

Career Enhancement Competencies

ADMINISTRATIVE AND CORPORATE COMMUNICATION

Introduction:

This career enhancement competency is designed to draw together courses in the liberal arts disciplines that will prepare students for professional careers in administrative and corporate communication positions. A graduate with these competencies might enter the business world in advertising, public relations, journalism, media production, or sales. Job duties could involve writing policy statements, translating technical information into lay terms, and delivering oral presentations at public functions. Competence in these positions requires facility in using the language—both orally and in writing. In addition to the specific courses listed below, study in the following areas should also prove valuable: economics, politics and government, business organization, and public relations.

Course Distribution:

I. To promote writing and critical thinking skills, choose three courses:

- COM 110 Communication as Critical Inquiry [Gen Ed: IC / IAI-C2]
- COM 210 Communication and Critical Thinking *
- COM 275.01 Executive Speechwriting*
- COM 297 Communication Research Methods
- ENG 145 Writing in the Academic Disciplines [IAI-C3]
- ENG 246 Advanced Exposition
- ENG 249 Technical and Professional Writing I
- ENG 349 Technical and Professional Writing II
- SOC 338 Social Interaction

II. To promote administrative and interpersonal communication skills, choose two courses:

- COM 123 Interpersonal Communication
- COM 202 Persuasive Public Speaking*
- COM 223 Small Group Processes
- COM 227 Organizational and Professional Speaking*
- COM 228 Introduction to Interviewing*

III. To promote understanding of the institutional environment, choose three courses from at least two departments:

- COM 229 Foundations of Organizational Communication* **OR**
COM 329 Organizational Communication*
- ECO 239 Managerial Economics
- PHI 234 Business Ethics
- POL 101 Citizens and Governance [Gen Ed: MC-ICL] **OR**
POL 105 American Government and Politics [IAI-SS] **OR**
POL 106 US Government and Civic Practices [Gen Ed: MC-ICL / IAI-SS]
- POL 232 Politics and Public Policy
- PSY/SOC 223 Social Psychology [Gen Ed: OC-SS]
- PSY 230 Business and Industrial Psychology
- PSY 375 Personnel Psychology
- PSY 376 Organizational Psychology
- SOC/HIS 111 American Diversity: Contested Visions of the US Experience [Gen Ed: MC-UST]
- SOC 264 Racial, Social Class, and Gender Inequality
- SOC 333 Political Sociology: Power, Culture, and Change
- SOC 341 The Sociology of Gender
- SOC 375 Economic Sociology

(*Students interested in Communication classes that are major-blocked need to go to Fell 450 to put their name on a wait list. After majors have had a chance to register, the students on the wait list will be notified by e-mail of their status. Prerequisites will be waived for some Communication courses in the CEC.)

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