

# INTRODUCTION TO CORPORATE COMMUNICATION, CERTIFICATE

Requirements for an undergraduate certificate may be completed at any campus location offering the specified courses for the certificate.

## Program Description

The Introduction to Corporate Communication certificate program is designed for those considering a degree in the field. It is also applicable for those currently employed in the field without a formal credential. The certificate includes courses intended to develop understanding of the oral and written communication strategies that result in effective communication in a professional environment.

## What is Introduction to Corporate Communication?

Corporate Communication encompasses all aspects of strategic communication in for-profit and not-for-profit organizations, from internal communication between senior leaders and front line professionals to communication with external clients. Corporate communicators are highly skilled professionals in the art of planning, problem solving, and persuading with a sharp understanding of their audience's needs, tastes, and interests.

## You Might Like This Program If...

- You are creative.
- You want to enhance your degree program but building strong skills in writing and speaking.

## Program Requirements

To earn an undergraduate certificate in Introduction to Corporate Communication, a minimum of 15 credits is required.

Code	Title	Credits
<b>Prescribed Courses</b>		
CAS 100	Effective Speech	3
or CAS 100A	Effective Speech	
or CAS 100B	Effective Speech	
or CAS 100C	Effective Speech	
CAS 352	Organizational Communication	3
COMM 100		3
ENGL 15	Rhetoric and Composition	3
MIS 204	Introduction to Management Information Systems	3

No Prerequisites Required.

## Certificate Learning Objectives

- Students will be able to describe the Corporate Communication field and its central questions
- Students will be able to employ Corporate Communication theories, principles and concepts

- Students will be able to create messages appropriate to audience, purpose and context
- Students will be able to critically analyze messages
- Students will demonstrate the ability to accomplish corporate communication goals
- Students will be able to apply ethical concepts to corporate communication principles and practices

## Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and-out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## Schuylkill

### Academic Advising Office

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## Contact

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<https://wilkesbarre.psu.edu/ce/working-professionals/credit-certificates/introduction-corporate-communication> (<https://wilkesbarre.psu.edu/>)

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