

CORPORATE COMMUNICATION, B.A. (ABINGTON)

Begin Campus: Any Penn State Campus

End Campus: Abington

Program Learning Objectives

- **Apply Ethical Corporate Communication Principles and Practice**
 - Identify ethical perspectives.
 - Explain the relevance of various ethical perspectives.
 - Articulate the ethical dimensions of a Corporate Communication situation.
 - Propose solutions for an (un)ethical Corporate Communication situation.
 - Evaluate the ethical elements of a Corporate Communication situation.
- **Create Messages Appropriate to the Audience, Purpose, and Context**
 - Locate and use information relevant to goals, audiences, purposes, and contexts.
 - Select creative and appropriate modalities and technologies to accomplish Corporate Communication goals.
 - Adapt messages to the diverse needs of individuals, groups, and contexts.
 - Present messages in multiple communication modalities and contexts.
 - Adjust messages while in the process of communicating.
 - Critically reflect on one's own messages after the communication event.
- **Critically Analyze Messages**
 - Identify meanings embedded in messages.
 - Articulate characteristics of mediated and non-mediated messages.
 - Recognize the influence of messages.
 - Engage in active listening.
 - Enact mindful responding to messages.
- **Demonstrate the Ability to Accomplish Communicative Goals (Self-Efficacy)**
 - Identify contexts, situations, and barriers that impede communication self-efficacy
 - Perform verbal and nonverbal communication behaviors that illustrate self-efficacy
 - Articulate personal beliefs about abilities to accomplish communication goals
 - Evaluate personal communication strengths and weaknesses.
- **Describe the Corporate Communication field and its central questions**
 - Explain the origins of the Corporate Communication field.
 - Summarize the broad nature of the Corporate Communication field.
 - Categorize the various career pathways for students of Communication.
 - Articulate the importance of Corporate Communication expertise in career development and civic engagement.
- Examine contemporary debates within the field.
- Distinguish the Corporate Communication field from related areas of study.
- Identify with intellectual specialization(s) in the Corporate Communication field.
- **Employ Corporate Communication Theories, Perspectives, Principles, and Concepts**
 - Explain Corporate Communication perspectives, theories, principles, and concepts.
 - Synthesize Corporate Communication perspectives, theories, principles, and concepts.
 - Apply Corporate Communication perspectives, theories, principles, and concepts.
 - Critique Corporate Communication perspectives, theories, principles, and concepts.
- **Engage in Corporate Communication Inquiry**
 - Interpret Corporate Communication scholarship.
 - Evaluate Corporate Communication scholarship.
 - Formulate questions appropriate for Corporate Communication scholarship.
 - Engage in Corporate Communication scholarship using the research traditions of the field.
 - Differentiate among various approaches to the study of Corporate Communication.
 - Contribute to the scholarly conversations appropriate to the purpose of inquiry.
- **Influence for Greater Good**
 - Explain the importance of Corporate Communication for civic life from the local to global levels.
 - Identify the challenges facing communities and the role of Corporate Communication in resolving those challenges.
 - Frame local, national, and/or global issues from a Corporate Communication point of view.
 - Evaluate local, national, and/or global issues from a Corporate Communication point of view.
 - Use Corporate Communication to respond to issues at the local, national, and/or global level.
 - Advocate a course of action to address local, national, and/or global issues from a Corporate Communication point of view.
 - Use Corporate Communication to empower individuals in terms of human rights, human dignity, and human freedom.
- **Utilize Corporate Communication to Embrace Difference**
 - Articulate the connection between Corporate Communication and culture.
 - Recognize individual and cultural similarities and differences.
 - Appreciate individual and cultural similarities and differences.
 - Respect diverse perspectives and the ways they influence communication.
 - Articulate one's own cultural standpoint and how it affects communication and world view.
 - Demonstrate the ability to be culturally self-aware.
 - Adapt one's communication in diverse cultural contexts.