

# ENGLISH FOR CORPORATE COMMUNICATIONS CAPSTONE EXPERIENCE

The three choice design below is intended to help communications students customize capstone to your unique career goals.

## **As you near this phase of your degree program:**

- \* Work with your advisor to plan forward to this phase of your program. The most successful capstones are thoughtfully pre-planned.
- \* The **“planning steps”** below should be completed before the semester in which you complete your capstone. Work with your capstone advisor to complete these documents and/or steps.

ENG 489

## **INTERNSHIP CAPSTONE PLAN**

- Internship Prospectus (250-word) (planning step)
- Résumé (planning step)
- Meet with Career Services (planning step)
- Identify and apply to internships of interest (planning step)
- Complete internship (~100 hours)
- Complete portfolio of materials (digital or hard copy)
  - Cover Letter - reflecting on career goals and internship (250 words)
  - Internship Prospectus
  - Examples of work product
  - Reflective Essay (2-3 pages)
  - Weekly blog
  - Connecting learning to praxis (8-10 page researched essay)
  - On-site supervisor's evaluation

ENG 483

## **SCHOLARLY RESEARCH PROJECT CAPSTONE PLAN**

- Research Prospectus (500-word) (planning step)
- Meet with CBU librarian
- Complete research to identify and target publication(s) and/or conference(s) for submission of completed work
- Present research to CBU community
- Complete portfolio of materials
  - Cover Letter
  - Research Prospectus
  - 25-source annotated bibliography supporting your prospectus
  - Weekly updates
  - Presentation
  - Final product submission-ready scholarly artifact (15-20 pages)

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## **PUBLICATION PROJECT CAPSTONE PLAN**

- Project prospectus (500-word) (planning step)
- Complete research that helps you to identify and target publications for submission of completed work or media as examples to emulate
- Complete portfolio of materials
  - Cover Letter
  - Project Prospectus
  - Weekly updates
  - Final product will vary depending upon student's chosen project: zine, op-ed, web publication, blog, etc.
  - Successful publication of project required



# ENGLISH FOR CORPORATE COMMUNICATIONS

The **English for Corporate Communications** major prepares students to study the theory and practical application of rhetoric and communications, fostering students' production of written and multimodal texts in a variety of professional contexts.

## CHOOSING COMMUNICATIONS AT CBU

Our ECC major is designed to be versatile. We want you to individualize your program here. We work closely with the Career Services staff to ensure students have multiple opportunities to experience communications' workplaces and spaces before graduation. Our students present original research, learn to advocate for their own and others' solutions, learn to use multimedia delivery systems, and learn to design their communications visually and persuasively. Taking courses in economics, marketing, and graphic design helps our students to become versatile communicators. Providing diverse perspectives of the world and communities around us, many of our courses are designed to help us better understand concepts like social justice, difference, and inclusivity.

**Degree versatility** allows for easy addition of a minor. Many ECC majors choose minors like American Studies, Creative Writing, Graphic Design, Humanities Computing, Marketing, Political Science, Spanish, Sustainability Studies, and many others.

## CAREER PATHS OF GRADUATES

Our graduates work as leaders and specialists in a broad range of settings, including local nonprofits, institutions of higher education, corporations and businesses, health care organizations, and arts institutions. Locally, our graduates are working with organizations like Church Health, ALSAC, Shelby County Schools, Leadership Memphis, and Youth Villages. A number of our graduates attend law and/or graduate programs. Recent graduates are attending programs like the School of Law at University of Oregon, studying rhetoric at Michigan State University, and attending the Humphreys School of Law at the University of Memphis.

## PROGRAM INFORMATION:

- ENG 300 Topics in Rhetorical Theory
- ENG 301 Topics in Cultural Rhetorics
- ENG 303 Topics in Media and Rhetoric
- ENG 304 Topics in Communication and Rhetoric
- ENG 371 Professional Communications
- ECON 214 Principles of Microeconomics
- MKTG 311 Principles of Marketing
- ART 314 Beginning Digital Imaging w/ Lab

## ECC CAPSTONE:

- ENG 483 ECC Capstone Research **OR**
- ENG 489 ECC Capstone Internship