



**Department of Management, Marketing and
Administrative Communication
College of Business & Technology**

Corporate Communication and Technology

Finding Your Niche

When executives are asked which skills they seek in professional employees, studies report that written and oral communication skills rank at the top. In fact, employers often judge a person's intelligence by the way he or she writes and speaks. As professionals advance in an organization, communication skills become even more important. Preparing documents for communication is also a critical skill as organizations are often represented by their correspondence and company documents. A degree in Corporate Communication and Technology helps you gain the competitive edge to find your niche in the workplace through effective communication, technical, and administrative skills.

Considering Career Opportunities

Changing technology and the global business environment have created a need for life-long learning in the workplace. Recent statistics indicate that billions of dollars are spent annually in the United States on employee training. Graduates of the Corporate Communication and Technology program are prepared to adapt to change and to train others to respond to a changing work environment. Careers include corporate trainer, independent training consultant, technical writer, communication specialist, administrative assistant, office manager, desktop publishing specialist, and administrative manager.

Getting Started for Success

The Corporate Communication and Technology degree program provides an extensive business background through the Business Core. This background helps ensure your success in the workplace and helps prepare you to enhance your career through the MBA degree. Specialized courses are taught by experienced, knowledgeable faculty in a small classroom environment. Learning is viewed as a hands-on process as skills are developed through practical business applications.

Staying the Course

Students are encouraged to interact with faculty both in and out of the classroom. Faculty serve as advisors to students in the Corporate Communication and Technology program, and graduates of these programs have rated these services as very helpful. Students may also choose to participate in Phi Beta Lambda, an active business student organization sponsored by CCT faculty. Throughout your program, you will find faculty members who are accessible and willing to help, computer labs that are state-of-the-art, and activities such as the Professional Skills Conference that are structured to provide additional professional experiences outside of the traditional classroom.

Suggested First Semester/First Year

BTO 100	Academic Orientation	1
ENG 101	English Composition	3
MAT 107	College Algebra	3
SOC 131	Introductory Sociology	3
CCT 101	Entrepreneurship	3
	General Education Block VI	3
Total Hours:		16

For More Information

Office of Admissions
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Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
800-465-9191
859-622-2106
www.eku.edu

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859-622-1377
www.management.eku.edu
www.management.eku.edu/faculty.html
<http://www.people.eku.edu/AwangF/ACSPProg/ACSDefault.htm>

Students interested in a management major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Application may be obtained on the web or by calling 859-622-1377.



University requirements for: **Corporate Communication and Technology (B.B.A.)**

Total Required Courses

University Requirements (1 hour)

BTO 100 (Academic Orientation).

General Education Requirements (39 hours)

Courses selected from Communication, Arts and Humanities, Natural Sciences, Social and Behavioral Sciences, Wellness, and Breadth and Depth of Knowledge.

College Requirement: Professional Skills Seminar

BTS 300 (Juniors) and BTS 400 (Seniors)

Supporting Course Requirements (12 hours)

Calculus or College Algebra, Introductory Sociology, and Principles of Economics I and II.

Business Requirements (33 hours)

(Pre-Business Core) Introduction to Financial and Managerial Accounting, Legal and Ethical Environments of Business, and Business Statistics I.

(Business Core) Managerial Reports, Management Information Systems, Business Finance I, Principles of Management, Operations Management, Principles of Marketing, and Business Strategy.

Major Requirements (34 hours)

Electronic Data Input, Word Processing Applications, Integrated Office Software, Office Systems Applications, Desktop Publishing for the Business Office, Office Systems Management and Support, International Business Communication, Integrated Corporate Communication, Web Design for the Office, Office Technology Seminar, Business and Professional Speaking, and Management Science.

Free Electives (9 hours)

Total Curriculum Requirements (128 hours)

EASTERN KENTUCKY UNIVERSITY

As you consider where you'll pursue your studies, Eastern Kentucky University encourages you to ask yourself, "What do I want to do with my life?" and "Who can help me reach that destination?"

Before we tell you about ECU, let's focus on your needs. What are you looking for in a college or university?

- Renowned, accessible professors; low student/faculty ratio
- State-of-the-art facilities
- Extensive curriculum
- Wide network of campus organizations
- Affordable cost
- Inviting campus

Achieving your goals depends on the quality of the faculty and curriculum at the school you choose to attend.

Every college and university touts facilities, but few can match the accolades of our faculty. At ECU you'll reach beyond the borders of classroom discussion to hands-on experience and networking opportunities with experts in the field.

ECU graduates are world leaders in areas as diverse as international business and homeland security; local, state and national government; as well as drama and law. Campus facilities, such as the Studio for Academic Creativity, which is designed to enhance research, writing, and presentation skills, and our new state-of-the-art science building, ensure our students of exposure to technologies vital to real world success.

We hope you'll see that from our view there no limitations, just possibilities.

- A comprehensive, public university serving more than 16,000 students.
- Undergraduate and graduate excellence through 168 associate, baccalaureate, master's, specialist and cooperative doctoral programs.
- Quality and diversity in faculty and staff.
- Student/professor ratio of 17:1.
- 66-acre main campus in Richmond, regional campuses in Corbin, Danville, Lancaster and Manchester, and higher education centers throughout the Commonwealth.

Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age, race, color, religion, sex, sexual orientation, disability, national origin, or Vietnam era or other veteran status, in the admission to, or participation in, any education program or activity which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Equal Opportunity Office, Eastern Kentucky University, Jones Building, Room 409, Coates CPO 37A, Richmond, Kentucky 40475-3102, (859) 622-8020 (V/TDD), or the Director of the Office for Civil Rights, U.S. Department of Education, Philadelphia, PA.