



EST. 1883

# CORPORATE COMMUNICATION

BACHELOR OF SCIENCE (B.S.)



## FIND YOUR CAREER

Employment opportunities include:

- » Broadcast Management
- » Business Communication
- » Channel and B-2-B Management
- » Conflict Negotiation
- » Corporate Advertising
- » Digital Media Management
- » Event Management
- » Human Resources
- » Investor Relations
- » Marketing
- » Media Relations
- » Public Relations
- » Social Media Manager

## START YOUR CAREER AT BHSU

The Corporate Communication major at BHSU combines study across two colleges, within Mass Communication and Business programs. The co-curricular experience provides students with the knowledge and skills to work as strategic communication specialists in the business world. Faculty, with decades of combined experience, work closely with students to help them identify and attain their goals. The Corporate Communication program is well-networked with many media networks and businesses that regularly and enthusiastically seek help from BHSU students as interns and employees. That network is complete with highly successful alumni that remain dedicated to their alma mater as guest speakers and internship hosts. Graduates with a degree in Corporate Communication will find a vast array of in-demand career options, including public relations, marketing, advertising, event coordination, conflict resolution, broadcast and social media management, human resources, and more.

- **A NETWORK OF INTERNSHIPS**, near and far, offers students choices and the chance to sharpen skills that will lead to career opportunities.
- **STUDENT ORGANIZATIONS**, such as the Public Relations Club, Jacket Journal, BHSUmedia.com, KBHU TV, The Buzz FM campus radio, Shutterbuzz, Enactus, and Buzz Marketing, among others, all contribute to hands-on experiences and a supportive network of peers and faculty advisors.



**HANNAH DOWNS**  
CLASS OF 2015,  
CHANNEL MANAGER, B9CREATIONS

“It’s so exciting to be a part of a growing company serving 66 countries globally. I manage a global dealer network for B9Creations across six continents. I cannot imagine being able to take on this role without the experiential learning opportunities that BHSU provided me.”



@BlackHillsState @BlackHillsState @BlackHillsState

**MARY CATON-ROSSER**

Mary.CatonRosser@BHSU.edu • 605.642.6422 • BHSU.edu/CorporateCommunications

## UNIQUE ALUMNI EXPERIENCE

“With a strong educational background from BHSU, I had the confidence and knowledge to hit the ground running and be successful in the communications field. During my undergrad, I had opportunities and learning experiences that prepared me for a career as a communications manager at the South Dakota Department of Agriculture. I encourage you to take advantage of opportunities that come your way. These opportunities will help you grow and develop, personally and professionally. Take time to get to know your professors. The professors at BHSU are full of knowledge and passion for their areas of expertise and more. They want you to succeed!”

LORRIN ANDERSON NAASZ,  
CLASS OF 2015

“About 2 months after graduation I got a job as a Marketing Manager at Signature Homes Indonesia. I was responsible for creating marketing material and strategies that would attract potential buyers for luxury homes. As a Corporate Communications graduate I discovered that I was well prepared for the role as a manager. Every class I took for the major has helped me improve my communication skills as well as teaching me how businesses operate. Today I work as a drone pilot for oil, gas, and mining companies. I communicate with clients on a daily basis and I help maintain healthy business relationships. I encourage Corporate Communications students to be the best communicators they can be. Think about how you can get your message across in the most efficient and impactful way.”

DERREK TYLER,  
CLASS OF 2016



JENNA CARDA  
CLASS OF 2014,  
MANAGING DIRECTOR, EVERGREEN MEDIA

“The Corporate Communication major at BHSU is a great, well-rounded program that I really found valuable to my success at my current company. I feel like the combination of Journalism + Corp Comm. + Jacket Journal student newspaper + BHSU Public Relations Club was vital in my success through the connections I made, as well as learning internal processes. I began at Evergreen Media in 2014 as the Marketing Specialist helping with social media and content marketing - writing blogs and creating videos and images to be shared online. That position quickly grew and adapted as my skills learned throughout school were shaped. Today, I am the Managing Director at Evergreen Media.”



## GET INVOLVED

### CAMPUS NEWS

Students will want to participate as members of campus media to gain hands-on experience. Jacket Journal is an award-winning, campus organization that produces a hard-copy newspaper and the 365/24/7 online website BHSUmedia.com.

Contact: [Mary.CatonRosser@BHSU.edu](mailto:Mary.CatonRosser@BHSU.edu) to learn more.

### THE BUZZ FM & KBHU TV

Bringing the best and only alternative to Spearfish, S.D. The Buzz is the university's student-run radio station. Students can also experience television broadcasting by servicing the campus with informational and entertaining programs as a part of KBHU TV. Students from any background or major are welcome.

Contact: [Scott.Clarke@BHSU.edu](mailto:Scott.Clarke@BHSU.edu) to learn more or tune into 89.1 & 90.7 FM to listen.

### ENACTUS

Enactus is a nationally known organization that stands for **Entrepreneurs acting for others** and creating a better world for **us** all. BHSU Enactus has participated in national and regional trips presenting their works.

Contact [Barbara.Looney@BHSU.edu](mailto:Barbara.Looney@BHSU.edu) to learn more.

### PUBLIC RELATIONS CLUB

BHSU Public Relations Club is a professional development group for students focused on career enhancement, community involvement, conferencing, competition and networking for internships and careers across the country. The group has regional and national affiliations that provide many opportunities for students working with Public Relations Society of America.

Contact [Mary.CatonRosser@BHSU.edu](mailto:Mary.CatonRosser@BHSU.edu) to learn more.

### SHUTTERBUZZ

Whether students are photography majors or simply someone who enjoys photography as a hobby, this organization is open to all. Get involved in regional or national trips, fundraisers, and small adventures for photographers at every level. Shutterbuzz is a student-run organization that brings photographers together.

Contact [Skott.Chandler@BHSU.edu](mailto:Skott.Chandler@BHSU.edu) to learn more.