

# CORPORATE COMMUNICATION, B.A. (UNIVERSITY COLLEGE)

**Begin Campus:** Any Penn State Campus

**End Campus:** Fayette, Hazleton, Lehigh Valley, Schuylkill, Scranton, Shenango, Wilkes-Barre, York

## Program Learning Objectives

### Fayette, Hazleton, Lehigh Valley, Schuylkill, Scranton, and Wilkes-Barre Campuses

- **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.
- **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.
- **Apply Ethical Corporate Communication Principles and Practices:**
  - 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.
- **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.
- **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.

## Shenango Campus

- **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.
- **Employ Corporate Communication Theories, Perspectives, Principles, and Concepts:**
  - 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.
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  - 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.

## York Campus

- Advocate a course of action to address local, national, and/or global issues from a Corporate Communications point of view.
- Apply Corporate Communication perspectives, theories, principles, and concepts.
- Describe the Corporate Communication field and its central questions.
- Engage in Corporate Communication scholarship using the research traditions of the field.
- Articulate the ethical dimensions of a Corporate Communications situation.
- Select creative and appropriate modalities and technologies to accomplish Corporate Communication goals.
- Ability to understand, apply, critique, and extend communication concepts, theories, and perspectives.