

APPLIED BUSINESS | BACHELOR OF SCIENCE IN BUSINESS EDUCATION (CORPORATE COMMUNICATIONS)

If you desire flexibility in your course of study, but still want to have a rewarding career in business, look into a concentration in corporate communication. The career possibilities for the corporate communication graduate include management positions such as directors of communication, public relations, and media relations in the corporate world and in private business.

Possible Careers:

- Communications Specialist
- Chief Communications Officer
- Labor Relations Specialist
- Media Relations Specialist
- Public Relations Specialist

To graduate with a degree in Business Education with a concentration in Corporate Communication, you must complete the following:

For a digital format of the degree program for students admitted for Spring 2020 and after, please click here. (<https://www.fhsu.edu/general-education/general-education/index/>)

Program Summary

Code	Title	Hours
	General Education	34
	Cognate	12
	Major Core, includes Software and Related Electives	30
	Corporate Communication Concentration	30
	Open Electives ¹	14
	Total Hours	120

¹ Open electives are the credit hours required to reach a minimum of 120 total hours and 45 upper-level hours. The number listed assumes all courses are completed at FHSU as listed. This number may vary if students transfer courses, or have individual substitutions allowed.

Students should speak with their advisor if either situation applies to determine if the number will vary, and to ensure they enroll in a minimum of 45 upper-level hours.

Students entering within 1 year of high school graduation will take UNIV 101 Freshman Seminar and may apply that hour in the open elective category.

Program Requirements

General Education

All undergraduate degrees require completion of the Kansas Systemwide General Education (<https://catalog.fhsu.edu/general-education/>).

Courses identified with ^{GE} on this page may satisfy a general education requirement in addition to the identified degree requirement. Students who apply a degree requirement to satisfy a general education requirement will typically add an equal number of hours to the the university elective category. This flexibility may allow you to complete a minor or certificate within the 120 hour degree. Transfer students and students majoring in programs with approved exceptions (<https://www.fhsu.edu/general-education/documents/fhsu-gen-ed-transfer-exceptions-explainer1.pdf>) are especially encouraged to select these courses in completing General Education requirements to maximize the likelihood of completing the degree with 120 credit hours.

Code	Title	Hours
	General Education	34-35

Required courses in this major can satisfy the Mathematics, Social and Behavioral Sciences, and Personal and Professional Development portion of the Institutional Area in the General Education Curriculum.

Code	Title	Hours
	Cognate	
FIN 205	Principles of Personal Finance ^{GE}	3
SOC 376	Diversity in the United States ^{GE}	3
MATH 250	Elements of Statistics ^{GE}	3
	Economics Choice	
ECON 201 or ECON 202	Principles of Microeconomics ^{GE} Principles of Macroeconomics	3
	Total Hours	12

Code	Title	Hours
	Major Core	
BCOM 300	Spreadsheet Applications	3
BCOM 301	Strategic Business Communication	3
GBUS 204	Business Law I	3
LDRS 306	Leadership and Team Dynamics	3
MGT 301	Management Principles	3
INF 304	Management Information Systems	3
MKT 301	Marketing Principles	3
	Software Applications	
INF 250 or INF 322	Introduction to Web Development Topics in Informatics	3
	Related Electives	
	Select two courses from the following:	6
MKT 403	Retail Management	
MKT 601	Consumer Behavior	
MKT 609	Digital Marketing	
THM 625	International Tourism & Hospitality	
THM 632	Sustainable Tourism and Event Management	
	Total Hours	30

Code	Title	Hours
	Corporate Communication Concentration	
BCOM 201	Introduction to Corporate Communication	3
BCOM 210	Business Communication for Professional Development	3

BCOM 310	Database Applications: MS Access	3
BCOM 350	Business Communication Applications	3
BCOM 400	Global Business Communication	3
BCOM 601	Managerial Communication	3
BCOM 690	Advanced Professional Development	3
BCOM 692	Managerial Reports and Presentations	3
BCOM 695	Corporate Communication Strategy	3
MKT 602	Integrated Marketing Communications	3
Total Hours		30

Degree Requirements

Code	Title	Hours
All bachelor degrees require:		
GPA of 2.0 on FHSU courses & 2.0 on all coursework (Higher program requirements prevail over the 2.0 when set)		
A minimum of 30 hours earned from FHSU with a grade of D, C, B, or A		
Successful completion of an upper division Writing and Information Literacy course (Most majors contain a course designated)		
A minimum of 45 hours of recognized upper division credit		
A minimum of 120 hours of recognized college credit		

Continued Education Opportunities

Students have the opportunity to continue their education as a graduate student through the Fort Hays State University Master of Liberal Studies program with a Corporate Communications concentration. For more information about this program, contact Dr. Rose Helens-Hart at rhhelenshart@mail.fhsu.edu or at 785-628-4019; you can also visit the MLS Corporate Communication page (<https://www.fhsu.edu/mls/conc/conc-corp-communications/index/>) on the graduate school's website.

Degree Maps

Course	Title	Hours
Freshman		
Fall		
SGE050 - Social Behavioral Sciences Discipline Area		
SOC 376	Diversity in the United States ^{1, GE}	3
SGE010 - English Discipline Area		
SGE020 - Communication Discipline Area		
UNIV 101	Freshman Seminar	1
SGE060 - Arts Humanities Discipline Area		
SGE070 - Institutionally Designated Area: Personal and Professional Development		
FIN 205	Principles of Personal Finance ^{1, GE}	3
Hours		16
Spring		
SGE070 - Institutionally Designated Area: Critical Thinking		
SGE040 - Natural Physical Science Discipline Area		
SGE010 - English Discipline Area		
SGE060 - Arts Humanities Discipline Area		
SGE030 - Math Statistics Discipline Area		
MATH 250	Elements of Statistics ^{1, GE}	3
Hours		16
Sophomore		
Fall		
SGE050 - Social Behavioral Sciences Discipline Area		
ECON 201	Principles of Microeconomics ^{1, GE}	3

INF 250	Introduction to Web Development	3
or INF 322	or Topics in Informatics	
MGT 301	Management Principles	3
BCOM 210	Business Communication for Professional Development	3
Open Electives		3
Hours		15
Spring		
BCOM 300	Spreadsheet Applications	3
BCOM 201	Introduction to Corporate Communication	3
MKT 301	Marketing Principles	3
INF 304	Management Information Systems	3
Open Electives		3
Hours		15
Junior		
Fall		
BCOM 301	Strategic Business Communication	3
GBUS 204	Business Law I	3
LDRS 306	Leadership and Team Dynamics	3
Directed Choices		3
Open Electives		3
Hours		15
Spring		
BCOM 310	Database Applications: MS Access	3
BCOM 350	Business Communication Applications	3
BCOM 400	Global Business Communication	3
MKT 603	Customer Service and Relationship Management	3
Open Electives		3
Hours		15
Senior		
Fall		
BCOM 601	Managerial Communication	3
BCOM 690	Advanced Professional Development	3
Directed Choices		3
Open Electives		6
Hours		15
Spring		
BCOM 692	Managerial Reports and Presentations	3
BCOM 695	Corporate Communication Strategy	3
Open Electives		7
Hours		13
Total Hours		120

Academic Degree Maps are term-by-term sample course plans that specify milestones, courses, and special requirements that are necessary for facilitating on-time completion. Degree Maps are *examples* and are not prescriptive. Individualized choices such as concentration options, transfer credits, optional minors, advisory programs (certificates), etc. can alter the recommended coursework. Course offerings are subject to change. Students should consult with their academic advisors for additional guidance on course planning.

To determine courses to take in the directed choices (often listed as Program Elective Course) and directed elective course blocks see the overview tab for courses. To locate approved courses in General Education areas (Undergraduate Programs) see the general education section (<https://catalog.fhsu.edu/general-education/>) of the catalog.

The undergraduate course maps typically advise the most efficient route for students to complete the general education requirements. Courses that are required in the major may be listed as fulfilling relevant general

education requirements. This will result in more open elective course hours in some maps than is listed on the degree overview page.