CORPORATE COMMUNICATION, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description

The minor in Corporate Communication (CC-UMNR) introduces students to strategic communication for organizations or brands, including for-profit business, non-profit organizations, and government entities. The minor will prepare students to support organizations or brands with their communication goals and stakeholder relationship management. Students will be introduced to foundational concepts of corporate communication. Additionally, students will engage in studying internal or external communication practices that contribute to organizational brand and reputation. Students will also have an opportunity to pursue special interests in corporate communication, such as social and digital media, risk and crisis communications, writing for the web, marketing, and management strategies.

What is Corporate Communication?

Corporate Communication encompasses all aspects of strategic communication in for-profit and not-for-profit organizations, from internal communication between employees, senior leaders, and frontline professionals to communication with external stakeholders such as customers, media organizations, and regulatory organizations. Corporate communicators are highly skilled professionals in the art of planning, problem solving, and persuading with a sharp understanding of their audiences' needs, expectations, and interests.

Program Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Requirements for the Minor</td>
<td>18-19</td>
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Requirements for the Minor

A grade of C or better is required for all courses in the minor, as specified by Senate Policy 59-10 (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10). In addition, at least six credits of the minor must be unique from the prescribed courses required by a student's major(s).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CAS 352</td>
<td>Organizational Communication</td>
<td></td>
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<tr>
<td>COMM 100N</td>
<td>The Mass Media and Society</td>
<td></td>
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<tr>
<td>COMM 241</td>
<td>Graphic Design for Communications</td>
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<tr>
<td>COMM 370</td>
<td>Public Relations</td>
<td></td>
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<tr>
<td>ENGL 211</td>
<td>Introduction to Writing Studies</td>
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<tr>
<td>IST 110</td>
<td>Information, People and Technology</td>
<td></td>
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<tr>
<td>MKTG 301</td>
<td>Basic Management Concepts</td>
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<tr>
<td>MKTG 310</td>
<td>Principles of Marketing</td>
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<tr>
<td>PHIL 103</td>
<td>Ethics</td>
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<tr>
<td>PHIL 106</td>
<td>Business Ethics</td>
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<tr>
<td>PHIL 123</td>
<td>Media Ethics</td>
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Select 3-6 credits from: 3-6

- CC 401 Internal Communication
- CC 402 External Communication

Select 6 credits from: 6

- CAS 403 Interpersonal Communication Theory and Research
- CAS 404 Conflict Resolution and Negotiation
- CAS 405 Family Communication Theory and Research
- CAS 455 Gender Roles in Communication
- CAS 471 Intercultural Communication Theory and Research
- CC 404 Risk and Crisis in Corporate Communication
- CC 405 Strategic Speaking
- CC 406 Social Media in Corporate Communication
- COMM 472 Public Relations Event Planning
- ENGL 420 Writing for the Web
- ENGL 480 Communication Design for Writers
- MGMT 433 Leadership and Team Building

Academic Advising

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.

Scranton
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Career Paths

A Corporate Communication minor can complement any major leading to jobs in for-profit businesses or in not-for-profit areas such as charitable, political, health care, and educational organizations.

Contact
Scranton

CORPORATE COMMUNICATION