

CPRL 226. CORPORATE COMMUNICATIONS.

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

This course is not offered this catalogue year.

Description

Issues and conditions affecting the communication of corporate issues and identity will be examined including corporate branding, financial communications, social responsibility, the reciprocal effects of internal and external publics, and planning and production of corporate communication vehicles.

- Prerequisites: CPRL 214 and CPRL 223.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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