

***SMU* Corporate Communication & Public Affairs**

UNDERGRADUATE STUDIES

Fall 2023

SMU Meadows School
of the Arts

**The Division of Corporate Communication and Public Affairs (CCPA)
offers two undergraduate majors and two minors**

B.A. Corporate Communication and Public Affairs
B.A. Public Relations and Strategic Communication
Minor, Corporate Communication and Public Affairs
Minor, Nonprofit and Arts Leadership

What we do

CCPA prepares leaders to make an impact in business, government, and civil society. Strategic communication is fundamental to our work across a wide variety of organizational settings.

What to expect

When you study with CCPA, you will:

Be part of a community that celebrates, supports, and helps you define your passion and craft your journey ahead.

Learn from faculty broadly recognized for excellence in teaching, research, and professional accomplishments.

Gain insights into how data, finances, and strategic communication drive results in a variety of organizational settings.

Have access to networking, internship, consulting, and applied research opportunities with prominent organizations related to your interests in Dallas, Washington, D.C., London, and points beyond.

Prepare yourself through intellectual rigor and highly engaged, hands-on learning to make a difference with an existing corporate, cultural, civic, creative, artistic, and/or community-based enterprise you care about – or one you create yourself.

Have questions?

Contact CCPA Chair Dr. Sandra Duhé at sduhe@smu.edu

Which CCPA path of study best aligns with your passion?

B.A. in Corporate Communication and Public Affairs

Majors choose one of four transcribed specializations

- **Nonprofit and Arts Leadership**

For majors interested in leading existing nonprofit and/or artistic organizations that require management of donors, boards, volunteers, fundraising, philanthropy, and community-centered solutions in innovative and sustainable ways.

- **Organizational Communication**

For majors interested in leading the effective operation and internal workings of organizations, including design, change management, teamwork, training and development, power/ gender issues, human and social capital, and organizational behavior.

- **Public Affairs and Political Communication**

For majors interested in public policy initiatives for organizations, lobbying firms, think tanks, government agencies, NGOs, elected officials, or political campaigns, including analysis, issues management, advocacy, and public opinion monitoring.

- **Social Innovation, Creative, and Arts Entrepreneurship**

For majors interested in founding for-profit, nonprofit, or hybrid organizations that combine social impact, branding, fundraising, venture capital, and strategic communication in creative, commercial, and/or artistic contexts.

B.A. in Public Relations and Strategic Communication

For majors interested in leading external corporate and public affairs initiatives with a variety of stakeholders, including investors, customers, communities, activists, and media, with an emphasis on data analytics, business objectives, and crisis response.

Minor in Corporate Communication and Public Affairs

For students interested in supplementing their major area of study with courses in theory, rhetoric, research, writing, and CCPA electives open to minors.

Minor in Nonprofit and Arts Leadership

For students interested in supplementing their major area of study with a communication-based foundation for leading, advocating, and promoting nonprofit cultural, creative, artistic, and/or community-based organizations in a variety of mission contexts.

Craft your CCPA journey to match your passion.

B.A. in Corporate Communication and Public Affairs

RECOMMENDED FOR FIRST- AND SECOND-YEAR PRE-MAJORS BUT NOT REQUIRED

CCPA 1301 Survey of Corporate Communication and Public Affairs

MAJOR ENTRY REQUIREMENTS

WRTR 1312 and 3.000 GPA across STAT 2331, CCPA 2310, and CCPA 2327

CORE REQUIREMENTS (12 hours)

Taken before entry into the major

- CCPA 2310 Rhetoric, Community, and Public Deliberation
- CCPA 2327 Communication Theory

All remaining courses are taken after entry into the major, beginning with the following two courses:

- CCPA 2308 Introduction to Newswriting for Public Relations or
CCPA 3360 Business and Professional Communication
- CCPA 2375 Communication Research and Data Analytics

Students may double major in Public Relations and Strategic Communication; certain restrictions apply. Additional hours for other University requirements vary. See an advisor for details.

COURSE REQUIREMENTS (9 hours)

- CCPA 2300 Public Speaking in Context
- One 3-hour practicum from the following:
 - › CCPA 4325 Internship (Organizations in Local Context)
 - › CCPA 4375 Honors Thesis
 - › CCPA 4392 Mustang Consulting I: Introduction to Communication Consulting
 - › CCPA 4393 Mustang Consulting II: Advanced Communication Consulting
 - › CCPA 4394 Mustang Consulting III: Leadership Practicum
 - › CCPA 4396 Mustang Consulting: Internship
 - › CCPA 4398 CCPA Fellow: Internship
 - › CCPA 5315 Directed Study in Engaged Learning
 - › CCPA 5320 Directed Study in Big Ideas
 - › CCPA 5325 Directed Study in Caswell Fellowship
- A second/different 3-hour practicum from the list above or a CCPA elective at the 3000 level or above or an advisor-approved elective at the 3000 level or above outside of CCPA

INTERCULTURAL/INTERNATIONAL REQUIREMENT (3 hours)

- CCPA 2301/2302/2303 CCPA-Approved Study Abroad
- CCPA 3309 History and Philosophy of Free Speech
- CCPA 3321 Communication in Global Context
- CCPA 3341 Identity and Communication: Race and Gender
- CCPA 4390 Globalization, Economics, and Communication

Additional options include ADV 2343, ANTH 3303, ANTH 3336, ANTH 3366, ARHS 3365, BUSE 3310, FILM 2362, FILM 3375, FREN 4375, HIST 3321, JOUR 4360, PLSC 3345, PLSC 3346, RELI 3347, RELI 3360, SOCI 3340, WGST 2322, WGST 3310, WL 3372 or other advisor-approved course with international and/or intercultural content as its primary focus.

ETHICS COURSE REQUIREMENT (3 hours)

- CCPA 2328 Communication Ethics

Or one of the following: ADV 2302, ANTH 3301, ANTH 3336, ENGL 3367, JOUR 2302, PHIL 1316, PHIL 1317, PHIL 1318, PHIL 3375, PHIL 3380, PHIL 3381, RELI 3308, RELI 3309, SOCI 3301

SPECIALIZATION REQUIREMENTS (12 hours)

Majors must complete all requirements in one of four specializations that will appear on the transcript:

Nonprofit and Arts Leadership, Director and Advisor: Dr. Doric Earle

- AMAE 3301 Nonprofit and Arts Leadership
- CCPA 3365 Principles of Organizational Communication
- CCPA 4386 Financial Communication: Budgeting, Analysis, and Reporting
- Plus one elective at 3000 level or above from the following:
 - › ADV 3323, ADV 4333, ADV 4342, ADV 4343, AMAE 3322, AMAE 3370, AMAE 3387, AMAE 4321, AMAE 4326, AMAE 4390, APSM 4372, ASAG 3350, ASAG 5310, CCPA 3321, CCPA 3335, CCPA 3355, CCPA 4335, CCPA 4312, CCPA 4314, CCPA 4378, CCPA 4380, CCPA 4390, CCPA 5303, CCPA 5307, DANC 3366, FILM 3302, FILM 3304, FILM 3306, FILM 3335, FILM 4301, FILM 4316, FILM 4399, FILM 5312, JOUR 3327, MNO 3375, MNO 4371, MUAS 5320, MUAS 5322, MUTH 3117, MUTH 3217, THEA 4309, SOCI 4351, SOCI 4399 or other advisor-approved course related to area of interest in nonprofit and arts leadership.

Organizational Communication, Director and Advisor: Dr. Owen Lynch

- CCPA 3365 Principles of Organizational Communication
- CCPA 3390 Applied Organizational Communication
- CCPA 4386 Financial Communication: Budgeting, Analysis, and Reporting
- Plus one elective at 3000 level or above from the following:
 - › CCPA 3368 Group and Team Communication and Leadership
 - › CCPA 3392 Applied Qualitative Research for Organizations
 - › CCPA 4345 Seminar in Organizational Communication
 - › CCPA 4378 Social Entrepreneurship and Stewardship in the Faith-Based Organization
 - › CCPA 4390 Globalization, Economics, and Communication
 - › CCPA 5304 Topics in Organizational Communication

Public Affairs and Political Communication, Director and Advisor: Dr. Chris Salinas

- CCPA 3300 Free Speech and the First Amendment
- CCPA 3347 Principles of Political Communication
- CCPA 3393 Politics and the Public Sphere
- Plus one elective at 3000 level or above from the following:
 - › CCPA 3309 History and Philosophy of Free Speech
 - › CCPA 3328 Political Persuasion
 - › CCPA 3395 Public Opinion, the Press, and Public Policy
 - › CCPA 4300 Seminar in Political Communication
 - › CCPA 43XX Washington Term Studies/Internship
 - › CCPA 4390 Globalization, Economics, and Communication
 - › CCPA 5305 Topics in Political Communication

Social Innovation, Creative, and Arts Entrepreneurship,

Director and Advisor: Prof. Jim Hart

- AMAE 3387 Principles of Creative Entrepreneurship and Attracting Capital
- CCPA 4386 Financial Communication: Budgeting, Analysis, and Reporting
- AMAE 4390: Creative Entrepreneurship: Planning for Success
- Plus one elective at 3000 level or above from the following:
 - › ADV 3323, ADV 4333, ADV 4342, ADV 4343, AMAE 3301, AMAE 3322, AMAE 3370, AMAE 4321, AMAE 4326, APSM 4372, ASAG 3350, ASAG 5310, CCPA 3321, CCPA 3335, CCPA 3355, CCPA 4335, CCPA 4312, CCPA 4314, CCPA 4378, CCPA 4380, CCPA 4390, CCPA 5303, CCPA 5307, DANC 3366, FILM 3302, FILM 3304, FILM 3306, FILM 3335, FILM 4301, FILM 4316, FILM 4399, FILM 5312, JOUR 3327, MNO 3375, MNO 4371, MUAS 5320, MUAS 5322, MUTH 3117, MUTH 3217, THEA 4309, SOCI 4351, SOCI 4399 or other advisor-approved course related to area of interest in social innovation, creative, and arts entrepreneurship.

B.A. in Public Relations and Strategic Communication

Director and Advisor: Dr. Sandra Duhé

RECOMMENDED FOR FIRST- AND SECOND-YEAR PRE-MAJORS BUT NOT REQUIRED

CCPA 1301 Survey of Corporate Communication and Public Affairs

MAJOR ENTRY REQUIREMENTS

WRTR 1312 and 3.000 GPA across STAT 2331, CCPA 2327, and CCPA 3300

CORE REQUIREMENTS (12 hours)

Taken before entry into the major

- CCPA 2327 Communication Theory
- CCPA 3300 Free Speech and the First Amendment

All remaining courses are taken after entry into the major, beginning with the following two courses:

- CCPA 2375 Communication Research and Data Analytics
- CCPA 3355 Principles of Public Relations

Students may double major in Corporate Communication and Public Affairs, Advertising, or Journalism; certain restrictions apply. Additional hours for other University requirements vary. See an advisor for details.

COURSE REQUIREMENTS (25 hours)

Public Speaking (3 hours)

- CCPA 2300 Public Speaking in Context

Writing (6 hours)

- CCPA 2308 Introduction to Newswriting for Public Relations
- CCPA 3382 Advanced Writing for Public Relations

Professional Development (7 hours)

- CCPA 3310 Crisis Management
- CCPA 4130 Professional Seminar
- CCPA 4340 Corporate Finance and Public Relations Strategy or CCPA 4386 Financial Communication: Budgeting, Analysis, and Reporting

Media and Technology (6 hours)

- CCPA 3335 Principles of Digital Communication and Social Media
- One 3-hr elective from the following:
 - › ADV 1360 Creative Production
 - › ASIM 1300 Introduction to Digital/Hybrid Media
 - › ASIM 1310 Creative Coding I
 - › CCPA 4335 Advanced Digital Communication
 - › CCPA 4338 Creative Production for Communicators

- › FILM 1304 Introduction to Production (closed to seniors)
- › JOUR 2304 Video and Audio Production
- › JOUR 3357 Photojournalism

Campaign Development (3 hours)

- CCPA 4394 Mustang Consulting III: Leadership Practicum or CCPA 4395 Boulevard Consulting Practicum

INTERCULTURAL/INTERNATIONAL REQUIREMENT (3 hours)

- CCPA 2301/2302/2303 CCPA-Approved Study Abroad
- CCPA 3309 History and Philosophy of Free Speech
- CCPA 3321 Communication in Global Context
- CCPA 3341 Identity and Communication: Race and Gender
- CCPA 4390 Globalization, Economics, and Communication
- JOUR 4360 Race, Class, and Gender in the Media

Additional options include ADV 2343, ANTH 3303, ANTH 3336, ANTH 3366, ARHS 3365, BUSE 3310, FILM 2362, FILM 3375, FREN 4375, HIST 3321, JOUR 4360, PLSC 3345, PLSC 3346, RELI 3347, RELI 3360, SOCI 3340, WGST 2322, WGST 3310, WL 3372, or other advisor-approved course with international and/or intercultural content as its primary focus.

ETHICS COURSE REQUIREMENT (3 hours)

- CCPA 2328 Communication Ethics

Or one of the following: ADV 2302, ANTH 3301, ANTH 3336, ENGL 3367, JOUR 2302, PHIL 1316, PHIL 1317, PHIL 1318, PHIL 3375, PHIL 3380, PHIL 3381, RELI 3308, RELI 3309, SOCI 3301

INTERNSHIP REQUIREMENT (3 hours for majors; For ADV and JOUR double majors, at least 1 of 3 hours of internship must be taken in CCPA)

- CCPA 4125/4225/4320 Public Relations in Local Context or CCPA 4396 Mustang Consulting: Internship or CCPA 4398 CCPA Fellow: Internship

Notes for Public Relations and Strategic Communication (PRSC) majors:

Credits in CCPA 3300 and 4386 may be applied toward a double major in Corporate Communication and Public Affairs.

PRSC and CCPA double majors may take both CCPA 4340 and 4386 but must take 4386 where required.

Credits in CCPA 3300, 3310, 3335, 3355, 3382, 4125, 4130, 4225, 4320, 4325, 4335, 4338, 4340, 4386, 4394, 4395, 4396 or 4398 may not be applied toward a minor in Corporate Communication and Public Affairs or a minor in Nonprofit and Arts Leadership.

Minor in Corporate Communication and Public Affairs

MINOR ENTRY REQUIREMENTS

WRTR 1312 and 3.000 GPA among STAT 2331, CCPA 2310, and CCPA 2327

MAJOR ENTRY REQUIREMENTS (12 hours)

Taken before entry into the minor

- CCPA 2310 Rhetoric, Community, and Public Deliberation
- CCPA 2327 Communication Theory

Taken after entry into the minor, beginning with the following two courses:

- CCPA 2308 Introduction to Newswriting for Public Relations or CCPA 3360 Business and Professional Communication
- CCPA 2375 Communication Research and Data Analytics

ELECTIVES (9 hours)

Selected from CCPA courses open to minors at the 3000 level or higher

Minor in Nonprofit and Arts Leadership

MINOR ENTRY REQUIREMENTS

WRTR 1312 and 3.000 GPA among STAT 2331, CCPA 2310, and CCPA 2327

CORE REQUIREMENTS (15 hours)

Taken before entry into the minor

- CCPA 2310 Rhetoric, Community, and Public Deliberation
- CCPA 2327 Communication Theory

Taken after entry into the minor, beginning with the following three courses:

- AMAE 3301 Nonprofit and Arts Leadership or AMAE 3387 Principles of Creative Entrepreneurship and Attracting Capital
- CCPA 2375 Communication Research and Data Analytics
- CCPA 4386 Financial Communication: Budgeting, Analysis, and Reporting

ELECTIVES (6 hours)

- Selected from the following at the 3000 level or higher:
 - › ADV 3323, ADV 4333, ADV 4342, ADV 4343, AMAE 3301 (if not taken above), AMAE 3322, AMAE 3370, AMAE 3387 (if not taken above), AMAE 4321, AMAE 4326, AMAE 4390, APSM 4372, ASAG 3350, ASAG 5310, CCPA 3321, CCPA 3335, CCPA 3355, CCPA 3365, CCPA 4335, CCPA 4312, CCPA 4314, CCPA 4378, CCPA 4380, CCPA 4390, CCPA 5303, CCPA 5307, DANC 3366, FILM 3302, FILM 3304, FILM 3306, FILM 3335, FILM 4301, FILM 4316, FILM 4399 or other advisor-approved course related to area of interest in nonprofit and arts leadership.

Follow your CCPA roadmap to graduation.

Once you're a declared CCPA major, work closely with your assigned CCPA faculty advisor for your major courses and with your Meadows degree counselor for all other SMU requirements to stay on track. Your Meadows degree counselor is either Chuck Donaldson (surnames A-L) or Janet Stephens (surnames M-Z). Email them to schedule an appointment.

Sample CCPA Course Maps

Your path may vary. See your CCPA advisor and course catalog for details.

CCPA B.A. Nonprofit and Arts Leadership Specialization

First Year: Fall	First Year: Spring	Sophomore: Fall	Sophomore: Spring
CCPA 1301: Survey	CCPA 2310: Rhetoric	CCPA 2375: Research	CCPA 3365: Org Comm
STAT 2331	CCPA 2327: Theory	CCPA 2308: Writing	CCPA 3360: Ethics
WRTR 1312	<i>Declare CCPA</i>	AMAE 3301: Leadership	CCPA 2300: Public Speaking
Junior: Fall	Junior: Spring	Senior: Fall	Senior: Spring
CCPA 4386: Financial Comm	Intercultural/ International	CCPA/Other Elective	CCPA Internship
Nonprofit and Arts Leadership Elective			

Note: Taking CCPA 1301: Survey provides access to CCPA 2310 and 2327 in the first year. Otherwise, sophomore standing is required to enroll in CCPA 2310 and 2327.

CCPA B.A. Organizational Communication Specialization

First Year: Fall	First Year: Spring	Sophomore: Fall	Sophomore: Spring
CCPA 1301: Survey	CCPA 2310: Rhetoric	CCPA 2375: Research	CCPA 3390: Applied Org Comm
STAT 2331	CCPA 2327: Theory	CCPA 2308: Writing	CCPA 3360: Ethics
WRTR 1312	<i>Declare CCPA</i>	CCPA 3365: Org Comm	CCPA 2300: Public Speaking
Junior: Fall	Junior: Spring	Senior: Fall	Senior: Spring
CCPA 4386: Financial Comm	Intercultural/ International	CCPA Elective	CCPA Internship
	CCPA Org Comm Elective		

Note: Taking CCPA 1301: Survey provides access to CCPA 2310 and 2327 in the first year. Otherwise, sophomore standing is required to enroll in CCPA 2310 and 2327.

CCPA B.A. Public Affairs and Political Communication Specialization

First Year: Fall	First Year: Spring	Sophomore: Fall	Sophomore: Spring
CCPA 1301: Survey	CCPA 2310: Rhetoric	CCPA 2375: Research	CCPA 3300: Free Speech
STAT 2331	CCPA 2327: Theory	CCPA 2308: Writing	CCPA 3360: Ethics
WRTR 1312	<i>Declare CCPA</i>	CCPA 3347: Political Comm	CCPA 2300: Public Speaking
Junior: Fall	Junior: Spring	Senior: Fall	Senior: Spring
CCPA Political Comm Elective	Intercultural/ International	CCPA Elective	CCPA Internship
CCPA Hilltop on the Hill Program			

Note: Taking CCPA 1301: Survey provides access to CCPA 2310 and 2327 in the first year. Otherwise, sophomore standing is required to enroll in CCPA 2310 and 2327.

CCPA B.A. Social Innovation, Creative, and Arts Entrepreneurship Specialization

First Year: Fall	First Year: Spring	Sophomore: Fall	Sophomore: Spring
CCPA 1301: Survey	CCPA 2310: Rhetoric	CCPA 2375: Research	CCPA 4386: Financial Comm
STAT 2331	CCPA 2327: Theory	CCPA 2308: Writing	CCPA 3360: Ethics
WRTR 1312	<i>Declare CCPA</i>	CCPA 3347: Political Comm	CCPA 2300: Public Speaking
Junior: Fall	Junior: Spring	Senior: Fall	Senior: Spring
CCPA 4390: Planning	Intercultural/ International	CCPA/Other Elective	CCPA Internship
SICAE Elective			

Note: Taking CCPA 1301: Survey provides access to CCPA 2310 and 2327 in the first year. Otherwise, sophomore standing is required to enroll in CCPA 2310 and 2327.

Public Relations and Strategic Communication B.A.

First Year: Fall	First Year: Spring	Sophomore: Fall	Sophomore: Spring
CCPA 1301: Survey	CCPA 2327: Theory	CCPA 2375: Research	CCPA 4340: Finance
STAT 2331	CCPA 3300: Free Speech	CCPA 2308: Writing	CCPA 3310: Crisis Mgmt
WRTR 1312	<i>Declare CCPA</i>	CCPA 3355: Public Relations	CCPA 2300: Public Speaking
Junior: Fall	Junior: Spring	Senior: Fall	Senior: Spring
CCPA 3335: Digital CCPA 3382: Adv Writing	Intercultural/ International	CCPA 4395: Boulevard Consulting	CCPA Internship
CCPA 4130: Professional Seminar			

Note: Taking CCPA 1301: Survey provides access to CCPA 2310 and 2327 in the first year. Otherwise, sophomore standing is required to enroll in CCPA 2310 and 2327.

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