

# CORPORATE COMMUNICATION, UNIVERSITY CERTIFICATE

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The Certificate in Corporate Communication is offered for all students who need to increase their professional communication effectiveness in their field of study. The Certificate is designed to provide training in international communication, oral and written business presentations, research and reporting, and production of business publications. These skills are transferable to any profession and are crucial in tasks such as communicating organizational change, establishing and implementing goals, communicating internally, relating to employees, dealing with the public, and addressing the stakeholders during crisis. Students must earn at least 9 of the 12 hours required for the certificate in residence at ECU and must earn a "C" or better in all courses comprising the certificate.

## Program Requirements

CIP Code: 52.1401

| Code                                  | Title  | Hours     |
|---------------------------------------|--|-----------|
| <b>Required Courses</b>               |  |           |
| BUS 207<br>or CCT 201                 | Fund of Interpersonal Bus Comm<br>Professional Communication                                   | 3         |
| BUS 301W<br>or CCT 300W<br>or BUS 301 | Essentials of Formal Communication<br>Managerial Reports<br>Essentials of Formal Communication | 3         |
| CCT 310                               | International Business Communication   | 3         |
| CCT 550/750                           | Integrated Corporate Communication   | 3         |
| <b>Total Hours</b>                    |  | <b>12</b> |