



DIFFERENCE MAKERS

Become One at VCSU

Professional Communication

Concentration in Corporate

Department of Communication Arts

MAJOR

The Professional Communication, Corporate Concentration, major explores organizational, intercultural, and interpersonal skills in marketing, training, and development. This major provides background for continued education in law, theology, counseling, and college administration. In addition, this program is offered both face-to-face and completely online. The wide variety of classes, combined with an internship, make these graduates highly marketable in today's job market.

PRACTICAL EXPERIENCE

During your junior or senior year, you will have the opportunity to practice your skills and gain hands-on experiences through an internship. Students have recently conducted internships in:

- major event planning
- technical writing
- training
- human resources
- crisis communication
- marketing
- communication audits

SKILLS YOU WILL GAIN

- Public speaking confidence
- Interviewing skills
- Ability to create technical and training manuals
- Experience in developing training modules
- Tools for effective interpersonal communication, such as listening, nonverbal communication and conflict management
- Ability to communicate people from a variety of cultures and backgrounds
- Technical abilities, such as creating podcasts, web pages, and video streaming.

QUOTE:

"VCSU's technology and experienced professors along with the convenience of earning my degree 100% online, provide me with a "real world" education I am able to put to use in my current job, while readying me for starting my own business down the road.

~Heidi Bollinger

EXAMPLES OF PROJECTS YOU MAY DO IN THIS MAJOR

- Creation of training materials for campus and/or community use
- Group problem-solving
- Analysis and application of concepts to movies and television
- Creation of public relations materials for clients at VCSU and in the Valley City community
- Creation of digital media, placed in venues as YouTube.
- Service learning
- Development of marketing plan

INTERNSHIP

An internship can be a part of a student's academic program and can take place any semester, any place and any number of credits from 3 to 12. Reasons to intern would be to gain hands-on workplace experience to build your resume, become better prepared to enter a specific career field, to network with professionals in the career field you desire to enter, and to gain a full-time position.

TECHNOLOGY

- Notebook computers with multimedia capabilities
- Digital cameras, video cameras, and other peripherals
- Blackboard online learning environments

CAREER SERVICES PROVIDES

- Career, job search, placement services free to all students
- Field trips, employer on-campus visits
- Information, networking opportunities and skill development
- Visit www.vcsu.edu/careerservices/

CAREER OPPORTUNITIES

Corporate Trainer, Executive Recruiter, Admission Counselor, Motivational Speaker, Marketing Manager, Communication Consultant, Corporate Education Developer, Technical Writer, Politician, Development Officer, Lobbyist, Researcher, Corporate Spokesperson, Special Events Coordinator

EXPLORE PROFESSIONAL COMMUNICATION, CORPORATE CONCENTRATION

www.natcom.org
www.eiu.edu/~speech/old/dowithug.htm
www.roundtable.org
www.prsa.org
njca.rutgers.edu/careers_comm.htm

Professional Communication - Corporate Concentration

MAJOR

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LEARNING OUTCOMES

1. Practices professional and ethical communication strategically
2. Researches, evaluates, and synthesizes information effectively
3. Engages in and appreciates diverse thoughts and ideas
4. Competently works well with others in interpersonal and group situations

ABILITIES

Communication

Strategically practices professional and ethical communication.

Problem Solving

Effectively researches, evaluates and synthesizes information.

Global Awareness

Engages in and appreciates diverse thoughts and ideas.

Collaboration

Competently works well with others in interpersonal and group situations.

For degree and graduation requirements see pages 39-40.

Department Chair

Jonna Ziniel, Ph.D.
McFarland 204
(701) 845-7431

General Education Requirements 39 Hours

Communication & Collaboration 9 Hours

ENGL 110 College Composition I	3
ENGL 125 Intro to Professional Writing*	3
COMM 110 Fund of Public Speaking*	3

Problem Solving 11 Hrs

Mathematics (select one course)	3 Hrs
MATH 103 College Algebra	3
MATH 104 Finite Mathematics	3
MATH 107 Precalculus	3
MATH 165 Calculus I	4
Lab Science (select two courses)	8 Hrs
BIOL 111, 150, 151, 170, 220, 221	4
CHEM 115, 116, 121, 122	4
GEOL 100, 106	4
PHYS 100, 110, 161, 162, 251, 252	4
TECH 161	4

Technology 3 Hrs

CIS 170 Intro to Computer Info Systems	
CSCI 127 Intro to Programming in Java	3
CSCI 160 Intro to Structured Program I	3

Aesthetic Engagement 6 Hrs

Literacies- (select one course)	3 Hrs
ENGL 220 Intro Lit; ENGL 225 Intro Film	
ENGL 241 World Lit I; ENGL 242 World Lit II	
ENGL 261 Amer Lit I; ENGL 262 Amer Lit II	
HUM 201 Civil, Thought, & Lit Heritage	
SPAN 201 2nd Yr I; SPAN 202 2nd Yr II	
THEA 110 Intro Theatre; THEA 161 Acting I	

Art & Music- (select one course) 3 Hrs

Art 110 Introduction to Visual Arts	
HUM 202 Fine Arts & Aesthetics	
MUS 100 Music Appreciation	
MUS 101 Music Fundamentals	
MUS 207 History of Rock'n'Roll	

Global Awareness & Effective Citizenship 6 Hrs

(select two courses)	
COMM 112 Under Media; COMM 114 Human Comm;	
ECON 201 Prin of Micro; ECON 202 Prin of Macro;	
GEOG 151 Human Geography	
HIST 103, 104, 211, 212, 260, 267, 270	
POLS 115 Amer Gov't; POLS 116 State Gov	
PSYC 111 Intro to Psychology	
SOC 110 Introduction to Sociology	
SOC 111 Introduction to Anthropology	

Wellness 2 Hrs

HPER 100 Concepts of Fitness & Wellness	2
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Additional General Education 2 Hrs

Select one additional course from the area of Aesthetic Engagement or Global Awareness or
ART 112 (3), ART 231 (3), ART 281 (3); GEOG 111 (2); MUS 131 (1), MUS 141 (1); THEA 201 (1-3)

*Required

Required Courses 13 Hours

COMM 212 Interpersonal Communication	3
COMM 216 Intercultural Communication	3
COMM 411 Communication Theory	3
COMM 491 Senior Portfolio	1
COMM 497 Internship	3-12
-OR- COMM 489 Strategies in Comm	3-12

Required Concentration Courses 15 Hrs

COMM 304 Corporate Communication	3
COMM 311 Communication & Interviewing	3
COMM 312 Gender Communication	3
COMM 360 Group Dynamics	3
COMM 483 Organizational Communication	3

Electives 9 Hrs

COMM 314 Public Relations	3
COMM 330 Understanding Statistics	3
COMM 340 Research Methods	3
COMM 350 Issues in Communication	3
COMM 425 Popular Culture and Rhetoric	3
MGMT 330 Principles of Management	3
MGMT 372 Foundations of Leadership	3
MGMT 425 Human Resource Management	3
MGMT 430 Organization Behavior	3
MRKT 305 Principles of Marketing	3
MRKT 415 Market Research & Information	3

Total General Education 39 Hrs

Total Major Requirement 37 Hrs

Total Credits Needed to Graduate 120 Hrs