

**Recommended Academic Plan for Corporate Communication (CCBA)  
Effective Fall 2002**

<b>Semester 1</b>	<b>Credits</b>	<b>Semester 2</b>	<b>Credits</b>
ENGL 015 Rhetoric and Composition or ENGL 030 Honors Freshman Composition (GWS)	3	Foreign Language	4
Foreign Language	4	ECON 002 Introductory Microeconomic Analysis and Policy or ECON 004 Introductory Macroeconomic Analysis and Policy (GS)	3
PSYCH 100 Introductory Psychology (GS)	3	PHIL 010 Critical Thinking (GH)	3
<b>COMM 100</b> The Mass Media and Society	3	MATH 021 College Algebra I (GQ)	3
		<b>IST 110</b> Information, People and Techno- logy	4
Total Credits:	13	Total Credits:	17
<b>Semester 3</b>	<b>Credits</b>	<b>Semester 4</b>	<b>Credits</b>
Foreign Language	4	CAS 100 A or B (GWS)	3
<b>ACCTG 211</b> Financial and Managerial Accounting for Decision Making	4	<b>MIS 204</b> Introduction to Business Information Systems	2
<b>BA 243</b> Social, Legal, and Ethical Environment of Business or <b>PHIL 103</b> Introduction to Ethics	4 or 3	<b>MKTG 310</b> Public Relations and Market- ing	3
<b>MKTG 301</b> Principles of Marketing	3	<b>IST 250</b> New Media and the Web	3
Natural Sciences (GN)	3	Natural Sciences (GN)	3
Total Credits:	18 or 17	Total Credits:	14
<b>Semester 5</b>	<b>Credits</b>	<b>Semester 6</b>	<b>Credits</b>
ENGL 202D Business Writing (GWS)	3	<b>CC 402</b> The Media and Public Relations or STAT 200 (GQ)	3
<b>CC 401</b> Corporate, Non-Profit, and Govern- ment Public Relations or STAT 200 (GQ)	3	Health and Physical Activity (GHA)	3
Humanities (GH) (US:IL)	3	<b>MGMT 321</b> Leadership and Motivation or <b>PSYCH 221</b> Introduction to Social Psy- chology	3
<b>MGMT 301</b> Basic Management Concepts	3	Arts (GA)	3
Natural Sciences (GN) (LAB)	3	Bachelor of Arts Requirement (OC)	3
Total Credits:	15	Total Credits:	15
<b>Semester 7</b>	<b>Credits</b>	<b>Semester 8</b>	<b>Credits</b>
<b>CC 403W</b> Studies in Public Relations	3	<b>MGMT 424</b> Interpersonal Relationships in Organizations or <b>PSYCH 423</b> Social Psy- chology of Interpersonal/Intergroup Relationships	3

<b>CAS 252</b> Small Group Communication or <b>CAS 352</b> Organizational Communication	3	<b>CC 495</b> Internship in Corporate Communication	3
<b>ENGL 417</b> The Editorial Process or <b>ENGL 419</b> Advanced Business Writing	3	Bachelor of Arts Requirement	3
Bachelor of Arts Requirement	3	Arts (GA)	3
Other Cultures (OC)	3	Elective (US; IL)	3
Total Credits:	15	Total Credits:	15

- **Bold type** indicates courses requiring a quality grade of C or better.
- *Italics* indicates courses that satisfy both major and General Education requirements.
- **Bold Italics** indicates courses requiring a quality grade of C or better and that satisfy both major and General Education requirements.
- GWS, GHA, GQ, GN, GA, GH, and GS are codes used to identify General Education requirements.
- US, IL, and US; IL are codes used to designate courses that satisfy University United States/International Cultures requirements.
- W is the code used to designate courses that satisfy University Writing Across the Curriculum requirements.

#### Program Notes:

1. Students must take a minimum of 15 credits at the 400 level or equivalent.
  2. A minimum of 122 credits is required to graduate.
  3. See [http://www.psu.edu/bulletins/bluebook/\\$anmenu.htm](http://www.psu.edu/bulletins/bluebook/$anmenu.htm) for a full listing of major requirements.
  4. Students taking PHIL 103 must take at least one credit of an elective course to meet the minimum number of credits to graduate, 122.
- \* CC 401 and 402 may not be offered in some spring semesters. Check the Schedule of Courses and the Scheduling Patterns below.

#### Academic Advising Notes:

1. PHIL 010 is a recommended GH course.
2. MATH 21 and STAT 200 are recommended GQ courses; MATH 21 is prerequisite for MKTG 301.
3. ECON 002 or 004 and PSYCH 100 are recommended GS courses; either ECON 002 or 004 is prerequisite for MKTG 301.
4. B A 303 or MKTG 301 is prerequisite for MKTG 310.
5. MKTG 310 is prerequisite for CC 401, CC 402, CC 403W, and CC 495.
6. ENGL 202D is recommended for Corporate Communication majors.
7. B A 304, MGMT 100, MGMT 301, or 3 credits of psychology, sociology, or cultural anthropology is prerequisite for MGMT 321.

8. MGMT 321 is prerequisite for MGMT 424.
9. PSYCH 100 is prerequisite for PSYCH 221.
10. PSYCH 221 is prerequisite for PSYCH 423.
11. US or IL courses may double count in Gen. Ed. or the major but not as an Other Cultures course.
12. CCBA students who take ECON 102 are eligible for the Business minor without taking extra courses. They must submit an Entrance to Minor form to their CCBA academic advisor for approval by the Division Head of Social Sciences, preferably before their last semester prior to graduation.

**Scheduling patterns:**

SP10	FA10	SP11	FA11	SP12	FA12	SP13	FA13	SP14
CAS 352	CAS 352	CAS 352	CAS 352	CAS 352	CAS 352	CAS 352	CAS 352	CAS 352
CAS 404		CAS 404		CAS 404		CAS 404		CAS 404
CC 401*	CC 401	CC401*	CC 401	CC401*	CC 401	CC401*	CC 401	CC401*
CC 402*	CC 402	CC 402*	CC 402	CC 402*	CC 402	CC 402*	CC 402	CC 402*
CC 403w	CC 403w	CC 403w	CC 403w	CC 403w	CC 403w	CC 403w	CC 403w	CC 403w
CC 495	CC 495	CC 495	CC 495	CC 495	CC 495	CC 495	CC 495	CC 495
	CC 497							
ENGL 417		ENGL 417		ENGL 417		ENGL 417		ENGL 417
ENGL 419	ENGL 419	ENGL 419	ENGL 419	ENGL 419	ENGL 419	ENGL 419	ENGL 419	ENGL 419
	PHIL 010							
	PHIL 103		PHIL 103		PHIL 103		PHIL 103	
	PSYCH 221		PSYCH 221		PSYCH 221		PSYCH 221	
PSYCH 423		PSYCH 423		PSYCH 423		PSYCH 423		