

# COMMUNICATION STUDIES, BACHELOR OF ARTS (792P, 792)

## Program Coordinator

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The Communication Studies major provides students a platform for understanding the diverse ways communication creates, maintains, and transforms relationships, organizations, institutions, and society. In preparing students to communicate across an ever-changing communication landscape, the major's core courses ensure students learn how communication functions across foundational areas of discipline. Electives are organized so that students may tailor their plans of study to meet specific personal and career goals.

Specific objectives of the Communication Studies major:

- To develop competencies in analyzing communication studies;
- To construct and present messages appropriately adapted to specific contexts and audiences;
- To develop the communication skills essential to complementing careers in a variety of fields including, but not limited to, business, law, politics, healthcare, social work, religious ministries, and teaching.

## Program Requirements (36 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](http://www.wku.edu/registrar/degree_certification.php). ([https://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>)

## Admission Requirements

Students wishing to enter the major in Communication Studies initially are admitted as majors seeking admission (reference 792P). Prospective majors may take no more than 15 hours in the major before admission. Student must meet the following requirements before they can be admitted:

1. Completion of a minimum of 24 hours of course work applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.3;
3. Completion of COMM 200 with a grade of "C" or better.

All courses within the major must be completed with a "C" or better. One-half of the hours in the major must be at the 300 or 400 level.

Code	Title	Hours
COMM 200	Communication Foundations	3
COMM 345	Advanced Public Speaking	3

The following Communication Studies Core courses are required:

or COMM 346	Persuasion	
COMM 348	Interpersonal Communication	3
COMM 362	Organizational Communication	3
COMM 365	Intercultural Communication	3
Select one course from the Advanced Study in Communication category: <sup>1</sup>		3
COMM 440	Health Communication	
COMM 448	Advanced Interpersonal Communication	
COMM 450	Family Communication	
COMM 451	Communication in the Digital Age	
COMM 463	Advanced Intercultural Communication	
Select four courses from the Communication in Context category: <sup>2</sup>		12
POP 201	Introduction to Popular Culture Studies	
AD 240	Advertising in a Digital World	
PR 255	Fundamentals of Public Relations	
COMM 315	Sport Communication	
COMM 363	Interracial Communication	
COMM 364	Crisis Communication	
COMM 374	Gender Communication	
COMM 388	Seminar in Political Communication	
COMM 440	Health Communication	
COMM 448	Advanced Interpersonal Communication	
COMM 450	Family Communication	
COMM 451	Communication in the Digital Age	
COMM 463	Advanced Intercultural Communication	
Select two courses from the Communication Skills and Applications category: <sup>2</sup>		6
ART 243	Digital Media	
COMM 212	Introduction to Digital Texts and Media	
or ENG 212	Introduction to Digital Texts and Media	
COMM 240	Effective Listening	
COMM 245	Argumentation and Debate	
COMM 247	Voice and Diction	
COMM 260	Organizational Interviewing	
COMM 300	Introduction to Communication Research Methods	
or PS 302	Research Design in Political Science	
or SOCL 302	Social Research Methods	
COMM 330	Leadership Communication	
COMM 345	Advanced Public Speaking	
COMM 346	Persuasion	
COMM 349	Small Group Communication	
<b>Total Hours</b>		<b>36</b>

<sup>1</sup> The course taken to meet the Advanced Study in Communication requirement may not be double counted in the Communication in Context category.

<sup>2</sup> Only one course in the Communication in Context category and one course in the Communication Skills and Applications category may be taken at the 200 level.

General Elective	3 General Elective	3
	<b>15</b>	<b>15</b>
<b>Total Hours 120</b>		

With departmental approval, students may opt to substitute one of the following courses in fulfillment of a Communication Studies elective: COMM 400, COMM 415, COMM 489, or COMM 495. A minor, certificate, or second major outside of the department is required; neither the Communication Studies minor nor the Corporate and Organizational Communication major may be used to fulfill this requirement.

### Finish in Four Plan - Communication Studies (792)

First Year			
Fall	Hours	Spring	Hours
COMM 145		3 ENG 100	3
MATH 109		3 PS 110 or SOCL 100 (OR other Colonnade: Social & Behavioral Sciences)	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 World Language, if needed OR General Elective	3
		<b>15</b>	<b>15</b>
Second Year			
Fall	Hours	Spring	Hours
COMM 200		3 COMM 348	3
ENG 200 or RELS 200		3 COMM Skills & Apps Elective	3
Colonnade: Connections (Systems)		3 Colonnade: Connections (Social & Cultural)	3
2nd Major/Certificate/Minor Course		3 2nd Major/Certificate/Minor Course	3
General Elective		3 General Elective	3
		<b>15</b>	<b>15</b>
Third Year			
Fall	Hours	Spring	Hours
COMM 365		3 COMM 362	3
COMM in Context Elective		3 COMM in Context Elective	3
2nd Major/Certificate/Minor Course		3 2nd Major/Certificate/Minor Course	3
Colonnade: Connections (Local to Global)		3 2nd Major/Certificate/Minor Course	3
General Elective		3 General Elective	3
		<b>15</b>	<b>15</b>
Fourth Year			
Fall	Hours	Spring	Hours
COMM 345 or COMM 346		3 COMM Adv. Study Elective	3
COMM in Context Elective		3 COMM in Context Elective	3
COMM Skills & Apps Elective		3 2nd Major/Certificate/Minor Course	3
2nd Major/Certificate/Minor Course		3 General Elective	3