

## Bachelor of Science (BS)

# Corporate Communication

Corporate communication majors develop skills that make them "most likely to succeed." *The Wall Street Journal* reports that leaders in corporations and industry

consistently rank communication skills among the most needed in the workplace. They identify communication deficiencies as extremely common among employees and responsible for significant problems with efficiency, safety and other concerns.

As a result, corporate communication majors 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 receive interdisciplinary training courses in management and marketing from the University's award-winning Donald L. Harrison College of Business.

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.

### Corporate Communication students will...

- Interact with well-trained faculty in small-class settings.
- Learn and train in state-of-the-art facilities in Academic Hall and in the Harrison College of Business in Dempster Hall.
- Develop oral, written, visual communication, listening, management, marketing, leadership and other skills.
- Experience one-on-one advising to determine the best courses and minor (or second major) best suited to the students goals and aspirations.
- Have access to our student organization COMMrades for service and networking opportunities.

### Career Planning

Highly refined communication skills enable students to pursue a variety of careers.

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001/CL002	First Semester	Complete the FOCUS2 assessment and develop a Career Action Plan.
CL003	Junior Year	Students gain information about career planning and job searching resources.
CL004	Senior Year	Students demonstrate advanced proficiency by identifying a position in their field, developing a cover letter, and tailoring a resume for the position. Materials are critiqued to ensure preparedness for a successful job search.
<b>Career Services</b> , located in Academic Hall 057, provides professional career advising to guide students in their career development.		



### 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
  - Big River Telephone
  - City of Cape Girardeau Parks & Rec.
  - Community Living, Inc.
  - Definitive Test Solutions, LLC
  - Farmers Insurance
  - 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:

- Arkansas State University, Dept. of Communication
- Ball State University, Dept. of Comm. Studies
- Clemson University, Dept. of Comm. Studies
- Indiana University, Dept. of Communication
- Lindenwood University, School of Business
- 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

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

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 (573) 651-2007  
[cacadvising@semo.edu](mailto:cacadvising@semo.edu)  
<http://www.semo.edu/coadvise/index.htm>

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This is a guide based on the 2014-2015 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 DegreeWorks to monitor their individual progress.

### CURRICULUM CHECKLIST

**48 hours in major. Minor required.**

#### Corporate Communication Core

- \_\_\_ SC001 Exit Interview (3)
- \_\_\_ MG301 Principles of Management (3)
- \_\_\_ MK301 Principles of Marketing (3)
- \_\_\_ MK341 Public Relations (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)
- \_\_\_ SC560 Organizational Communication (3)
- \_\_\_ UI301 Managerial Communication (3)

#### Choose 9 Hours From:

- \_\_\_ SC215 Intercultural 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)
- \_\_\_ SC510 Leadership and Teambuilding (3)
- \_\_\_ UI345 Nonverbal Communication (3)
- \_\_\_ UI425 Persuasion (3)

#### Choose 6 Hours From:

- \_\_\_ MK342 Professional Selling (3)
- \_\_\_ MK343 Advertising & Promotion (3)
- \_\_\_ MK344 Consumer Behavior (3)
- \_\_\_ MK345 Intro to Business Research (3)
- \_\_\_ MK349 Retail Management (3)
- \_\_\_ MK447 Sales Management (3)
- \_\_\_ MK560 International Marketing (3)

#### Choose 6 Hours From:

- \_\_\_ MG362 Management Skills (3)
- \_\_\_ MG470 Leadership in Management (3)
- \_\_\_ MK550 Improving Team Performance (3)
- \_\_\_ MK560 International Management (3)

#### University Studies Requirements (not already listed above):

UI100 First Year Seminar, EN100 English Composition, Artistic Expression, Literary Expression, Written Expression, Behavioral Systems, Living Systems, Logical Systems, Physical Systems, Development of a Major Civilization, Economic Systems, Political Systems, Social Systems, two IU/UI3XXs and one IU/UI4XX (Senior Seminar)

### SAMPLE FOUR-YEAR PLAN

#### Corporate Communication

Requirements for the 2014-2015 Undergraduate Bulletin

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI100	3	SC105 / SC155	3
	EN100	3	EN140	3
	Artistic Expression	3	Behavioral Systems	3
	Literary Expression	3	Physical Systems	3
	Dev of a Major Civilization	3	Social Systems	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	
<b>SECOND YEAR</b>	SC330	3	MG301	3
	Logical Systems	3	MK301	3
	Living Systems	3	SC335	3
	Political Systems	3	Corp Comm Elective	3
	Economic Systems	3	Minor Course	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	
<i>(consider taking a summer or intersession course)</i>				
<b>THIRD YEAR</b>	UI301	3	SC560	3
	MK341	3	Corp Comm Elective	3
	Marketing Elective	3	Marketing Elective	3
	Management Elective	3	Management Elective	3
	Minor Course	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	UI4xx	3
	UI3xx	3	General Elective	3
	General Elective	3	General Elective	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	

**Degree requirements for all students:** a minimum of 120 credit hours, completion of University Studies program, career proficiencies (CL001-004), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the freshman and senior levels.

Refer to the Undergraduate Bulletin or DegreeWorks for additional graduation requirements (i.e. minimum GPA and coursework) for your program of study.