



# CORPORATE COMMUNICATION OPTION

DEPARTMENT OF COMMUNICATION STUDIES  
AT EASTERN ILLINOIS UNIVERSITY

Communication is identified as one of the top skills required in any organization. This option provides students with the knowledge, values, perspectives, and skills necessary to understand the roles, functions, strategies, and management of positions within organizations with high communication demands.

## **DEPARTMENT CORE\*: 12 HRS**

\*All CMN majors are required to take the department core. These four classes must be completed with a grade of C or better to pass.

- **CMN 2010** Introduction to Communication Theories
- **CMN 2040** Argumentation and Critical Thinking
- **CMN 3000** Communication Research Methods
- **CMN 3100** Persuasion

## **CORPORATE COMMUNICATION OPTION CORE: 18 HRS**

- **CMN 2630** Introduction to Interpersonal Communication
- **CMN 2650** Introduction to Organizational Communication
- **CMN 3030** Promotional Communication
- **CMN 3300** Interviewing
- **CMN 3650** Case Studies in Organizational Communication (*CMN 2650 prerequisite*)
- **CMN 4650** Simulation in Organizational Communication (*CMN Core; CMN 2650 & CMN 3650 prerequisites*)

## **CORPORATE COMMUNICATION OPTION ELECTIVES: 15 HRS**

Corporate Communication students may select any CMN prefix course as an elective. Other electives are available; please see your advisor for more information.

## **TOTAL REQUIRED HOURS: 45 HRS**

## **WHAT CAREERS CAN I PURSUE WITH A CORPORATE COMMUNICATION OPTION?**

Marketing Specialist  
Account Manager  
Sales – Pharmaceutical  
Sales – Computer Hardware  
Sales – Computer Software  
Sales – Agricultural Products  
Sales – Insurance  
Sales – General  
Sales – Real Estate  
Media Sales Representative  
Media Buyer  
Training and Development Specialist  
Employment Recruiter  
Financial Planner  
Web Designer – Programmer  
Hospitality Manager

Business Owner  
Sales Trainer  
Webmaster  
Alumni Relations Officer  
Admissions Counselor  
Public Information Officer  
Customer Service Representative  
City Technology Manager  
Vice-president Marketing  
Telecommunications Manager  
Community College Instructor (with M.A.)  
College or University Professor (with Ph.D.)  
Training Manager  
Personnel Specialist  
Personnel Manager  
Market Researcher

Work Team Leader  
Internet Services Provider Manager  
Software Trainer  
Computer Training Specialist  
Management Trainee

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