

COMMUNICATION, BACHELOR OF ARTS (6003)

Program Coordinator

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The Communication major prepares students to understand and apply communication theories and concepts that explain human interaction across contexts and provides students a platform for understanding the diverse ways communication creates, maintains, and transforms relationships, organizations, institutions, and society. Communication graduates possess strong interpersonal, writing, and critical-thinking skills, which are highly valued in a wide array of fields. Therefore, they have the flexibility to explore diverse career paths and industries according to their interests and specialties. Recent graduates hold positions in Corporate Communication, Sales, Nonprofit Management, Social Media Management, Digital Content Creation, and Employee Relations.

Students will complete a set of core courses covering different aspects of the discipline including organizational, interpersonal, and intercultural communication. Additionally, students select courses on message strategies such as persuasion and crisis communication, specialized contexts such as health, sport, and leadership, and other electives tailored to different interests and career goals.

Program Requirements (39 hours)

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at www.wku.edu/registrar/degree_certification.php. (https://www.wku.edu/registrar/degree_certification.php)

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: <https://www.wku.edu/colonnade/colonnaderequirements.php>. (<https://www.wku.edu/colonnade/colonnaderequirements.php>)

A minor, certificate, or second major outside of the department is required.

Code	Title	Hours
Foundational Study in Communication *		9
COMM 145	Fundamentals of Public Speaking and Communication	
COMM 200	Communication Foundations	
COMM 300	Introduction to Applied Communication Research	
or PS 302	Research Design in Political Science	
or SOCL 302	Social Research Methods	
or COMM 321	Communications Analytics in Public Relations and Advertising	
Core Competencies *		18
COMM 348	Interpersonal Communication	
COMM 346	Persuasion	
or COMM 345	Advanced Presentational Speaking	
COMM 349	Small Group Communication	
COMM 362	Organizational Communication	

COMM 365	Intercultural Communication	
COMM 494	Capstone in Communication	
Communication in Specialized Contexts *		6
COMM 315	Sport Communication	
COMM 330	Leadership Communication	
COMM 345	Advanced Presentational Speaking	
COMM 346	Persuasion	
COMM 363	Interracial Communication	
COMM 364	Crisis Communication	
COMM 320	Health Communication	
COMM 351	Communication in the Digital Age	
COMM 371	Communication in Multinational Organizations	
COMM 400	Special Topics in Communication	
COMM 415	Study Abroad in Communication	
COMM 448	Advanced Interpersonal Communication	
COMM 462	Advanced Organizational Communication	
COMM 463	Advanced Intercultural Communication	
COMM 370	Organizational Relationships	
COMM 489	Internship in Communication	
COMM 495	Independent Study in Communication	
Electives		6
AD 230	Digital Tools	
AD 240	Advertising in a Digital World	
AD 330	Branding	
BCOM 264	Digital Video Production and Distribution	
BCOM 325	Survey of Electronic Media Writing	
COMM 212	Introduction to Digital Texts and Media	
or ENG 212	Introduction to Digital Texts and Media	
COMM 240	Effective Listening	
COMM 247	Voice and Diction	
COMM 321	Communications Analytics in Public Relations and Advertising	
COMM 315	Sport Communication	
COMM 330	Leadership Communication	
COMM 345	Advanced Presentational Speaking	
COMM 346	Persuasion	
COMM 363	Interracial Communication	
COMM 364	Crisis Communication	
COMM 320	Health Communication	
COMM 351	Communication in the Digital Age	
COMM 371	Communication in Multinational Organizations	
COMM 400	Special Topics in Communication	
COMM 415	Study Abroad in Communication	
COMM 448	Advanced Interpersonal Communication	

COMM 462	Advanced Organizational Communication
COMM 463	Advanced Intercultural Communication
COMM 370	Organizational Relationships
COMM 489	Internship in Communication
COMM 495	Independent Study in Communication
ENG 203	Creative Writing
ENG 301	Argument and Analysis in Written Discourse
ENG 306	Business Writing
FLK 280	Cultural Diversity in the U S
FLK 330	Cultural Connections and Diversity
JOUR 202	Introduction to News Writing
JOUR 323	Multiplatform News Presentation
LEAD 300	Leadership Theory and Application
LEAD 325	Leading Change
LEAD 330	Leadership Ethics and Decision-Making
MGT 210	Organization and Management
MGT 261	Business Communication Fundamentals
MGT 311	Human Resource Management
MGT 333	Management of Nonprofit Organizations
MGT 405	Business Negotiation
MKT 220	Basic Marketing Concepts
MKT 325	Personal Selling
PR 255	Fundamentals of Public Relations
PS 373	Minority Politics
PS 374	Women and Politics
PSY 371	The Psychology of Sales Behavior
PSYS 370	Industrial / Organizational Psychology
SOCL 362	Social Institutions: Race, Class, and Gender
SOCL 375	Diversity in American Society
SMC 310	Media Diversity

Total Hours 39

* A grade of C or above is required in all courses within the Foundational Study, Core Competencies, and Specialized Contexts Categories

Finish in Four Plan - Communication Studies (6003)

First Year			
Fall	Hours	Spring	Hours
ENG 100		3 COMM 145	3
MATH 109		3 ENG 200	3
Colonnade: Arts & Humanities		3 HIST 101 or HIST 102	3
World Language, if needed OR General Elective		3 Colonnade: Natural & Physical Sciences w/ lab	3

Colonnade: Natural & Physical Sciences		3 General Elective/2nd Major/Certificate/Minor Course	3
		15	15

Second Year			
Fall	Hours	Spring	Hours
COMM 200		3 COMM 300	3
Colonnade: Explorations (Social & Behavioral Sciences)		3 COMM 348	3
Colonnade: Explorations (Natural/ Physical Sciences)		3 COMM 365	3
2nd Major/Certificate/ Minor Course		3 Colonnade: Connections (Local to Global)	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
		15	15

Third Year			
Fall	Hours	Spring	Hours
COMM 349		3 COMM 346 or COMM 345	3
COMM 362		3 COMM in Specialized Contexts Elective	3
Colonnade: Natural/ Physical Sciences (Must have 1 with lab)		3 2nd Major/Certificate/ Minor Course	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
2nd Major/Certificate/ Minor Course		3 Colonnade: Systems	3
		15	15

Fourth Year			
Fall	Hours	Spring	Hours
COMM in Specialized Contexts Elective		3 COMM 494	3
		3 Communication Elective	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
General Elective		3	3
		15	15

Total Hours 120