

CORPORATE COMMUNICATION

Catalog Year: Fall 2024

NAME: _____

ENUMBER: _____

School of
Communication & Journalism



EASTERN ILLINOIS UNIVERSITY™

GENERAL EDUCATION

LANGUAGE: 9 HRS

Course	Hours	Grade	Semester
ENG 1001G: Comp & Lang	3		
ENG 1002G: Comp & Lit	3		
CMN 1310G: Intro to Speech	3		

MATH: 3 HRS

Course	Hours	Grade	Semester

CULTURAL DIVERSITY

Course	Hours	Grade	Semester

FOREIGN LANGUAGE

Course	Exempt?		Hours	Grade	Semester
	Yes	No			

FINE ARTS/HUMANITIES: 9 HRS

Type	Course	Hours	Grade	Semester
Fine Art				
Humanity				
Fine Art/ Humanity				

SCIENTIFIC AWARENESS: 7 HRS

Type	Course	Hours	Grade	Semester
Bio Science				
Phys Science				
Lab				

SOCIAL/BEHAVIORAL SCIENCES: 9 HRS

Elective Course	Hours	Grade	Semester

SENIOR SEM: Requirement met by major capstone class

CORPORATE COMMUNICATION MAJOR (FA24)

CMN STUDIES CORE: 21 HRS

Course	Hours	Grade	Semester
CMN 2010: Intro to CMN Theories	3		
CMN 2040: Argumentation & Critical Thinking	3		
CMN 3000: CMN Research Methods	3		
CMN 3100: Persuasion	3		
CMN 3220: Rhetoric of Race & Class	3		
CMN 3903: Rhetoric of Gender & Sexuality	3		
CMN 4680: Capstone in CMN Studies	3		

CORPORATE CMN OPTION: 18 HRS

Course	Hours	Grade	Semester
CMN 2630: Intro to Interpersonal CMN	3		
CMN 2650: Intro to Organizational CMN	3		
CMN 3470: Small Group CMN	3		
CMN 3650: Case Studies in Org. CMN	3		
CMN 3710: Intercultural CMN	3		
CMN 4650: Application in Organizational CMN	3		

CORPORATE CMN ELECTIVES: 9 HRS

Students may select any CMN course other than CMN 1310G as an elective.

Elective Course	Hours	Grade	Semester

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 transferable 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.

RESOURCES

School of Communication & Journalism
www.eiu.edu/cmnpjou/

Communication Studies Homepage
www.eiu.edu/commstudies/

Department Honors
www.eiu.edu/commstudies/honors.php

Internships Information
www.eiu.edu/commstudies/internships.php

Accelerated Graduate Program
www.eiu.edu/commstudiesgrad/accelerated.php

Scholarship Information
www.eiu.edu/cmnpjou/scholarships.php

National Communication Association
www.natcom.org/

SAMPLE COURSE SEQUENCE

FRESHMAN	
FALL	SPRING
ENG 1001G CMN 1310G BIO GEN ED ART/HUM GEN ED SOC/BEH GEN ED	ENG1002G MAT GEN ED PHYSICAL SCI GEN ED ART/HUM GEN ED CMN 2650
SOPHOMORE	
FALL	SPRING
CMN 2040 CMN 2630 SOC/BEH GEN ED ART/HUM GEN ED ELEC/MINOR	CMN 2010 CMN 3650 SOC/BEH GEN ED ELEC/MINOR ELEC/MINOR
JUNIOR	
FALL	SPRING
CMN 3100 CMN 3220 CMN elective ELEC/MINOR ELEC/MINOR	CMN 3000 CMN 3903 CMN 3710 CMN elective ELEC/MINOR
SENIOR	
FALL	SPRING
CMN 4650 CMN 3470 CMN elective ELEC/MINOR ELEC/MINOR/INTERNSHIP	CMN 4680 ELEC/MINOR ELEC/MINOR ELEC/MINOR ELEC/MINOR/INTERNSHIP