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 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 societies.

**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 sales, consumer relations, marketing, public relations and broadcast industries. Examples of job titles include social media manager, fundraising specialist, sports announcer, special event planner, public relations strategist and speech writer.
- 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.
- 100% of 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
  - Manitz 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

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To learn more
Office of Admissions
(573) 651-2590
admissions@semo.edu
semo.edu

To explore
the College of Humanities and Social Sciences online, visit
semo.edu/hss

For advising
Center for Academic Advising
semo.edu/advising
Corporate Communication
Bachelor of Science (BS)

This is a guide based on the 2019-2020 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:

- SC301 Exit Interview (3)
- MG301 Principles of Management (3)
- MK301 Principles of Marketing (3)
- SC105 Fundamentals of Oral Communication (3)
- SC155 Fundamentals of Interpersonal Communication (3)
- SC330 Corporate & Professional Communication (3)
- SC335 Interviewing (3)
- SC483 Internship
- SC496 Practicum (3)
- SC510 Leadership and Teambuilding (3)
- SC560 Organizational Communication (3)
- UD301 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 Integrated Marketing Communications Practicum (3)
- MK447 Sales Management (3)
- MK555 Internet Marketing (3)
- MK560 International Marketing (3)

Choose 6 Hours From:

- MG356 Foundations of Human Resource Management (3)
- MG362 Management Skills (3)
- MG457 Organizational Behavior (3)
- MG470 Leadership in Management (3)
- MG526 Managing & Developing Talent (3)
- MG548 Project Management (3)
- MG560 International Management (3)
- MG562 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

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Degree requirements for all students: a minimum of 120 credit hours, completion of the General Education program, completion of 39 senior division hours (300-599), Writing Proficiency Exam (WFP003). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

Revised
4/29/2019