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).

MORE INFORMATION ABOUT CORPORATE COMMUNICATION (http://abington.psu.edu/corporate-communication/)

**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 (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.)**
  - 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
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 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44)). For more information, check the Suggested Academic Plan for your intended program.

**B.A. Degree Requirements**

**Foreign Language** (0-12 credits): Student must attain 12th credit level of proficiency in one foreign language. See the Placement Policy for Penn State Foreign 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, Foreign Languages, Natural Sciences, Quantification (may not be taken in the area of the student’s primary major; foreign language credits in this category must be in a second foreign language or beyond the 12th credit level of proficiency in the first language)

**Other 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 General Education US/IL requirement.

**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 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44).

<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>
</tr>
</tbody>
</table>

**Additional Courses**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>or ECON 104</td>
<td>Introductory Macroeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td>3-4</td>
<td></td>
</tr>
<tr>
<td>BA 243</td>
<td>Social, Legal, and Ethical Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>PHIL 103</td>
<td>Ethics</td>
<td>3</td>
</tr>
<tr>
<td>PHIL 106</td>
<td>Business Ethics</td>
<td>3</td>
</tr>
<tr>
<td>PHIL 123</td>
<td>Media Ethics</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ART 201</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COMM 241</td>
<td>Graphic Design for Communications</td>
<td>3</td>
</tr>
<tr>
<td>IST 110</td>
<td>Information, People and Technology</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CAS 250</td>
<td>Small Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>CAS 252</td>
<td>Business and Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td>CAS 352</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 211</td>
<td>Introduction to Writing Studies</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CC 406</td>
<td>Social Media in Corporate Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 420</td>
<td>Writing for the Web</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 480</td>
<td>Communication Design for Writers</td>
<td>3</td>
</tr>
<tr>
<td>Select two of the following:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>CAS 403</td>
<td>Interpersonal Communication Theory and Research</td>
<td>3</td>
</tr>
<tr>
<td>CAS 404</td>
<td>Conflict Resolution and Negotiation</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 433</td>
<td>Leadership and Team Building</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 310</td>
<td>Public Relations and Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CC 404</td>
<td>Risk and Crisis in Corporate Communication</td>
<td>3</td>
</tr>
<tr>
<td>CC 405</td>
<td>Strategic Speaking</td>
<td>3</td>
</tr>
<tr>
<td>COMM 472</td>
<td>Public Relations Event Planning</td>
<td>3</td>
</tr>
</tbody>
</table>
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/policies-and-rules-for-undergraduate-students/32-00-advising-policy/)

Abington
Lisa V. Chewning
Associate Professor and Program Chair, Corporate Communication
1600 Woodland Road
Abington, PA 19001
215-881-7382
lvc3@psu.edu

Fayette
Rachel Kaplan
Assistant Teaching Professor in Corporate Communications
2201 University Drive
Lemont Furnace, PA 15456
724-430-4265
rds913@psu.edu

Hazleton
Daniel Mansson
Associate Professor of Communication Arts and Sciences
Memorial 107
Hazleton, PA 18202
570-450-3540
dhm14@psu.edu

Lehigh Valley
Robert Wolfe
Coordinator of Corporate Communication
2809 Saucon Valley Road
Center Valley, PA 18034
610-285-5125
rtw13@psu.edu

Schuylkill
Janelle Gruber
Program Coordinator, Corporate Communication
A-120 200 University Drive
Schuylkill Haven, PA 17972
570-385-6203
jih552@psu.edu

Scranton
Kim Flanders
Assistant Teaching Professor
Business Building 115
Dunmore, PA 18512
570-963-2629
kxt303@psu.edu

Shenango
Tiffany Petricini
Assistant Teaching Professor, Communications
147 Shenango Avenue
Sharon, PA 16146
724-983-2827
tzr106@psu.edu

Wilkes-Barre
Natalya Vodopyanova
Program Coordinator, Corporate Communication
44 University Drive
Dallas, PA 18612
nxv52@psu.edu

York
Joe Downing
Associate Professor of Communication Arts and Sciences
1031 Edgecomb Avenue
York, PA 17403
717-771-4131
jrd24@psu.edu

Suggested Academic Plan
The suggested academic plan(s) listed on this page are the plans that are in effect during the 2021-22 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 (Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin).

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

<table>
<thead>
<tr>
<th>Fall Credits</th>
<th>Spring Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 15 or 30H</td>
<td>3 World Language level 2</td>
</tr>
<tr>
<td>World Language level 1</td>
<td>4 General Education Course</td>
</tr>
<tr>
<td>COMM 100 or 106</td>
<td>3 ECON 102 or 104</td>
</tr>
<tr>
<td>MATH 21</td>
<td>3 CAS 250, 252, 352, or ENGL 211</td>
</tr>
<tr>
<td>CAS 204</td>
<td>3 IST 110, 201, or COMM 241</td>
</tr>
<tr>
<td><strong>Total Credits</strong>: 16</td>
<td><strong>Total Credits</strong>: 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</td>
</tr>
<tr>
<td>CAS 100A or 100B</td>
<td>3 BA 243, PHIL 203, PHIL 106, or PHIL 123</td>
</tr>
<tr>
<td>MKTG 301</td>
<td>3 CAS 250, 252, 352, or ENGL 211</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3 ENGL 202A, 202B, 202C, or 202D</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3 General Education Course</td>
</tr>
<tr>
<td><strong>Total Credits</strong>: 16</td>
<td><strong>Total Credits</strong>: 15</td>
</tr>
</tbody>
</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</td>
</tr>
<tr>
<td>CAS 403, 404, 455, 471, MGMT 433, or MGMT 310</td>
<td>3 CAS 403, 404, 455, 471, MGMT 433, or MGMT 310</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>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</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>

| 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 University 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.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of 'C' or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

**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 Areas; 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 Other Cultures. See your adviser and the full list of courses approved as Other Cultures courses (https://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures/).
http://abington.psu.edu/corporate-communication

**Fayette**
CORPORATE COMMUNICATION
2201 University Drive
Lemont Furnace, PA 15456
724-430-4265
rds913@psu.edu
https://fayette.psu.edu/academics/baccalaureate/corporate-communication

**Hazleton**
Memorial 107
Hazleton, PA 18202
570-450-3540
dhm14@psu.edu
http://hazleton.psu.edu/corporate-communication

**Lehigh Valley**
2809 Saucon Valley Road
Center Valley, PA 18034
610-285-5125
rtw13@psu.edu
https://lehighvalley.psu.edu/corporate-communication

**Schuylkill**
ACADEMIC AFFAIRS
A-120 200 University Drive
Schuylkill Haven, PA 17972
570-385-6203
jih552@psu.edu
https://schuylkill.psu.edu/corpcomm

**Scranton**
CORPORATE COMMUNICATION
Business Building 115
Dunmore, PA 18512
570-963-2629
kxt303@psu.edu
http://worthingtonscranton.psu.edu/corporate-communication

**Shenango**
CORPORATE COMMUNICATION
147 Shenango Avenue
Sharon, PA 16146
724-983-2827
tzr106@psu.edu
https://shenango.psu.edu/academics/majors-shenango/corporate-communications

**Wilkes-Barre**
44 University Drive
Dallas, PA 18612
nxv52@psu.edu
https://wilkesbarre.psu.edu/academics/cc

**York**
CORPORATE COMMUNICATION
1031 Edgecomb Avenue
York, PA 17403
717-771-4131
jrd24@psu.edu
https://york.psu.edu/academics