

PUBLIC & CORPORATE COMMUNICATION

Do you have a strong interest in business or not-for-profit communication careers that tie in core business-oriented coursework? This major will provide you with a great foundation in both communication and business.

Besides courses in Public and Corporate Communication, majors in this area take the Liberal Arts Business Minor, which consists of core coursework in the College of Business (e.g., Financial Management, Legal Environment of Business, and Marketing Management). The end result is excellent preparation for careers such as Director of Communication in a variety of organizational settings.

You'll study . . .

- Organizational Communication
- International Communication
- Integrated Communication
- Topics in Public and Corporate Communication (e.g., Communication Strategies)

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