

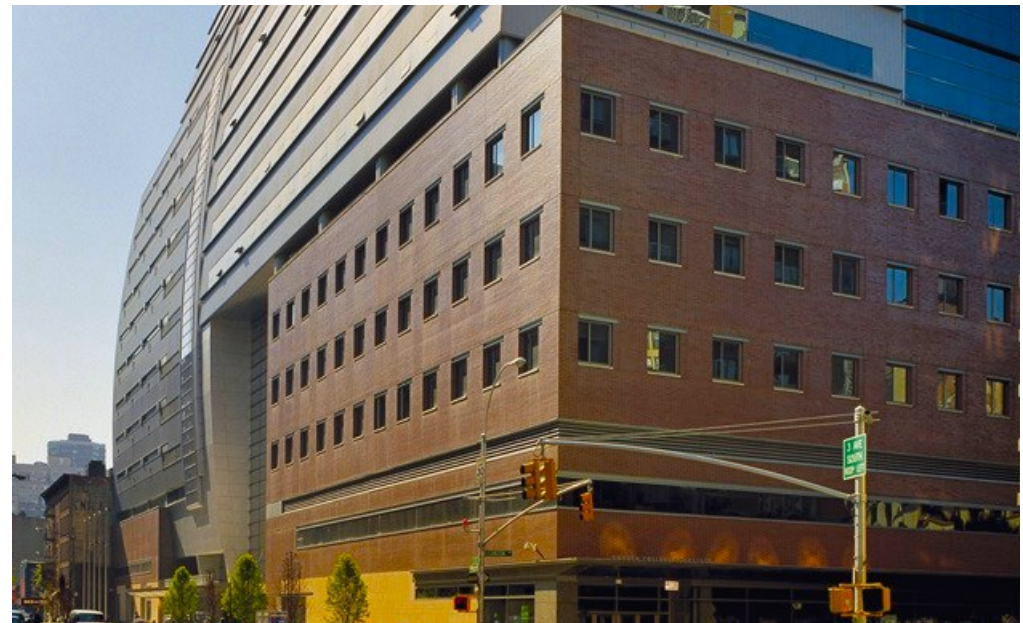
Baruch COLLEGE

Department of Communication Studies
Weissman School of Arts and Sciences
Baruch College
Room 240, 8th floor
Newman Vertical Campus
55 Lexington Avenue
New York, NY 10010



Corporate Communication

BARUCH COLLEGE, CUNY



B.A. in Corporate Communication

Develop advanced communication skills needed in every career!

Our course offerings emphasize all the essential communication skills necessary for success in the business and professional world, including public speaking, argumentation, oral and written communication for business audiences, and computer-generated presentation graphics.

Courses in communication studies explore the impact of the media on all aspects of contemporary life, the challenge of communicating with other cultures, and the theory and practice of business and professional communication.

We offer a B.A. and an M.A. in Corporate Communication, a minor and a new B.A. in Communication Studies, and electives in both Corporate Communication and Communication Studies.



Careers:

- Communication divisions of major corporations
- Public relations firms and advertising agencies
- Consulting firms
- Communication specialists in the public and nonprofit sectors
- Sales, marketing, management, and corporate training and development
- Social media content and relation-management specialists

To learn more about majoring in Corporate Communication at Baruch, explore online at www.baruch.cuny.edu/wsas/academics/communication/ or email us at communication.studies@baruch.cuny.edu.

BUS ELECTIVES (6 credits)

Marketing/Advertising (choose one):
MKT 3605 Consumer Behavior
MKT 3600 Marketing Research
MKT 3520 Advertising & Marketing Communications

Management (choose one):
MGT 3800 Management and Society
MGT 3300 Management: A Behavioral Approach

COM REQUIREMENTS (12 credits)

COM 3150 Business Communication
COM 3068 Managerial Communication within Organizations
COM 3102 Communication for Executives
COM 5010 Internship in Business & Public Communication

COM ELECTIVES (9 credits)

EXAMPLES:
COM 3045 Communication Law and Free Speech
COM 3057 Introduction to Digital Communication
COM 3060 Media Analysis and Criticism
COM 3062 Studies in Electronic Media
COM 3069 Intercultural Communication
COM 3070 Persuasion
COM 3071 Argumentation and Debate
COM 3077 Interpersonal Communication
COM 3078 Group Communication
COM 3079 Gender, Ethnicity, and Race in Comm.
COM 3080 Virtual Communication
COM 3081 Organizations in Intl. Developm.
COM 3800 Principles of Public Relations
COM 3095 Facework Impression Managem.
COM 4000 Corporate Communication
COM 4005 Public Relations Writing
COM 4010 Public Relations Campaigns
COM 4101 Selected Topics

ETHICS REQUIREMENT (3 credits)

PHI 1100
Ethics and
Critical Thinking

PREREQUISITES (18 credits)

COM 1010
Marketing 3000
Management 3120
BUS 1000
CIS 2200
and one of the following:
Statistics 2000 or 2100;
Economics 1001, 1002 or 1110