

**BUS 661**

**Writing for Internal and External Audience**

**3 hours**

Students learn the craft, demands, and expectations of written communications to fulfill corporate-communications strategy. Students write a range of communication forms used in print and digital communications including social media, blogs, and e-newsletters.

**BUS 662**

**Communications Research**

**3 hours**

Using social-science research methods, students learn how to measure attitudes, opinions, and beliefs of the internal and external audiences of a corporation. Actual research is designed and conducted by small teams to address the needs of a client in an 8-week case study.

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**Corporate Communications and Media Strategy**

**3 hours**

The course is a comprehensive application corporate-communications strategy, tactics, and programs. Small teams will design, implement, and evaluate a campaign in the context of a challenging 8-week case study. Team projects are presented via a student-created website for evaluation by classmates and faculty.