

Corporate Communication (BA)

Like people, every organization has a story to tell. Today, telling that story authentically is more important than ever. Picture this: as a future PR director, communications consultant, or social media specialist, you will be directly involved in growing the reputation and success of the company, ministry, or non-profit that hires you. Sound exciting? Read on.

SAMC grows leaders with an in-depth understanding of marketing, public relations, writing, speaking, and media. Corporate communicators are the voice of an organization. At TWU, you will learn how to deliver messaging that's clear and consistent. And because you will learn what it means to develop personal and corporate ethics, the stories you tell will stand out for their integrity and authenticity—that's the TWU difference.

Discover and refine your team-building, project management, media application and visual communication abilities—skills that will help future-proof a business and make you an invaluable member of any organization.

ID	COURSE	CREDITS
ART 250	<p>ART 250 - Foundations in Digital Design 2022-2023</p> <p>An active exploration of graphic design essentials, creative ideation methods, and visual communication techniques. Students use creative thinking methodologies to experiment with a wide range of design approaches, evaluate the aesthetic and conceptual value of specific design solutions, and sharpen their creative, critical thinking, and perceptual skills.</p>	3
BUSI 111	<p>BUSI 111 - Introduction to Business and Management 2022-2023</p> <p>In this course, modern business is studied in its various aspects: economic and social setting, business classifications and financial requirements, business structure and functional areas, basic concepts and techniques, practices and responsibilities, and career opportunities in business.</p>	3
BUSI 121	<p>BUSI 121 - Financial Accounting 2022-2023</p> <p>Accounting fundamentals, techniques, principles, and concepts. Other topics include the complete accounting cycle, including adjusting and closing entries, the preparation and interpretation of simple financial statements, inventory treatments, capital assets, and partnership accounting. Students are also required to complete a computer based accounting lab.</p>	3
BUSI 176	<p>BUSI 176 - Introduction to Business Research & Decision Making 2022-2023</p> <p>Business research allows managers to make effective decisions in today's organizations. This</p>	3

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	<p>class will assist students in understanding the research questions to ask in business and will prepare them to analyze and present the data they gather. Students will gain extensive skills in the use of spreadsheets and in spreadsheet modeling - an indispensable tool in the business world.</p>	
BUSI 231	<p>BUSI 231 - Principles of Marketing 2022-2023</p> <p>This course explores basic considerations affecting the domestic and international marketing of goods and services. Topics include: the nature of marketing activities and marketing institutions, the function and responsibility of an effective marketing system, as well as its role in the economy, the manner in which various forces influence the marketing process, and the analysis of marketing concepts, policies, and practices.</p>	3
BUSI 280	<p>BUSI 280 - Organizational Behaviour 2022-2023</p> <p>This course focuses on the nature of individuals and behaviour in organizations. The emphasis of the course is on building a set of conceptual and pragmatic skills useful in understanding and managing interactions among individuals and groups within organizations. By providing a knowledgebase of organizational and managerial concepts, and by using cases, videos, exercises, and personal inventories, this course develops a student's analytical, diagnostic, and interpersonal skills.</p>	3
BUSI 311	<p>BUSI 311 - Global Issues in Business 2022-2023</p> <p>The focus of this course is on understanding the institutions (e.g. political, economic, and cultural) and the resources (e.g. natural, human, technology, and innovation) that are present within home and host countries that influence the decision making of business owners and managers as they consider going global with their product or service. Discussions centre around understanding culture, ethics, and global sustainability that relate to being a responsible and ethical global citizen.</p>	3
BUSI 335	<p>BUSI 335 - Consumer Behaviour 2022-2023</p> <p>This course explores the ways human beings think about buying the products and services they need, want, or desire in order to help the producers of products and services better design and deliver them. This understanding of what we term consumer behavior is a fundamental key to all marketing decisions and programs as we seek to explore the psychology of the entire buying process from awareness of need to post-purchase evaluation. Students are exposed to numerous theories from psychology, sociology, economics, education, and marketing to explain why and how consumers buy the products and services they do.</p>	3
BUSI 346	<p>BUSI 346 - Law for the Business Manager 2022-2023</p> <p>This course follows up on BUSI 245 and provides students with the knowledge and skills to manage a number of business areas that have potential legal risk including sale of goods, agency, bailment, insurance and guarantees, negotiable instruments, employment and human rights, intellectual property, real property, mortgages, partnerships, the nature and operations of</p>	3

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	corporations, credit transactions, and government regulation of business.	
BUSI 430	<p>BUSI 430 - Marketing Research 2022-2023</p> <p>The course covers the role of research in the decision-making process. Objectives: first, to give some familiarity with the tools of research that are available; second, to learn by doing, i.e. to design and execute a research project; third, to provide some practice in the handling and interpretation of research results.</p>	3
BUSI 435	<p>BUSI 435 - Marketing Management 2022-2023</p> <p>This course covers the concepts and problems associated with the management of the marketing function. The development of problem-solving, teamwork, and effective communication skills are undertaken in the course primarily through the use of the case study method.</p>	3
BUSI 437	<p>BUSI 437 - Advertising & Promotional Strategy 2022-2023</p> <p>A study of advertising and promotional strategy Promotional planning, the various media, the mechanics of advertising, ethics and advertising's role in modern society.</p>	3
BUSI 453	<p>BUSI 453 - Managing and Developing the Human Resource 2022-2023</p> <p>This course teaches conceptual and pragmatic skills for the management and development of the human resource within organizations. Topics include: Understanding the role of the internal consultant, identifying, developing, implementing employee development programs; creating effective performance management systems; and creating empowering work environments.</p>	3
BUSI 495	<p>BUSI 495 - Integrated Group Project for Leadership and Management 2022-2023</p> <p>This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.</p>	3
BUSI 496	<p>BUSI 496 - Integrated Group Project for Marketing 2022-2023</p> <p>This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.</p>	3
ECON 201	<p>ECON 201 - Principles of Microeconomics 2022-2023</p> <p>A fundamental understanding of how economists view the world, how people make decisions, and how people interact with one another. Basic economic analysis of consumer behaviour, firms' production behaviour, and market equilibrium. Graphical analysis.</p>	3
MCOM 191	<p>MCOM 191 - Research and Writing in Communication 2022-2023</p> <p>This writing-intensive course orients students to the demands of academic research and writing</p>	3

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	<p>within the media and communication major. By course completion, the diligent student should be able to write lucid, academic, and researched prose in the genres of cultural critique, scientific reporting, and term papers. Central to the course are the twin emphases of critical thinking strategies and research methods in the information age.</p>	
MCOM 252	<p>MCOM 252 - Introduction to Public Relations 2022-2023</p> <p>In this course, students examine the role of public relations within and among various sectors of society including business, government, and nonprofit organizations. Case studies are used to illustrate the profession and practice of public relations where possible, and ethical standards in public relations are emphasized. Media, consumer, employee, and community relations, as well as ethical standards in the public relations industry are examined.</p>	3
MCOM 271	<p>MCOM 271 - Introduction to Leadership Communication 2022-2023</p> <p>Leadership Communication introduces students to the art, science, and practice of influencing and being influenced by others in diverse contexts. The course explores the role of communication in building credibility, exercising power, motivating, and expressing one's leadership style. It also considers the topics of followership, the ethics of leadership, leadership development, and leading in times of crisis. The course serves as a foundation for future studies in the leadership communication stream within the Department of Media and Communication.</p>	3
MCOM 272	<p>MCOM 272 - Organizational Communication 2022-2023</p> <p>This course introduces students to the importance of communication within organizations. Organizational communication theory is discussed as it relates to climate, dyads, small group, public, and mediated communication. Students apply theory in several business writing and speaking assignments.</p>	3
MCOM 281	<p>MCOM 281 - Public Speaking 2022-2023</p> <p>This course requires students to research, create, and deliver speeches on topics and issues that reflect personal beliefs and values. In doing so they discern diverse materials, consider logical and ethical demands, and analyze their audience in order to create socially and globally responsible rhetorical messages.</p>	3
MCOM 313	<p>MCOM 313 - Social Media: Theory and Practice 2022-2023</p> <p>Prepares students to use social media professionally and to culturally engage these same tools of communication with a critical perspective. The course invites students to discover and analyze best practices in social media marketing and community building, as well as to apply theory to critical investigations of the cultural roles and impacts of current digital media, both in North America and around the world, with the goal of helping students become both effective communicators and highly-ethical and faithful global citizens who can positively impact their profession and their society.</p>	3

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MCOM 317	<p>MCOM 317 - Ethics, Morals, and Media 2022-2023</p> <p>This course focuses on understanding the nature of ethics and morals in the media. Through reading, on-going discussion, case studies, guest lecturers, on-site observation and media analysis, students develop their own framework for moral and ethical decision-making.</p>	3
MCOM 331	<p>MCOM 331 - Imaging and Illustration Design 2022-2023</p> <p>This course explores the conception, production, and analysis of imagery in graphic communication design, including photos, illustrations, and graphic marks. Imagery-based problems are investigated in multiple design contexts and formats. Specialized rendering techniques, digital studio practices, and iconographic style development are considered.</p>	3
MCOM 332	<p>MCOM 332 - Symbol and Typography Design 2022-2023</p> <p>An exploration of integrated conceptual thinking and formal experimentation with type and related symbol systems in graphic communications. Emphasis is placed on type as image, principles of typesetting, hierarchy and structure. The complex interaction of type in relation to other graphic elements in multiple design contexts and formats is considered.</p>	3
MCOM 333	<p>MCOM 333 - Format and Layout Design 2022-2023</p> <p>An exploration of integrated conceptual thinking and formal experimentation with the structural and organizing systems at work in graphic communications. Emphasis is given to the development of unified graphic systems spanning multiple design contexts and formats.</p>	3
MCOM 334	<p>MCOM 334 - Interaction Design 2022-2023</p> <p>Introduces students to the design of interactive digital experiences with a focus on website design, User Experience (UX) design, and User Interface (UI) design. Students will learn the core concepts and principles of interaction design by working through technical and design projects using industry standard design software. Students leave this course with the ability to build basic websites and design digital experiences that follow current interaction design standards and methodologies.</p>	3
MCOM 351	<p>MCOM 351 - Business and Technical Writing 2022-2023</p> <p>This workshop course offers students effective techniques for written and oral communication within the fields of business and industry, including key aspects of technical correspondence, report writing, oral communication, and the jobseeking process.</p>	3
MCOM 352	<p>MCOM 352 - Multimedia Journalism 2022-2023</p> <p>A hands-on seminar that explores the use of text, images, sound, video, data and graphics to tell stories in an engaging way. Students will leverage digital tools, social media platforms, and research to inform, educate or entertain. The course explores historical aspects, storytelling structures, design concepts, ethical issues, writing styles, and the business of media.</p>	3

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MCOM 371	<p>MCOM 371 - Relational Communicaton 2022-2023</p> <p>This course provides an in-depth look at communication in close relationships. The course begins with models of relational communication and proceeds with self- and other perceptions, verbal and nonverbal strategies and rituals, then the larger processes of communication in developing, sustaining, struggling, and ending relationships. Three featured topics include the role of conflict, verbal abuse, and personal style as factors in close relationships.</p>	3
MCOM 372	<p>MCOM 372 - Cross-cultural Communication 2022-2023</p> <p>This course is about the nature of cross-cultural interaction. Cultural concepts and contexts are explored through taxonomies, theories, and comparative analysis. Through in-class and out-ofclass activities, students become self-aware and other-aware. Students also experiment with cultural behaviours and cultural change, aiming to increase both explanatory and predictive cultural knowledge, and enhance behavioural competencies.</p>	3
MCOM 391	<p>MCOM 391 - Communication Field Placement 2022-2023</p> <p>This practicum provides students with a workand-learn experience in the field of media and communication, both on or off campus. In addition to their workplace experience, practica students meet regularly as a class to explore workplace issues and communication challenges. Class sessions are formatted as a professional workshop, whereby students demonstrate leadership skills in public speaking, visual presentation, and group interaction. Course assignments require students to respond to reflective questions about their own communication strengths and personal development as emerging professionals. Not required of media and communication majors, but 3 s.h. required of corporate communication majors.</p>	1, 2
MCOM 392	<p>MCOM 392 - Communication Field Placement 2022-2023</p> <p>This field placement provides students with a work-and-learn experience in the field of media and communication, both on or off campus. In addition to their workplace experience, practica students meet regularly as a class to explore workplace issues and communication challenges. Class sessions are formatted as a professional workshop, whereby students demonstrate leadership skills in public speaking, visual presentation, and group interaction. Course assignments require students to respond to reflective questions about their own communication strengths and personal development as emerging professionals. Not required of media and communication majors, but 3 s.h. required of corporate communication majors.</p>	2
MCOM 393	<p>MCOM 393 - Communication Field Placement 2022-2023</p> <p>This field placement provides students with a work-and-learn experience in the field of media and communication, both on or off campus. In addition to their workplace experience, practica students meet regularly as a class to explore workplace issues and communication challenges. Class sessions are formatted as a professional workshop, whereby students demonstrate leadership skills in public speaking, visual presentation, and group interaction. Course assignments require students to respond to reflective questions about their own communication strengths and personal development as emerging professionals. Not required of media and</p>	3

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MCOM 411	<p>MCOM 411 - Media, Culture, and Criticism 2022-2023</p> <p>A seminar investigating the cultural environment in which we live as the context of all communication. Selected media within contemporary culture are explored in terms of their contribution to the postmodern age.</p>	3
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MCOM 451	<p>MCOM 451 - Public Relations Writing 2022-2023</p> <p>An advanced course that focuses on the style and technique of writing for public relations and corporate communication. Students discover the dynamics of strategic and persuasive writing while creating key pieces such as brochures, ads, newsletters, and press releases. Opportunity is given to create a communications package for a public relations client.</p>	3
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MCOM 452	<p>MCOM 452 - Feature Writing for Newspapers and Magazines 2022-2023</p> <p>Building on skills developed in MCOM 251 or 261, students study the best in magazine and newspaper feature writing and produce several pieces of their own with the intent of publishing their work.</p>	3
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MCOM 453	<p>MCOM 453 - Editing for Newspapers and Magazines 2022-2023</p> <p>Building on skills introduced in MCOM 251, 261, or 452, students learn the art of editing for magazines and newspapers. Students study examples of published magazines and newspapers (both print and online), write and edit a piece of their own with the intent to publish their work, and apply their knowledge to pieces submitted for publication in a student publication to be created around this course.</p>	3
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MCOM 471	<p>MCOM 471 - Persuasive Communication 2022-2023</p> <p>This course investigates the art, science, and practice of persuasive communication in its many forms and contexts. It examines theories and research in human influence and how language, images, and non-verbal cues can mold people's attitudes and actions. There is opportunity to carry out a social science project in interpersonal or mediated persuasion, and to seriously consider the ethical implications of one's persuasive efforts.</p>	3
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MCOM 475	<p>MCOM 475 - Communication and Diversity 2022-2023</p> <p>This seminar style class explores various and complex dimensions of diversity and inclusion in the workplace and in society. Students examine the barriers to professional advancement that are faced by non-mainstream groups. The course proposes an Inclusive Workplace Model and effective communication for managing complexity, engaging diversity, navigating difference, and removing obstacles to inclusion and to organizational effectiveness and growth.</p>	3
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MCOM 479	<p>MCOM 479 - Leadership Communication Capstone 2022-2023</p> <p>Students bring diverse learning and skills from across their program in order to research and write</p>	
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	<p>and/or carry out a senior thesis or organizational project in leadership or strategic communication. Students gain skills in project management, research methodology, and integrative thinking in order to collect social scientific data, advance complex arguments, and/or help an organization achieve its communication goals. Students will gain deeper scholarly and professional understanding of communication, forge professional and academic contacts, and demonstrate mastery of relevant theory, principles and writing strategies. Students conclude the course with a public presentation to peers, faculty, and professional leaders regarding the main project.</p>	