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

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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).

Additional Courses: Require a grade of C or better

Select 3-7 credits from:

- ART 201
- BA 243 Social, Legal, and Ethical Environment of Business
- CAS 204 Communication Research Methods
- CAS 250 Small Group Communication
- CAS 252 Business and Professional Communication
- CAS 271N Intercultural Communication

Select 6 credits from:

- CAS 352 Organizational Communication
- COMM 100N The Mass Media and Society
- COMM 241 Graphic Design for Communications
- COMM 370 Public Relations
- ENGL 211 Introduction to Writing Studies
- IST 110 Information, People and Technology
- MGMT 301 Basic Management Concepts
- MKTG 301 Principles of Marketing
- MKTG 310 Public Relations and Marketing
- PHIL 103 Ethics
- PHIL 106 Business Ethics
- PHIL 123 Media Ethics

Select 3-6 credits from:

- CC 401 Internal Communication
- CC 402 External Communication

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

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CORPORATE COMMUNICATION