

## Course Planning Guide, Corporate Communications concentration

Graduates in corporate communications are prepared for careers in advertising, marketing communications, public relations, media and management.

Students should consult with an advisor to determine approved substitutions for courses below. University core requirements must be fulfilled.

<b>Core Requirements</b>		<b>Required Courses</b>	
COMM 1010 Fundamentals of Public Speaking	3	COMM 1200 Introduction to Mass Communications	3
THEA 1030 Introduction to Theatre	3	COMM 2400 Writing for the Electronic Media	3
COMM 4010 Communications Theory	3	COMM 3010 Integrated Corporate Communications	3
		COMM 3100 Desktop Publishing	3
		COMM 3320 Business and Professional Communication	3
		COMM 3400 Mass Communications Research Methods	3
		COMM 3800 Principles of Media Advertising	3
		COMM 4020 Communications in Organizations	3
		COMM 4650 Media Law	3
		COMM 490a Communications Internship	3
<b>Total</b>	<b>9</b>	<b>Total</b>	<b>30</b>

### Course Selection Worksheet

CRN	Subject	Crs #	Sec #	Credits	Time	Mon	Tues	Wed	Thurs	Fri	Sat	Location

- Fall     
  Spring     
  Summer I     
  Summer II     
  Year \_\_\_\_\_  
 Summer 3     
  Spring I     
  Spring II     
  Fall I     
  Fall II     
  Maymester

Student Name: \_\_\_\_\_ ID: \_\_\_\_\_

Advisor Signature \_\_\_\_\_ Alternate PIN: \_\_\_\_\_

Advisor Comments: \_\_\_\_\_

For more information on the Communications department, please visit: <http://comm.apsu.edu/>

Department of Communications Phone Number: (931) 221-7378

Undergraduate Bulletin: <http://www.apsu.edu/records/bulletin/0708/UndergradBulletin07-08.pdf>

Corporate Communications Concentration: : Undergraduate Bulletin 2007-2008 p. 85-86

Communications department class descriptions: : Undergraduate Bulletin 2007-2008 p. 275-283