CORPORATE COMMUNICATION (September 17, 2008)
At the completion of the Corporate Communication major, the graduate is able to:

1. Articulate the relationship between the communication function and other business functions of corporations.

2. Explain corporate identity based on understanding of the significance of the corporate voice.

3. Assess internal and external corporate communication needs and develop strategic communication plans.

4. Effectively communicate with multiple stakeholder groups using various modes of communication.

5. Articulate the roles corporations play within the larger social, cultural, political and economic context of our contemporary global society.