



"I TELL PEOPLE ALL THE TIME THAT I'M SO GLAD I CHOSE ECC AS MY MAJOR. As a freshman, I had no idea what I wanted to do but knew I loved English. I remember flipping through the course catalog, purposely ignoring the titles of the majors and focusing only on the curriculum. My thought was that if I found a program with content I was really interested in that surely a job I would enjoy would follow. And it did! "

AIDAN GUNBY, '03
Internal Communications Manager, MAA

OUR GRADUATES

Nearly 100% of our students obtain positions after graduation and many go on to law school or MBA programs.

Our graduates have careers as copy writers, copy editors, social media writers, marketing directors, sales and marketing writers, bloggers, journalists, and digital content specialists.

CBU hosts the only local chapter of the Society for Technical Communication, which connects our students to the wider world of professional writers. We host local professionals who talk about their careers and utilize STC resources for extra-classroom education.

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BACHELOR OF ARTS IN
**ENGLISH FOR CORPORATE
COMMUNICATIONS**





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Established in 1985, CBU's English for Corporate Communications (ECC) prepares students for a variety of careers in editing and writing. We provide students with a foundation in rhetoric and practical application of the skills they perfect in the classroom.

MAJOR REQUIREMENTS

This major creates a well-rounded individual prepared for the writing in business environments. Courses in the major include, but are not limited to:

- Introduction to Communications Theory
- Business Communications
- Digital Rhetoric
- Intercultural Communications
- Three upper-division literature courses
- Principles of Microeconomics
- Principles of Marketing
- Internship Capstone

Over the years, our course offerings have adapted to the changing demands of the writing profession. New courses in Digital Rhetoric and Intercultural Communications reflect the diverse ways today's corporate communicators must craft their messages.

POTENTIAL MINORS

Our students find a number of minors complement the ECC major. Our majors often complete minors in the following:

- Visual Art – Graphic Design
- Business
- Foreign Language – Spanish
- Sustainability Studies
- International Business

INTERNSHIP CAPSTONE

In their last year of coursework, our students are placed in an internship that matches their career goals and skill-set. During the internship, students meet regularly with faculty to discuss the challenges of working in a new environment and connect classroom theory with real-world action. In addition to instructor support, our majors receive regular feedback from host organization supervisors.

INTERNSHIP PLACEMENT

Our students are placed at some of the most influential organizations in the Memphis area and beyond, including:

- At Home Magazine
- Baker Donelson Marketing
- Boys and Girls Clubs of Greater Memphis
- Brooks Museum
- Diocese of Memphis Catholic Schools Communications
- International Paper
- EDGE Marketing & Communications
- Make-a-Wish Foundation
- Memphis Business Journal
- Memphis Music Foundation
- WKNO-FM Radio
- WREG Channel 3