

## Bachelor of Science (BS)

# Corporate Communication

Corporate Communication majors develop skills necessary for success in the 21<sup>st</sup> century workplace. *The Wall Street Journal* reports that leaders in corporations and industry consistently rank communication skills among the most needed in the workplace.



Corporate Communication majors take courses in Communication to develop effective written, oral, and visual communication skills. As a result, they enter the workforce with an edge, having highly developed communication skills. These skills allow them positive recognition and upward mobility as they excel on the job.

Corporate Communication majors gain an additional edge due to the interdisciplinary nature of the Corporate Communication Program. In addition to Communication courses, majors receive interdisciplinary training by taking courses in Management and Marketing from the University's award-winning Donald L. Harrison College of Business & Computing.

Although many majors train with a specific career in mind, the skills developed transfer to a variety of careers, enabling graduates to thrive in today's marketplace where most professionals can expect to change careers several times. Majors also benefit from the department's active membership in the National Communication Association and its honor society.

### Becoming Career Ready...

/ Faculty work closely with students in small-class settings in state-of-the-art facilities in Academic Hall and in the Harrison College of Business & Computing in Dempster Hall.

/ Corporate Communication graduates work in management, marketing, social media, public relations, banking, real estate, business development, sales, human resources, and many other areas. Examples of job titles include social media manager, fundraising specialist, special events planner, public relations strategist, digital marketing specialist, communication coordinator.

/ Students are engaged throughout the corporate communication curriculum to develop oral, written, visual communication, listening, management, marketing and leadership skills.

/ Corporate Communication students are encouraged to become members of student organizations COMMrades and Lambda Pi Eta for service and networking opportunities.

/ Southeast programs offer real-world experience. Corporate Communication students earn this experience through an internship or practicum experience.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests and skills to jobs and opportunities in the field. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

### Internship & Employment Opportunities of Recent Graduates

- Our recent graduates have secured employment in a wide variety of settings, including:
  - AT&T
  - Caterpillar
  - Cintas
  - Enterprise Rent-A-Car
  - LDiscovery
  - Maritz Motivation Solutions
  - Northwestern Mutual
  - Timberland
  - Transportation Security Administration
  - U.S. Bancorp
- Recent majors have interned in various settings, including:
  - Chamber of Commerce
  - City of Cape Girardeau Parks & Rec.
  - Definitive Test Solutions, LLC
  - Disney World
  - Republic Services, Inc.
  - Sheraton Hotels & Resorts
  - Swiftprint Communications
  - United Way
  - Veteran's Affairs Medical Center

### Graduate Programs of Recent Graduates

Our majors have gained entrance to such notable graduate programs as:

- Ball State University, Dept. of Comm. Studies
- Clemson University, Dept. of Comm. Studies
- Indiana University, Dept. of Communication
- Lindenwood University, School of Business
- Northwestern University, Dept. of Comm Studies
- Saint Louis University, Dept. of Communication
- University of Arkansas, Dept. of Communication
- University of Central Florida, School of Communication
- University of Illinois, Health Comm. Program
- University Missouri St. Louis, Dept. of Communication

### Transfer and Dual Credit Students

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at [semo.edu/transfercredit](http://semo.edu/transfercredit)

**To learn more**  
Office of Admissions  
(573) 651-2590  
[admissions@semo.edu](mailto:admissions@semo.edu)  
[semo.edu](http://semo.edu)

**To explore**  
the College of Humanities and  
Social Sciences online, visit  
[semo.edu/hss](http://semo.edu/hss)

**For advising**  
Center for Academic Advising  
[semo.edu/advising](http://semo.edu/advising)

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This is a guide based on the 2021-2022 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

### CURRICULUM CHECKLIST

#### Corporate Communication – 48 hour major – Minor required

##### Required courses:

- \_\_\_ SC001 Exit Interview (3)
- \_\_\_ MG301 Principles of Management (3)
- \_\_\_ MK301 Principles of Marketing (3)
- \_\_\_ SC105 Fundamentals of Oral Communication (3)
- OR
- \_\_\_ SC155 Fundamentals of Interpersonal Communication (3)
- \_\_\_ SC330 Corporate & Professional Communication (3)
- \_\_\_ SC335 Interviewing (3)
- \_\_\_ SC483 Internship
- OR
- \_\_\_ SC496 Practicum (3)
- \_\_\_ SC510 Leadership and Teambuilding (3)
- \_\_\_ SC560 Organizational Communication (3)
- \_\_\_ UI301 Managerial Communication (3)

##### Choose 9 Hours From:

- \_\_\_ SC215 Intercultural Communication (3)
- \_\_\_ SC301 Foundations of Health Communication (3)
- \_\_\_ SC310 Speech Writing (3)
- \_\_\_ SC314 Argumentation and Problem Solving (3)
- \_\_\_ SC320 Group Communication & Decision Making (3)
- \_\_\_ SC355 Relational Communication Strategies (3)
- \_\_\_ SC406 Negotiation & Conflict Management (3)
- \_\_\_ SC463 Independent Study (3)
- \_\_\_ UI345 Nonverbal Communication (3)
- \_\_\_ UI425 Persuasion (3)

##### Choose 6 Hours From:

- \_\_\_ MK341 Public Relations (3)
- \_\_\_ MK342 Professional Selling (3)
- \_\_\_ MK343 Advertising & Promotion (3)
- \_\_\_ MK344 Consumer Behavior (3)
- \_\_\_ MK348 Brand Marketing (3)
- \_\_\_ MK349 Retail Management (3)
- \_\_\_ MK351 Sports Marketing (3)
- \_\_\_ MK443 Digital & Integrated Marketing Communications Practicum (3)
- \_\_\_ MK447 Sales Management (3)
- \_\_\_ MK555 Digital Marketing Strategies (3)
- \_\_\_ MK560 International Marketing (3)

##### Choose 6 Hours From:

- \_\_\_ MG 356 Foundations of Human Resource Management (3)
- \_\_\_ MG 362 Management Skills (3)
- \_\_\_ MG 457 Organizational Behavior (3)
- \_\_\_ MG 470 Leadership in Management (3)
- \_\_\_ MG 526 Managing & Developing Talent (3)
- \_\_\_ MG 548 Project Management (3)
- \_\_\_ MG 560 International Management (3)
- \_\_\_ MG 562 Organizational Theory & Design (3)

**General Education Requirements** – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

### SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI100	1	SC105 / SC155	3
	EN100	3	General Education	3
	General Education	3	General Education	3
	General Education	3	General Education	3
	General Education	3	General Education	3
	<b>Total</b>	<b>13</b>	<b>Total</b>	<b>15</b>
<b>SECOND YEAR</b>	General Education	3	MG301	3
	General Education	3	MK301	3
	General Education	3	SC335	3
	General Education	3	UI301	3
	General Education	3	Minor Course	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<i>(consider taking a summer or wintersession course)</i>				
<b>THIRD YEAR</b>	SC330	3	SC510	3
	Corp Comm Elective	3	SC560	3
	Corp Comm Elective	3	Management Elective	3
	Management Elective	3	Marketing Elective	3
	Marketing Elective	3	Minor Course	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<b>FOURTH YEAR</b>	Corp Comm Elective	3	SC001	0
	Minor Course	3	SC483 or SC496	3
	Minor Course	3	Minor Course	3
	Elective	3	Elective	3
	Elective	3	Elective	3
	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>

**Degree requirements for all students:** a minimum of 120 credit hours, completion of the General Education program, and completion of 39 senior division hours (300-599). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

Revised  
3/8/2021