CORPORATE COMMUNICATION, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

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

Program Learning Objectives
Fayette, Hazleton, Lehigh Valley, Schuylkill, Scranton, and Wilkes-Barre Campuses

• 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.

• 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.

• Apply Ethical Corporate Communication Principles and Practices:
  • 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.

• 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.

• 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.
Shenango Campus

- **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.

- **Employ Corporate Communication Theories, Perspectives, Principles, and Concepts:**
  - 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.
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- **Utilize Corporate Communication to Embrace Difference:**
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York Campus

- Advocates a cause of action to address local, national, and/or global issues from a Corporate Communications point of view.
- Apply Corporate Communication perspectives, theories, principles, and concepts.
- Describe the Corporate Communication field and its central questions.
- Engage in Corporate Communication scholarship using the research traditions of the field.
- Articulate the ethical dimensions of a Corporate Communications situation.
- Select creative and appropriate modalities and technologies to accomplish Corporate Communication goals.
- Ability to understand, apply, critique, and extend communication concepts, theories, and perspectives.