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
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.
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
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, 4340, 4386, 4394, 4395, 4396, 4397, or 5306 may not be applied toward a minor in Corporate Communication and Public Affairs.