

# INFORMATION DESIGN AND CORPORATE COMMUNICATION

**Business is communication, and communication is creative.** Businesses know what effective communication can do, and they're hiring professional communicators in record numbers.

Bentley's major in Information Design and Corporate Communication (IDCC) uses real-world cases and hands-on experience to help you define an organization's image and reputation, manage a crisis, grow a business overseas, bring products to market, or use software and other high-tech tools to make an organization compelling for its stake-holders — from software to sports, entertainment to energy.

Our tracks are about teamwork, creativity and connecting with people. In all of them you'll learn how to turn an organization's needs into communications practice.

Our majors can choose one of three tracks:

- n Information design
- n Public relations
- n Web design

## HANDS-ON LEARNING

You can choose to further your classroom knowledge through our hands-on learning programs: corporate partnerships, internships, service-learning and study abroad.

By participating in these opportunities, you will gain valuable real-world experience, learn about diverse people and perspectives, and gain new skills for living and working in a global community.

## CAREERS

With businesses taking advantage of mobile apps, social media, and virtual and augmented reality, IDCC majors are in great demand now, as they will be in the future. They create a presence that communicates an organization's brand and values to the larger community by combining business knowledge and creative skills. Employers need people who can communicate clearly and persuasively in spoken, written, and visual form. Our majors create a business's presence on the Web, on mobile devices, through its products and services, and using digital design as well as public relations, content development and strategy. Specific career paths for IDCC majors include:

- n Public relations consultant
- n User experience designer
- n Speechwriter
- n Web designer
- n Content marketing manager
- n Information architect
- n Social media analyst
- n E-commerce designer
- n Internal communications manager
- n User experience researcher
- n Copy editor
- n Marketing and design manager
- n Promotion specialist
- n Usability specialist

## REQUIRED AND ELECTIVE COURSES

### MAJOR REQUIREMENTS

Effective Speaking

Web Design I: Information Design, Principles and Practice

IDCC Restricted Elective

**You will choose three courses within your concentration:**

### INFORMATION DESIGN TRACK

Fundamentals of Content Development

Fundamentals of Visual Communication

Advanced Content Development

Three IDCC-related electives

### WEB DESIGN

User Interface Design

Web Design II: Information Architecture and Site Management

Elements of Usability and User Experience

Environmental Graphic Design

### PUBLIC RELATIONS TRACK (PARTIAL LIST)

Public Relations Writing

Strategies in International Corporate Communication

Public Relations and Information Technology

Sports Public Relations

Crisis Communication Management

### IDCC ELECTIVES (PARTIAL LIST)

Fundamentals of Visual Communication

Communication Theory for Business

Journalism for the Web

Web Design I: Information Design, Principles and Practices

Additional requirements apply for degree completion

## FOR MORE INFORMATION

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**BENTLEY**  
UNIVERSITY

Most Bentley students pursuing a Bachelor of Science degree take the following courses:

### GENERAL EDUCATION REQUIREMENTS

Information Technology  
Expository Writing I  
Expository Writing II  
Mathematical Sciences I  
Mathematical Sciences II  
Government  
Problems of Philosophy  
Principles of Microeconomics  
Principles of Macroeconomics  
First-Year Seminar (one credit)

For each of the following requirements, you can choose an applicable course from a wide variety of offerings:

Literature/Cinema

Natural Sciences  
Math or Natural Science selective  
History  
Behavioral Sciences

Humanities/Social Science elective

### BUSINESS CORE REQUIREMENTS

Legal and Ethical Environment of Business  
Tools and Concepts  
in Accounting and Finance  
Practice and Applications  
in Accounting and Finance  
Business Statistics  
Marketing-Operations Fundamentals  
Human Behavior and Organizations  
Business Processes and Systems  
Integrated Business Project  
Global Strategy

### BUSINESS-RELATED ELECTIVES

Choose one course

### ARTS AND SCIENCES ELECTIVES

Choose five courses

### UNRESTRICTED ELECTIVES

Choose two courses

# TAKE IT TO THE NEXT LEVEL.

After you've selected a major, what else can you do to make your education work harder? Customize your degree with an optional second major, choose a minor or get a head start on graduate study.

**LIBERAL STUDIES MAJOR** You can choose to pair your business degree with the Liberal Studies major (LSM), an optional second major with seven different concentrations. The LSM is designed to help you learn how to connect your business studies with key topics in the arts and sciences, providing you with skills in critical thinking, problem solving, creative analysis and communication — all of which will help you stand out to future employers. The LSM does not require any extra courses beyond the normal curriculum requirements.

The LSM concentrations are:

- American Studies
- Diversity and Society
- Earth, Environment and Global Sustainability
- Ethics and Social Responsibility
- Global Perspectives
- Health and Industry
- Quantitative Perspectives

**MINORS** You can further specialize your studies through one of our minors.

- Accountancy
- Actuarial Sciences
- Business Economics
- Computer Information Systems
- Data Technologies
- Earth, Environment and Global Sustainability
- Entrepreneurial Studies
- Finance
- Gender Studies
- Global Management
- Health and Industry
- History
- Human Resources Management
- Information and Process Management
- Information Design and Corporate Communication
- International Affairs
- International Economics
- Law
- Leadership
- Management
- Marketing
- Mathematical Sciences
- Modern Languages
- Natural and Applied Sciences
- Nonprofit Organizations
- Philosophy
- Politics
- Psychology
- Public Policy
- Sociology
- Sports Business Management
- Supply Chain/Operations Management

**FALCON FAST-TRACK PROGRAM** The Falcon Fast-Track program is designed for motivated undergraduate students with high academic standing in ANY undergraduate major. Depending on the program of study, master's degree requirements may be completed with one year of additional full-time academic work. Students enrolled in the Falcon Fast-Track Program have the opportunity to pursue one of nine master's programs.

For more information, visit [bentley.edu/fast-track](http://bentley.edu/fast-track).