

# BACHELOR OF ARTS IN COMMUNICATION STUDIES

# CORPORATE COMMUNICATION



## COMMUNICATION WITHIN & ABOUT ORGANIZATIONS.

Workplace organizations are an important part of contemporary life. Our classes teach you the ins and outs of communication as it relates to the dynamic organizations of today. Students learn the importance of communication in creating and maintaining innovative, humane, and efficient organizational environments.

We teach the skills and knowledge you need to be a successful organizational member. Aside from understanding organizations from the bottom up, students develop the written, spoken, and analytical skills organizations value. Upon graduation, these skills position you for a variety of careers related to your talents and interests.

### WHY STUDY CORPORATE COMMUNICATION AT EIU?

- + **REAL-WORLD APPLICATION** - Apply what you learn to today's organizations.
- + **ENGAGING CLASSROOM ENVIRONMENT** - Work with your peers and professors in an active learning setting.
- + **THOROUGH CURRICULUM** - Finish your degree with comprehensive knowledge of organizational communication.
- + **SKILL DEVELOPMENT** - Learn to think critically, speak, and write for organizational settings.

### SCHOOL OF COMMUNICATION & JOURNALISM

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IT'S ALL ABOUT YOU. APPLY TODAY AT [MY.EIU.EDU](https://my.eiu.edu).

[eiu.edu/commstudies](https://eiu.edu/commstudies)

## WHAT WILL I STUDY?

The Corporate Communication option prepares students with the knowledge, values, perspectives and skills necessary to function successfully in modern organizations. Students learn about communication practices that are central to an organization's success as well as the foundational principles and methods of effective communication.

The option emphasizes how to effectively communicate in a variety of organizational contexts and situations, and focuses on developing the written and verbal communication skills that employers desire. Students also develop an understanding of how concepts such as identity, diversity, difference, and power influence our communication practices.

## WHAT CAREERS CAN I PURSUE?

Corporate Communication students graduate with the enduring knowledge and transferrable skills necessary to be successful in the contemporary workplace. This opens the door to a variety of employment opportunities.

Graduates find jobs in the private, government, and non-profit sectors. Employers often seek out communication skills and teamwork as important parts of the hiring process and our graduates leave Eastern prepared to effectively lead organizations with high communication demands.

Graduates with this option are particularly well prepared to work as leaders in various organizational contexts, to understand difference and diversity, and to thrive in team and group environments.

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## REQUIRED COURSEWORK: 48 HRS

CATALOG YEAR 2022-2023

### **COMMUNICATION STUDIES CORE: 21 HRS**

CMN 2010 - Introduction to Communication Theories  
CMN 2040 - Argumentation & Critical Thinking  
CMN 3000 - Communication Research Methods  
CMN 3100 - Persuasion  
CMN 3220 - Rhetoric of Race & Class  
CMN 3903 - Rhetoric of Gender & Sexuality  
CMN 4680 - Capstone in Communication Studies

### **CORPORATE COMM. OPTION CORE: 18 HRS**

CMN 2630 - Intro. to Interpersonal Communication  
CMN 2650 - Intro. to Organizational Communication  
CMN 3470 - Small Group Communication  
CMN 3650 - Case Studies in Organizational Comm.  
CMN 3710 - Intercultural Communication  
CMN 4650 - Application in Organizational Comm.

### **CORPORATE COMM. OPTION ELECTIVES: 9 HRS**

Students may select any CMN prefix course as an elective.  
Other electives are available, selected in consultation with an advisor.