

# 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 senior leaders and frontline professionals to communication with external clients. Corporate communicators are highly skilled professionals in the art of planning, problem solving, and persuading with a sharp understanding of their audience's needs, tastes, and interests.

## Program Requirements

Requirement	Credits
Requirements for the Minor	18

### 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 (<http://senate.psu.edu/policies-and-rules-for-undergraduate-students/59-00-minors-and-certificates/#59-10>).

Code	Title	Credits
<b>Prescribed Courses</b>		
<i>Prescribed Courses: Require a grade of C or better</i>		
CC 200	Introduction to Corporate Communication	3
<b>Additional Courses</b>		
<i>Additional Courses: Require a grade of C or better</i>		
Select 3-6 credits from:		3-6
ART 201	Intro to Digital Arts: Computer Graphics	
BA 243	Social, Legal, and Ethical Environment of Business	
CAS 204	Communication Research Methods	
CAS 252	Business and Professional Communication	
CAS 352	Organizational Communication	
CAS 250	Small Group Communication	
CAS 271		
COMM 100	The Mass Media and Society	

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	
PHIL 103	Introduction to Ethics	
PHIL 123	Media Ethics	
PHIL 106	Business Ethics	
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	