

CORPORATE COMMUNICATION, MINOR

Requirements for a minor may be completed at any campus location offering the specified courses for the minor. Students may not change from a campus that offers their major to a campus that does not offer their major for the purpose of completing a minor.

Program Description

The minor in Corporate Communication (CC-UMNR) introduces students to strategic communication for organizations or brands, including for-profit business, non-profit organizations, and government entities. The minor will prepare students to support organizations or brands with their communication goals and stakeholder relationship management. Students will be introduced to foundational concepts of corporate communication. Additionally, students will engage in studying internal or external communication practices that contribute to organizational brand and reputation. Students will also have an opportunity to pursue special interests in corporate communication, such as social and digital media, risk and crisis communications, writing for the web, marketing, and management strategies.

What is Corporate Communication?

Corporate Communication encompasses all aspects of strategic communication in for-profit and not-for-profit organizations, from internal communication between employees, senior leaders, and frontline professionals to communication with external stakeholders such as customers, media organizations, and regulatory organizations. Corporate communicators are highly skilled professionals in the art of planning, problem solving, and persuading with a sharp understanding of their audiences' needs, expectations, and interests.