

CORPORATE COMMUNICATION & PUBLIC AFFAIRS



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

Effective Fall 2019

FIND YOUR VOICE.
CHANGE OUR WORLD.

SMU-CCPA.COM

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. Detailed requirements for each program are found in the SMU Undergraduate Catalog.

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, training and development, power/ gender issues, human and social capital, and organizational behavior.
- **Public Affairs and Political Communication**
For majors interested in leading public policy initiatives for organizations, lobbying firms, think tanks, government agencies, NGOs, elected officials, 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 majors interested in supplementing their major area 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 2019

B.A. in Corporate Communication and Public Affairs

MAJOR ENTRY REQUIREMENTS:

DISC 1312 and 3.000 GPA across STAT 2331 or ITOM 2305, 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 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 3390 Applied Organizational Communication
- CCPA 4386 Financial Communication
- 3-hr elective at 3000 level or above, to be chosen from:
 - › CCPA 3368 Group and Team Communication and Leadership
 - › 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

Public Affairs and 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 Free Speech
 - › CCPA 4390 Globalization, Economics, and Communication
 - › CCPA 5305 Topics in Political Communication

Social Innovation and Nonprofit Engagement:

- CCPA 3365 Principles of Organizational Communication
- CCPA 3380 Principles of Nonprofit Organizing
- CCPA 4386 Financial Communication
- 3-hr elective at 3000 level or above, to be chosen from:
 - › CCPA 3370 Principles of Social Innovation: Creating World Changers
 - › CCPA 3387 Donor 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
 - › AMAE 3305 Budgeting and Financial Literacy in the Arts
 - › SOCI 4351 Nonprofit Fundraising and Grant Writing
 - › SOCI 4399 Special Topics: Sociology Seminar (with a nonprofit focus)

B.A. in Public Relations and Strategic Communication

MAJOR ENTRY REQUIREMENTS:

DISC 1312 and 3.000 GPA across STAT 2331 or ITOM 2305, 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
- CCPA 3382 Advanced Writing for Public Relations

Professional Development

- CCPA 3310 Crisis Management
- CCPA 4130 Professional Seminar
- CCPA 4340 Corporate Finance and 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 Introduction to Digital/Hybrid Media
 - › ASIM 1310 Creative Coding I
 - › CCPA 4335 Advanced Digital Communication
 - › CCPA 4338 Creative Production for Communicators
 - › FILM 1304 Production I (closed to seniors)
 - › 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 4310 History and Philosophy of Free Speech

- 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 4125/4225/4320 Public Relations in Local Context or CCPA 4396 Mustang Consulting: Internship or CCPA 4398 CCPA Fellow: Internship

Minor in Corporate Communication and Public Affairs

MINOR ENTRY REQUIREMENTS:

DISC 1312 and 3.000 GPA across STAT 2331 or ITOM 2305, 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 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

Notes for Public Relations and Strategic Communication majors:

- Credits in CCPA 3300, 4386, and/or 4395 may be applied toward a double major in Corporate Communication and Public Affairs.
- Credits in CCPA 3300, 3310, 3335, 3355, 3360, 3382, 4125, 4130, 4225, 4320, 4325, 4335, 4338, 4340, 4386, 4394, 4395, 4396, 4397, or 5306 may not be applied toward a minor in Corporate Communication and Public Affairs.

