

Words. Images. Stories.

The ability to communicate clearly has never been more important. Whether you're writing talking points for a CEO of a large corporation or creating copy for clients at a small advertising firm, a degree in Corporate Communications will give you vital skills for pursuing a rewarding career.

As a Corporate Communications major, you'll learn how to write press releases and pitch them to the media ... create engaging content for social media ... develop programming for podcasts and other communication vehicles ... hone your skills in media relations and crisis communications ... and much more.



Corporate Communications

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In today's fast-paced digital world, Communications has taken on even greater importance. Large corporations, small businesses, nonprofit organizations and government agencies all have communications teams to provide messaging to their internal and external audiences through various channels—web, social, email, print, broadcast, events and more.

A degree in Corporate Communications positions you for a career in public relations, journalism, social media, internal communications, media relations, marketing, advertising and more.

Career options for Communication majors:

- Public Relations Specialist
- Reporter
- Editor / Copywriter
- Communications Coordinator
- Digital Media Coordinator
- Social Media Strategist
- Corporate Trainer
- Media Relations Specialist
- Account Manager
- Special Events Planner
- Speechwriter
- Government Affairs Representative

Courses you will take include:

- Media Writing
- Public Relations
- Communications Ethics
- Photojournalism
- Feature Writing

Corporate Communications courses are offered in the following formats:

- Daytime, in-person classes at the Summerdale campus
- Online

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