

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

Career preparation is part of the mission of Southeast. In fact, more than 90% of Southeast students participate in internships, clinical opportunities, student teaching, research assistantships, and study abroad.

Professional career counselors are available for all students. The Office of Career Services in Academic Hall 057 can provide students with professional career counseling, resume critiques, practice interviews, job search strategies, career events, networking opportunities, and more.

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.

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
www.semo.edu

To explore
the College of Liberal Arts
online, visit
www.semo.edu/liberalarts

For advising
College of Liberal Arts Advising Center
(573) 651-2007
cacadvising@semo.edu
www.semo.edu/coadvise

This is a guide based on the 2015-2016 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)
- ___ 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)
- ___ 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, one IU/UI3XX (if not taken above) and one UI4XX (if not taken above)

SAMPLE FOUR-YEAR PLAN

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

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 senior level.

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