

## 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 student's 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. 100% of programs offer our students an internship, study-abroad program, clinical opportunity, student teaching or research internship.

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

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001	First Semester	Students connect academic career planning by completing an online career assessment
CL002	Second Semester	Students learn more about resources available to enhance academic and career planning
CL003	Junior Year	Students learn about continued career planning, job search strategies, and networking
CL004	Senior Year	Students learn about resume development, professional communication, interviewing, and transitioning to the first job from college

### 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**  
Center for Academic Advising - South  
(573) 651-2007  
www.semo.edu/advising  
advisingsouth@semo.edu

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This is a guide based on the 2017-2018 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)
- \_\_\_ MG550 Improving Team Performance (3)
- \_\_\_ MG560 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

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

### SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI100	3	SC105 / SC155	3
	EN100	3	Behavioral Systems	3
	Artistic Expression	3	Physical Systems	3
	Develop of a Major Civ	3	Social Systems	3
	Literary Expression	3	Written Expression	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>	
<b>SECOND YEAR</b>	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
<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>	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
<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>15</b>	<b>Total</b>	<b>15</b>	

**Degree requirements for all students:** a minimum of 120 credit hours, completion of University Studies program, completion of 39 senior division hours (300-599), 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 Degree Works for additional graduation requirements for your program.