

INFORMATION DESIGN AND CORPORATE COMMUNICATION MAJOR

The IDCC major is about creating experiences through **Public Relations (PR)** and **User Experience (UX)**. IDCC majors can specialize in either user experience or public relations.

Students pursuing a **PR track** learn to build mutually beneficial relationships between clients and the public, create and run a social media presence with creative messaging and engagement strategies, manage crises, and use analytics to make an organization and its image compelling to the public. Social media and consumer awareness of companies' positions and performance have made managing public relations more critical than ever.

Students who choose the **UX track** learn about human behavior to leverage innovative design strategies and apply that knowledge to the creation of future technology products. User experience design is becoming an increasingly critical element of what we do, use and buy, from smartphones to e-commerce. LinkedIn reports experience design jobs are in the top five in demand, growing both in the U.S. and globally.

In addition to the specific major requirements described below, students must also complete all designated requirements in Foundations for Success, Contexts & Perspectives in the Arts & Sciences, Business Dynamics, Communication Intensive coursework, and the additional degree requirements for business majors. Details can be found in the Degree Requirements (catalog.bentley.edu/undergraduate/degree-requirements/) section of the catalogue, including the Overview and the Business Majors tabs.

IDCC Major

Course	Title	Credits
Required Courses for IDCC Major		24
IDCC 225	Designing Experiences	3
IDCC 240	Fundamentals of Design	3
IDCC 386	Investigations in Experience Design	3
Requirements for Public Relations Concentration		
IDCC 250	Public Relations Theory and Practice	3
IDCC 255	Public Relations Writing	3
Plus three IDCC electives from the following:		9
IDCC 320	Managerial Communication	
IDCC 360	Digital Public Relations	
IDCC 365	Crisis Communication and Management	
IDCC 361	Sports Public Relations	
IDCC 345	Environmental Graphic Design	
IDCC 355	Global Public Relations	
IDCC 3900	STP Forward Fashion	
May also choose IDCC 421 Internship in Information Design and Corporate Communication		
Requirements for User Experience Concentration		
IDCC 375	User Interface Design	3
IDCC 385	Elements of Usability and User Experience	3
Plus three IDCC electives from the following:		9

IDCC 230	Fundamentals of Content Development
IDCC 370	Web Design I: Information Design, Principles and Practices
IDCC 376	Concept Development
IDCC 380	Web Design II: Information Architecture and Site Management

May also choose IDCC 421 Internship in Information Design and Corporate Communication