

B.A. Communication: Corporate Communication Emphasis, Leadership Track

Program Admissions Requirements

There are no program admission requirements for the B.A. in Communication, Corporate Communication emphasis, Leadership track.

General Education

The listing below includes program requirements that also fulfill General Education requirements.

Code	Title	Credits
Objective 1		6
Objective 2		3
Objective 3 - MATH 1123 Recommended ¹		3
Objective 4		6
Objective 5		7
Objective 6		6
Students must fulfill Objective 7 or Objective 8		3
Objective 7		
Objective 8		
Objective 9		3
Total Credits		37

¹ "P" courses are equivalent to the original course.

Major Requirements

Code	Title	Credits
Corporate Communication Core		
CMP 2202	Photo, Graphic, and Video Editing	3
CMP 2209	Persuasion	3
CMP 2231	Introduction to Graphic Design	3
CMP 3308	Groups and Communication	3
CMP 3309	Communication Inquiry	3
Required Leadership Track Courses		
CMP 3302	Image Management	3
CMP 3320	Foundations of Leadership	3
CMP 4420	Advanced Leader Communication	3
CMP 4422	Conflict Management	3
CMP 4487	Rhetorical Theory	3
Choose 15 credits from the following list of program electives:		15
CMP 2205	Argumentation	
CMP 2241	Introduction to Public Relations	
CMP 2261	Introduction to Advertising	
CMP 2286	Visual Rhetoric	
CMP 3307	Introduction to Social Media	
CMP 3346	Public Relations Writing	
CMP 3347	Sport Communication	
CMP 3351	Generative AI Fluency	
CMP 3367	Media Planning and Analytics	

CMP 4404	Gender and Communication
CMP 4440	Sport Public Relations
CMP 4467	Integrated Marketing Communication Campaigns
CMP 4475	Corporate Video Production
CMP 4488	Rhetorical Criticism
CMP 4494	Internship
Total Credits	45

Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37
	Major Requirements	45
	Upper Division Free Electives	0-15
	Free Electives	23-38
Total Credits		120

ISU Degree Requirements (<http://coursecat.isu.edu/undergraduate/degree requirements/>)

ISU General Education (<http://coursecat.isu.edu/undergraduate/academicinformation/generaleducation/>)

Major Academic Plan (MAP) (<https://www.isu.edu/advising/maps/>)