

# CORPORATE COMMUNICATION & PUBLIC AFFAIRS



SMU | MEADOWS

THE DIVISION OF CORPORATE COMMUNICATION AND PUBLIC AFFAIRS  
*at* SOUTHERN METHODIST UNIVERSITY

Effective Fall 2016

FIND YOUR VOICE.  
CHANGE OUR WORLD.

**THE DIVISION OF CORPORATE COMMUNICATION AND PUBLIC AFFAIRS  
OFFERS TWO DEGREE PROGRAMS AND ONE MINOR**

B.A. Corporate Communication and Public Affairs  
B.A. Public Relations and Strategic Communication  
Minor, Corporate Communication and Public Affairs

**WHAT WE DO**

The Division of Corporate Communication and Public Affairs prepares majors to be leaders in business, government, and civil society.

We provide internship, consulting, and applied research opportunities with world-class corporate, nonprofit, and political organizations in Dallas, Washington, D.C., London, and points beyond.

We prepare majors for the leadership path to chief communication officer, executive director, founder, entrepreneur, and more.

**WHO WE ARE**

**OUR VISION**

To be recognized as the best communication program in the country

**OUR CORE VALUES**

Rigor  
Integrity  
Relevance  
Professionalism  
Cultural intelligence  
Service-mindedness

**OUR CORE PURPOSE**

To contribute to the greater good through communication

**OUR POSITIONING STATEMENT**

Find your voice. Change our world.

# WHERE WILL YOU FIND *YOUR* VOICE? HOW WILL YOU CHANGE *OUR* WORLD?

**Note:** *A double major is available for those who want to study public relations and a specialty track.*

## **B.A. in Corporate Communication and Public Affairs**

*Majors choose one of three tracks:*

- **Organizational Communication**

For majors interested in leading the effective operation and internal workings of organizations, including leadership, change management, teamwork, power/gender issues, human and social capital, and organizational behavior.

- **Political Communication**

For majors interested in leading public policy initiatives for organizations, lobbying firms, think tanks, government agencies, NGOs, elected office, or political campaigns, including analysis, issues management, advocacy, and public opinion monitoring.

- **Social Innovation and Nonprofit Engagement**

For majors interested in leading or founding nonprofit or hybrid corporations that combine social welfare, branding, donor/volunteer relations, fundraising/philanthropy, and strategic communication in a variety of mission contexts.

## **B.A. in Public Relations and Strategic Communication**

- For majors interested in leading external corporate and public affairs initiatives with a variety of stakeholders, including investors, customers, communities, activists, and media, with an emphasis on engagement, business objectives, and crisis response.

## **Minor in Corporate Communication and Public Affairs**

- For students interested in supplementing their major course of study with courses in theory, rhetoric, research, writing, and CCPA electives open to minors.

## DIVISION OF CORPORATE COMMUNICATION AND PUBLIC AFFAIRS

### Major Course Curriculum Overview

Effective Fall 2016

## B.A. in Corporate Communication and Public Affairs

### MAJOR ENTRY REQUIREMENTS:

3.000 GPA across DISC 1312; STAT 2301 or 2331; CCPA 2310; and CCPA 2327

### CORE REQUIREMENTS (12 hours)

*Taken before entry into the major:*

- **CCPA 2310** Rhetoric, Community, and Public Deliberation
- **CCPA 2327** Communication Theory

*All remaining courses taken after entry into the major, beginning with the following two courses:*

- **CCPA 2308** Introduction to Newswriting for Public Relations or DISC 1313 Introduction to Newswriting or CCPA 3360 Business and Professional Communication
- **CCPA 2375** Communication Research and Data Analytics

*Students may double major in Public Relations and Strategic Communication; certain restrictions apply.*

*Additional hours for other University requirements vary. See an advisor for details.*

### COURSE REQUIREMENTS (9 hours)

- **CCPA 2300** Public Speaking in Context
- **One 3-hour practicum from the following:**
  - › **CCPA 4325** Internship (Organizations in Local Context)
  - › **CCPA 4375** Honors Thesis
  - › **CCPA 4392** Mustang Consulting I: Introduction to Communication Consulting
  - › **CCPA 4393** Mustang Consulting II: Advanced Communication Consulting
  - › **CCPA 4394** Mustang Consulting III: Leadership Practicum
  - › **CCPA 4396** Mustang Consulting: Internship
  - › **CCPA 4398** CCPA Fellow: Internship
  - › **CCPA 5315** Directed Study in Engaged Learning
  - › **CCPA 5320** Directed Study in Big Ideas
  - › **CCPA 5325** Directed Study in Caswell Fellowship
- **A second/different 3-hour practicum** from the list above or a **CCPA elective** at the 3000 level or above

### INTERCULTURAL/INTERNATIONAL REQUIREMENT (3 hours)

- **CCPA 3321** Communication in Global Contexts
- **CCPA 3341** Ethnicity, Culture, and Gender
- **CCPA 4385** Communication, Technology, and Globalization
- **CCPA 4390** Globalization, Economics, and Communication

### ETHICS COURSE REQUIREMENT (3 hours)

*Recommended for majors; see advisor for other options.*

- **CCPA 2328** Communication Ethics

## **TRACK-SPECIFIC REQUIREMENTS** (12 hours)

*Majors must complete all requirements in one of three track options:*

### **Organizational Communication:**

- **CCPA 3365** Principles of Organizational Communication
- **CCPA 3368** Group and Team Communication and Leadership *or* **CCPA 4386** Financial Communication
- **CCPA 3390** Employee Communication
- **3-hr elective at 3000 level or above, to be chosen from:**
  - › **CCPA 3360** Business and Professional Communication
  - › **CCPA 3370** Principles of Social Innovation: Creating World Changers
  - › **CCPA 4345** Seminar in Organizational Communication
  - › **CCPA 4378** Social Entrepreneurship and Stewardship in the Faith-Based Organization
  - › **CCPA 4390** Globalization, Economics, and Communication
  - › **CCPA 5304** Topics in Organizational Communication

### **Political Communication:**

- **CCPA 3300** Free Speech and First Amendment
- **CCPA 3347** Principles of Political Communication
- **CCPA 3393** Politics and the Public Sphere
- **3-hr elective at 3000 level or above, to be chosen from:**
  - › **CCPA 3395** Public Opinion, the Press, and Public Policy
  - › **CCPA 4300** Seminar in Political Communication
  - › **CCPA 43XX** Washington Term Studies/Internship
  - › **CCPA 4310** History and Philosophy of the First Amendment
  - › **CCPA 4390** Globalization, Economics, and Communication
  - › **CCPA 5305** Topics in Political Communication

### **Social Innovation and Nonprofit Engagement:**

- **CCPA 3370** Principles of Social Innovation: Creating World Changers
- **CCPA 3380** Social Innovation II: From Idea to Organization *or* **SOCI 3321** Non-profit: A Conceptual Primer
- **CCPA 3387** Social Innovation III: Funding, Donors, and Financing for the Social Good *or* **SOCI 4351** Grantwriting and Fundraising *or* **AMAE 3305** Arts Budgeting and Financial Management
- **3-hr elective at 3000 level or above, to be chosen from:**
  - › **CCPA 3360** Business and Professional Communication
  - › **CCPA 4312** Seminar in Social Innovation and Nonprofit Engagement
  - › **CCPA 4376** Social Entrepreneurship: Creating a Movement and Innovating Through the Social Good
  - › **CCPA 4378** Social Entrepreneurship and Stewardship in the Faith-Based Organization
  - › **CCPA 4380** Social Entrepreneurship, Capitalism, and the Wesleyan Tradition
  - › **CCPA 4390** Globalization, Economics, and Communication
  - › **CCPA 5303** Topics in Social Innovation and Nonprofit Engagement
  - › **SOCI 4399** Special Topics in Sociology (with a nonprofit focus)

## B.A. in Public Relations and Strategic Communication

### MAJOR ENTRY REQUIREMENTS:

3.000 GPA across DISC 1312; STAT 2301 or 2331; CCPA 2327; and CCPA 3300

### CORE REQUIREMENTS (12 hours)

*Taken before entry into the major:*

- **CCPA 2327** Communication Theory
- **CCPA 3300** Free Speech and First Amendment

*All remaining courses taken after entry into the major, beginning with the following two courses:*

- **CCPA 2375** Communication Research and Data Analytics
- **CCPA 3355** Principles of Public Relations

*Students may double major in Corporate Communication and Public Affairs, Advertising, or Journalism; certain restrictions apply. Additional hours for other University requirements vary. See an advisor for details.*

### COURSE REQUIREMENTS (25 hours)

#### *Public Speaking*

- **CCPA 2300** Public Speaking in Context

#### *Writing*

- **CCPA 2308** Introduction to Newswriting for Public Relations or **DISC 1313** Introduction to Newswriting
- **CCPA 3382** Advanced Writing for Public Relations

#### *Professional Development*

- **CCPA 3310** Crisis Management
- **CCPA 4130** Professional Seminar
- **CCPA 4340** Corporate Public Relations Strategy or **CCPA 4386** Financial Communication

#### *Media and Technology*

- **CCPA 3335** Principles of Digital Communication and Social Media
- **One 3-hr elective from the following:**
  - › **ADV 1360** Creative Production
  - › **ASIM 1300** Creative Computation I
  - › **ASIM 1310** Art and Code I
  - › **CCPA 4335** Advanced Digital Communication
  - › **CCPA 4338** Creative Production for Communicators
  - › **FILM 1304** Production I
  - › **JOUR 2304** Basic Video and Audio Production
  - › **JOUR 3357** Photojournalism

#### *Campaign Development*

- **CCPA 4394** Mustang Consulting III: Leadership Practicum or **CCPA 4395** Boulevard Consulting Practicum

### INTERCULTURAL/INTERNATIONAL REQUIREMENT (3 hours)

- **CCPA 3321** Communication in Global Contexts
- **CCPA 3341** Ethnicity, Culture, and Gender
- **CCPA 4385** Communication, Technology, and Globalization

- **CCPA 4390** Globalization, Economics, and Communication
- **JOUR 4360** Women and Minorities in the Media

#### **ETHICS COURSE REQUIREMENT** (3 hours)

- **CCPA 2328** Communication Ethics or **JOUR 2302** Ethics of Convergent Media

#### **INTERNSHIP REQUIREMENT** (3 hours for majors; 4 hours for CCPA, ADV, and JOUR double majors)

- **CCPA 4320** Public Relations in Local Context or **CCPA 4396** Mustang Consulting: Internship

## Minor in Corporate Communication and Public Affairs

### **MINOR ENTRY REQUIREMENTS:**

3.000 GPA across DISC 1312; STAT 2301 or 2331; CCPA 2310; and CCPA 2327

### **CORE REQUIREMENTS** (12 hours)

*Taken before entry into the minor:*

- **CCPA 2310** Rhetoric, Community, and Public Deliberation
- **CCPA 2327** Communication Theory

*Taken after entry into the minor, beginning with the following two courses:*

- **CCPA 2308** Introduction to Newswriting for Public Relations or **DISC 1313** Introduction to Newswriting or **CCPA 3360** Business and Professional Communication
- **CCPA 2375** Communication Research and Data Analytics

### **ELECTIVES** (9 hours)

Selected from CCPA courses open to minors at the 3000 level or higher

**Note:** Declared Public Relations and Strategic Communication majors must complete CCPA 2310 plus 9 hours of CCPA electives *not already applied to the Public Relations and Strategic Communication major* to earn the minor in Corporate Communication and Public Affairs.

