third-semester classification (http://www.registrar.psu.edu/enrollment/semester-classification.cfm).

**Enterance to Major**

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.

You possess an international, multicultural mindset.

The CBA 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.

**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 third-semester classification (http://www.registrar.psu.edu/enrollment/semester-classification.cfm).

**Degree Requirements**

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td>Electives</td>
<td>2-9</td>
</tr>
<tr>
<td>Bachelor of Arts Degree Requirements</td>
<td>24</td>
</tr>
<tr>
<td>Requirements</td>
<td>51-52</td>
</tr>
</tbody>
</table>

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 foreign language proficiency is demonstrated by examination.

**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 (http://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.)**

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

**Knowledge Domains**

- Arts (GA): 6 credits
- Health and Wellness (GHW): 3 credits
- Humanities (GH): 6 credits
- Social and Behavioral Sciences (GS): 6 credits
- Natural Sciences (GN): 9 credits

**Integrative Studies (may also complete a Knowledge Domain requirement)**

- Inter-Domain or Approved Linked Courses: 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
corporate designated by the major as a C-required course, as specified by Senate Policy 82-44 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44).

**Prescribed Courses**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 204</td>
<td>Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>CC 200</td>
<td>Introduction to Corporate Communication</td>
<td>3</td>
</tr>
<tr>
<td>CC 401</td>
<td>Internal Communication</td>
<td>3</td>
</tr>
<tr>
<td>CC 402</td>
<td>External Communication</td>
<td>3</td>
</tr>
<tr>
<td>CC 490W</td>
<td>Seminar in Corporate Communication</td>
<td>3</td>
</tr>
<tr>
<td>CC 495A</td>
<td>Internship in Corporate Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 100</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Basic Management Concepts</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 301</td>
<td>Principles of Marketing</td>
<td>3</td>
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**Additional Courses**

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<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104</td>
<td>Introductory Macroeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>BA 243</td>
<td>Social, Legal, and Ethical Environment of Business</td>
<td>3-4</td>
</tr>
<tr>
<td>PHIL 103</td>
<td>Ethics</td>
<td></td>
</tr>
<tr>
<td>PHIL 106</td>
<td>Business Ethics</td>
<td></td>
</tr>
<tr>
<td>PHIL 123</td>
<td>Media Ethics</td>
<td></td>
</tr>
<tr>
<td>ART 201</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 241</td>
<td>Graphic Design for Communications</td>
<td></td>
</tr>
<tr>
<td>IST 110</td>
<td>Information, People and Technology</td>
<td></td>
</tr>
<tr>
<td>ENGL 211</td>
<td>Introduction to Writing Studies</td>
<td></td>
</tr>
<tr>
<td>CAS 250</td>
<td>Small Group Communication</td>
<td></td>
</tr>
<tr>
<td>CAS 252</td>
<td>Business and Professional Communication</td>
<td></td>
</tr>
<tr>
<td>CAS 352</td>
<td>Organizational Communication</td>
<td></td>
</tr>
<tr>
<td>ENGL 480</td>
<td>Communication Design for Writers</td>
<td></td>
</tr>
<tr>
<td>CAS 403</td>
<td>Interpersonal Communication Theory and Research</td>
<td></td>
</tr>
<tr>
<td>CAS 404</td>
<td>Conflict Resolution and Negotiation</td>
<td></td>
</tr>
<tr>
<td>CAS/WMNST 455</td>
<td>Gender Roles in Communication</td>
<td></td>
</tr>
<tr>
<td>CAS 471</td>
<td>Intercultural Communication Theory and Research</td>
<td></td>
</tr>
<tr>
<td>MGMT 433</td>
<td>Leadership and Team Building</td>
<td></td>
</tr>
<tr>
<td>MKTG 310</td>
<td>Public Relations and Marketing</td>
<td></td>
</tr>
<tr>
<td>CC 406</td>
<td>Social Media in Corporate Communication</td>
<td></td>
</tr>
<tr>
<td>ENGL 420</td>
<td>Writing for the Web</td>
<td></td>
</tr>
<tr>
<td>ENGL 480</td>
<td>Communication Design for Writers</td>
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</tr>
<tr>
<td>CAS 403</td>
<td>Interpersonal Communication Theory and Research</td>
<td>6</td>
</tr>
<tr>
<td>CAS 404</td>
<td>Conflict Resolution and Negotiation</td>
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</tr>
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</tr>
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</table>

**Code**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC 200</td>
<td>Introduction to Corporate Communication</td>
<td>3</td>
</tr>
<tr>
<td>CC 401</td>
<td>Internal Communication</td>
<td>3</td>
</tr>
<tr>
<td>CC 402</td>
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<td>3</td>
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<td>Internship in Corporate Communication</td>
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<tr>
<td>MGMT 301</td>
<td>Basic Management Concepts</td>
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</tr>
<tr>
<td>MKTG 301</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>
Program Learning Objectives

Students completing the Penn State Corporate Communication Bachelor of Arts program will be able to demonstrate the following learning outcomes:

1. Describe the Corporate Communication field and its central questions
   a. Explain the origins of the Corporate Communication field.
   b. Summarize the broad nature of the Corporate Communication field.
   c. Categorize the various career pathways for students of Communication.
   d. Articulate the importance of Corporate Communication expertise in career development and civic engagement.
   e. Examine contemporary debates within the field.
   f. Distinguish the Corporate Communication field from related areas of study.
   g. Identify with intellectual specialization(s) in the Corporate Communication field.

2. Employ Corporate Communication Theories, Perspectives, Principles, and Concepts
   a. Explain Corporate Communication perspectives, theories, principles, and concepts.
   b. Synthesize Corporate Communication perspectives, theories, principles, and concepts.
   c. Apply Corporate Communication perspectives, theories, principles, and concepts.
   d. Critique Corporate Communication perspectives, theories, principles, and concepts.

3. Engage in Corporate Communication Inquiry
   a. Interpret Corporate Communication scholarship.
   b. Evaluate Corporate Communication scholarship.
   c. Formulate questions appropriate for Corporate Communication scholarship.
   d. Engage in Corporate Communication scholarship using the research traditions of the field.
   e. Differentiate among various approaches to the study of Corporate Communication.
   f. Contribute to the scholarly conversations appropriate to the purpose of inquiry.

4. Create Messages Appropriate to the Audience, Purpose, and Context
   a. Locate and use information relevant to goals, audiences, purposes, and contexts.
   b. Select creative and appropriate modalities and technologies to accomplish Corporate Communication goals.
   c. Adapt messages to the diverse needs of individuals, groups, and contexts.
   d. Present messages in multiple communication modalities and contexts.
   e. Adjust messages while in the process of communicating.
   f. Critically reflect on one's own messages after the communication event.

5. Critically Analyze Messages
   a. Identify meanings embedded in messages.
   b. Articulate characteristics of mediated and non-mediated messages.
   c. Recognize the influence of messages.
   d. Engage in active listening.
   e. Enact mindful responding to messages.

6. Demonstrate the Ability to Accomplish Communicative Goals (Self-Efficacy)
   a. Identify contexts, situations, and barriers that impede communication self-efficacy.
   b. Perform verbal and nonverbal communication behaviors that illustrate self-efficacy.
   c. Articulate personal beliefs about abilities to accomplish communication goals.
   d. Evaluate personal communication strengths and weaknesses.

7. Apply Ethical Corporate Communication Principles and Practices
   a. Identify ethical perspectives.
   b. Explain the relevance of various ethical perspectives.
   c. Articulate the ethical dimensions of a Corporate Communication situation.
   d. Propose solutions for an (un)ethical Corporate Communication situation.
   e. Evaluate the ethical elements of a Corporate Communication situation.

8. Utilize Corporate Communication to Embrace Difference
   a. Articulate the connection between Corporate Communication and culture.
   b. Recognize individual and cultural similarities and differences.
   c. Appreciate individual and cultural similarities and differences.
   d. Respect diverse perspectives and the ways they influence communication.
   e. Articulate one's own cultural standpoint and how it affects communication and world view.
   f. Demonstrate the ability to be culturally self-aware.
   g. Adapt one's communication in diverse cultural contexts.

9. Influence for Greater Good
   a. Explain the importance of Corporate Communication for civic life from the local to global levels.
   b. Identify the challenges facing communities and the role of Corporate Communication in resolving those challenges.
   c. Frame local, national, and/or global issues from a Corporate Communication point of view.
   d. Evaluate local, national, and/or global issues from a Corporate Communication point of view.
   e. Use Corporate Communication to respond to issues at the local, national, and/or global level.
   f. Advocate a course of action to address local, national, and/or global issues from a Corporate Communication point of view.
   g. Use Corporate Communication to empower individuals in terms of human rights, human dignity, and human freedom.

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 (http://senate.psu.edu/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 2020-21 academic year. To access previous years' suggested academic plans, please visit the archive (http://bulletins.psu.edu/undergraduate/archive/) to view the appropriate Undergraduate Bulletin edition (Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin).

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

<table>
<thead>
<tr>
<th>Fall Credits</th>
<th>Spring Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 15 or 30</td>
<td>3 World Language level 2 4</td>
</tr>
<tr>
<td>World Language level 1</td>
<td>4 General Education Course 3</td>
</tr>
<tr>
<td>COMM 100 or 106</td>
<td>3 ECON 102 or 104 † 3</td>
</tr>
<tr>
<td>MATH 21</td>
<td>3 CC 200* 2 3</td>
</tr>
<tr>
<td>CAS 204*</td>
<td>3 IST 110, 201, or COMM 241* 3</td>
</tr>
<tr>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>

Second Year

<table>
<thead>
<tr>
<th>Fall Credits</th>
<th>Spring Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Language level 2</td>
<td>4 MGMT 301* 3</td>
</tr>
<tr>
<td>CAS 100A or 100B</td>
<td>3 BA 243, PHIL 203, PHIL 106, or PHIL 123* 3</td>
</tr>
<tr>
<td>MKTG 301</td>
<td>3 CAS 250, 252, 352, or ENGL 211* 3</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3 ENGL 202A, 202B, 202C, or 202D 1 3</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3 General Education Course 3</td>
</tr>
<tr>
<td>16</td>
<td>15</td>
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</table>

Third Year

<table>
<thead>
<tr>
<th>Fall Credits</th>
<th>Spring Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC 401*</td>
<td>3 CC 402* 3</td>
</tr>
</tbody>
</table>
Bachelor of Arts students must take 3 credits in Other Cultures.

**Fourth Year**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CC 490W*</td>
<td>3</td>
<td>3 CC 495A*</td>
<td>3</td>
</tr>
<tr>
<td>Other Cultures (OC) or Elective</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>Bachelor of Arts Requirement</td>
<td>3</td>
<td>CC 406/ENGL 420/480*</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course (GHW)</td>
<td>3</td>
<td>Elective (2 Credits if took BA 243 4 Credit Class)</td>
<td>3</td>
</tr>
<tr>
<td>Elective (2 Credits if took BA 243 4 Credit Class)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Elective (2 Credits if took BA 243 4 Credit Class)**

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

**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 Other 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, healthcare, 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 (http://abington.psu.edu/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.

**Contact**

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https://wilkesbarre.psu.edu/academics/cc/

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https://york.psu.edu/academics/