

CORPORATE COMMUNICATION, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus

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

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/WMNST 455	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/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). 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/](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.