

## About the Corporate Communication Concentration

Corporate communication covers a very broad range of activities that help an organization and its publics communicate with one another. The field includes employee and customer communications, integrated marketing communication, corporate advertising and advocacy, media relations, financial writing, corporate social responsibility programs, and government relations.

Corporate communicators help an organization fulfill its objectives, define its philosophy, and facilitate change. They deal with both internal and external publics to establish positive relationships while combining the organization's goals and the public's interests. They help develop programs to generate relationships between the organization's employees, shareholders, and key audiences. They select the appropriate channels to deliver the organization's messages and to receive feedback from the organization's publics.

A corporate communication specialist could:

- interview employees for corporate newsletter articles
- script a video for an employee orientation session
- meet with a graphic designer about a publication project
- work with an advertising agency to produce a corporate ad campaign
- speak with the media about current issues
- write a speech for an executive
- organize a focus group
- plan a special event
- design a presentation for a trade show
- take photographs
- write news releases
- write advertising copy
- develop an e-mail newsletter
- edit the company's annual report
- develop and maintain the corporate communications Web site
- monitor media coverage
- produce materials using computer design applications
- ensure that the organization's messages are well designed so that they are well received and understood by its publics

Good corporate communication helps an organization to develop a recognizable and a respected corporate image.

## Career Opportunities

SMAD graduates with a corporate communication concentration are prepared for positions in business and industry, consulting firms, health care, educational institutions, non-profit organizations, and government agencies. Graduates may find employment in a wide variety of fields, including advertising, special events planning, writing and editing, and public information. The strong communication and management skills that students obtain in the program also enable them to find administrative positions in marketing, sales, human resources consulting, and publishing.

## **Websites**

International Association of Business Communicators Research Foundation: [www.iabc.com/fdtweb](http://www.iabc.com/fdtweb)

Corporate Communication Institute: [www.corporatecomm.org](http://www.corporatecomm.org)

Advertising Education Foundation: [www.aef.com](http://www.aef.com)

Public Relations Society of America: [www.prsa.org](http://www.prsa.org)

Public Affairs Council: [www.pac.org](http://www.pac.org)

National Investor Relations Institute: [www.niri.org](http://www.niri.org)

League of American Communications Professionals: [www.lacp.com](http://www.lacp.com)

Arthur W. Page Society: [www.awpagesociety.com/about/index.asp](http://www.awpagesociety.com/about/index.asp)

American Association of Advertising Agencies (4As): [www.aaaa.org](http://www.aaaa.org)

Council of Public Relations Firms: [www.prfirms.org](http://www.prfirms.org)

Institute for Public Relations: [www.instituteforpr.com](http://www.instituteforpr.com)

American Advertising Federation: [www.aaf.org/about](http://www.aaf.org/about)

## **Journals & Professional Publications**

Communication World

Corporate Communications: An International Journal

PRweek

PR News