

CORPORATE COMMUNICATION, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

End Campus: Fayette, Hazleton, Lehigh Valley, Schuylkill, Scranton, Shenango, Wilkes-Barre, York

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.icaheadq.org>)
 - American Marketing Association (AMA) (<https://www.ama.org/>)
 - International Association of Business (<https://www.iabc.com/>)
 - The Association for Women in Communications (AWC) (<https://womcom.org/contact-us/>)
 - Eastern Communication Association (ECA) (https://www.ecasite.org/aws/ECA/pt/sp/home_page/)
 - International Advertising Association (<https://www.iaaglobal.org/>)
- Society for Health Communication (<https://www.societyforhealthcommunication.org/>)