CORPORATE COMMUNICATION, B.A. (UNIVERSITY COLLEGE)

Begin Campus: Any Penn State Campus
End Campus: Fayette, Hazleton, Lehigh Valley, Shenango, Schuylkill, Wilkes-Barre, Scranton, York

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</td>
<td>24</td>
</tr>
<tr>
<td>Requirements for the Major</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.

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>Basic Management Concepts</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 301</td>
<td>Leadership and Team Building</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one of the following:

- PHIL 106 Business Ethics
- PHIL 123 Media Ethics
- ART 201
- COMM 241 Graphic Design for Communications
- IST 110 Information, People and Technology

Select one of the following:

- 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:

- CC 406 Social Media in Corporate Communication
- ENGL 420 Writing for the Web
- ENGL 480 Communication Design for Writers

Select two of the following:

- CAS 403 Interpersonal Communication Theory and Research
- CAS 404 Conflict Resolution and Negotiation
- CAS/WMNST 455 Gender Roles in 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:

- 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.)

- 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/#83-80]). 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.