

CORPORATE COMMUNICATION

Bachelor of Science (BS)

This is a guide based on the 2023-2024 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

48 Hour Major – Minor required

Required courses:

- ___ SC001 Exit Interview (3)
- ___ MG301 Principles of Management (3)
- ___ MK301 Principles of Marketing (3)
- ___ SC302 Managerial Communication Processes (3)
- ___ SC330 Corporate & Professional Communication (3)
- ___ SC335 Interviewing (3)
- ___ SC510 Leadership and Teambuilding (3)
- ___ SC560 Organizational Communication (3)

Choose 3 hours:

- ___ SC105 Fundamentals of Oral Communication (3)
- ___ SC155 Fundamentals of Interpersonal Communication (3)

Choose 3 hours:

- ___ SC483 Internship (3)
- ___ SC496 Practicum (3)

Choose 9 hours:

- ___ 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)
- ___ SC345 Nonverbal Communication (3)
- ___ SC406 Negotiation & Conflict Management (3)
- ___ SC425 Persuasion (3)
- ___ SC463 Independent Study (3)

Choose 6 hours:

- ___ 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:

- ___ 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
FIRST YEAR	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
	Total	13	Total	15
SECOND YEAR	General Education	3	MG301	3
	General Education	3	MK301	3
	General Education	3	SC302	3
	General Education	3	SC335	3
	General Education	3	Minor Course	3
	Total	15	Total	15
THIRD YEAR	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
	Total	15	Total	15
FOURTH YEAR	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
	Elective	2	Elective	3
	Total	17	Total	15

NOTE: Consider taking a summer or wintersession course to avoid 18-hour semesters.

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.

A minimum 2.0 GPA in the major and overall are required to graduate with a BS degree.



Revised
1/27/2023

2023-2024 degree map



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