

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

UNDERGRADUATE STUDIES

Fall 2023

MU Meadows School
Arts

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

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.

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 – Be prepared to lead and inspire.

Craft your CCPA journey to
match your passion.

B.A. in Corporate Communication and Public Affairs

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

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

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)

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

CCPA 2375 Communication Research and Data Analytics

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

CCPA 2300 Public Speaking in Context

COURSE REQUIREMENTS (25 hours)

CCPA 2300 Public Speaking in Context (3 hours)

- CCPA 2300 Public Speaking in Context

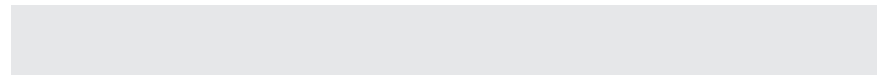
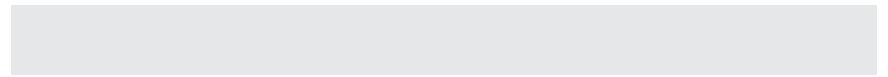
CCPA 2308 Introduction to Newswriting for Public Relations (6 hours)

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

CCPA 3310 Crisis Management (7 hours)

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- CCPA 4130 Professional Seminar
- CCPA 4340 Corporate Finance and Public Relations Strategy

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



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.

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

CCPA 1301: Survey	CCPA 2310: Rhetoric	CCPA 2375: Research	
STAT 2331	CCPA 2327: Theory	CCPA 2308: Writing	CCPA 3360: Ethics
WRTR 1312	<i>D, I, CC, A</i>		
CCPA Political Comm Elective	Intercultural/International	CCPA Elective	CCPA Internship
CCPA Hilltop on the Hill Program	CCPA 3393: Politics		

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>D, I, CC, A</i>	AMAE 3301: Leadership	
CCPA 4386: Financial Comm Nonprofit and Arts Leadership Elective	Intercultural/International	CCPA/Other Elective	CCPA Internship

CCPA 1301: Survey	CCPA 2310: Rhetoric	CCPA 2375: Research	
STAT 2331	CCPA 2327: Theory	CCPA 2308: Writing	CCPA 3360: Ethics
WRTR 1312	<i>D, I, CC, A</i>		
CCPA 4390: Planning SICAE Elective	Intercultural/International	CCPA/Other Elective	CCPA Internship

CCPA 1301: Survey	CCPA 2310: Rhetoric	CCPA 2375: Research	
STAT 2331	CCPA 2327: Theory	CCPA 2308: Writing	CCPA 3360: Ethics
WRTR 1312	<i>D, I, CC, A</i>	CCPA 3365: Org Comm	
CCPA 4386: Financial Comm	Intercultural/International	CCPA Elective	CCPA Internship
	CCPA Org Comm Elective		

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