

Corporate Communication

Bachelor of Science (B.S.)



Have Great Communication Skills?

The fast-paced corporate world needs educated and dedicated people who are willing to learn from the best and adapt to evolving communication methods. Challenge yourself and begin working toward a Corporate Communication degree from Black Hills State University.

Prepare for your future

A major in Corporate Communication will allow you to understand, apply, analyze, and articulate the complexities of communications within business, corporate, and organizational settings. This major is a unique blend of Mass Communication and Business classes, which will give you the skills to compete in the advertising world, excel in public relations, contribute to electronic media, and so much more. When you graduate with a Corporate Communication degree you will be valuable to a variety of businesses and industries.

Learn From The Best

BHSU faculty members dedicate their lives to teaching you the skills you need to excel in the corporate setting. Many worked in private industry before joining the BHSU faculty and bring a variety of real-world experiences to the classroom. They will help you develop and refine your oral, written, and visual communications skills while teaching you the best practices in organizational and business communication.

Enjoy The Experience

Build your resume and portfolio through hands-on experience:

- The BHSU newspaper (Jacket Journal) showcases top student talent in desktop publishing, design, and writing.
- The only student-run television and radio stations in the state, KBHU-TV and KBHU-FM, put you in front of the camera, behind the microphone, and behind the scenes.
- The student-run advertising agency (SAS Advertising Solutions) provides real-world work experiences. The Shutterbuzz Photography Club provides workshops and exhibitions. The Public Relations Club offers networking and professional opportunities.
- Regional internship programs sharpen your skills and create networking opportunities that can lead to career options.

Gain the education you need to pursue an exciting career in Corporate Communication.

find your career:

Prepare for an exciting career today:

- Public Relations
- Marketing
- Corporate Advertising
- Corporate Communication
- Electronic Media
- Writing Production
- Event Management
- Technical Communication
- Broadcast Management
- Communications Specialist
- Communications Director

connect with us



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Corporate Communication

Required Core

- 3 ACCT 210 Principals of Accounting I
- 3 BADM 101 Survey of Business
- 3 BADM 336 Entrepreneurship I
- 3 BADM 370 Marketing
- 3 BADM 457 Business Ethics
- 3 MCOM 161 Fundamentals of Desktop Publishing
- 3 MCOM 210 Basic News Writing
- 3 MCOM 331 Video Production
- 3 MCOM 351 Web Design
- 3 MCOM 430 Media Law
- 3 MCOM 475 Public Relations
- 3 MCOM 494 Internship*

*Must earn grade of C or better in all required coursework.

Choose 3 courses from the following:

- BADM 350 Legal Environment of Business
- BADM 471 Marketing Management
- BADM 372 Advertising
- BADM 475 Consumer Behavior
- MCOM 261 Intermediate Desktop Publishing
- MCOM 266 Photojournalism
- MCOM 330 Writing For Digital Media
- MCOM 373 Public Relations Case Study
- MCOM 418 Interactive Multimedia Design

*Must earn grade of C or better.

General Education Requirements

- Gen Ed - Mathematics *3 semester hours*
- Gen Ed - Social Science *9 semester hours*
- Gen Ed - Arts & Humanities *12 semester hours*
- Gen Ed - Natural Science & Lab *3-5 semester hours*
- ENGL 101 - Composition I
- ENGL 201 - Composition II
- SPCM 101, or SPCM 215, or SPCM 222 *Speech*
- WEL 100 - Wellness for Life & WEL 100L *Lab*

*The internship will serve as a capstone experience. Students will work within a business/communication setting and be mentored closely by a faculty advisor. The internship and related writing requirements will tie the corporate communication curriculum together and serve as a capstone experience.

*A minor is required.