

CORPORATE AND ORGANIZATIONAL COMMUNICATION, BACHELOR OF ARTS (522P, 522)

Program Coordinator

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The Corporate and Organizational Communication major prepares students to understand and apply communication theories and concepts that explain human interaction in the workplace and guide the formulation of messages for the organization and its constituencies in a wide range of situations. Students investigate how individuals influence and are influenced by organizations and their members as well as how stakeholders' personal communication competencies affect participation in and quality of organizational life and society. In a pre-professional program, students engage in a solid core of organizational communication courses and are exposed to complementary courses focusing on message strategy, human relations, critical thinking, and proficient writing. Elective courses in the major are carefully chosen with an advisor to ensure the student receives the necessary background to succeed in an organizational setting.

Specific objectives of the Corporate and Organizational Communication major:

- To build competence in critically analyzing communication within organizations;
- To develop skill in assessing internal and external communication needs;
- To obtain proficiency in understanding audience differences and developing strategic communication plans accordingly.

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. (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 Corporate and Organizational Communication initially are admitted as majors seeking admission (reference 522P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of a minimum of 24 hours of coursework 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 in the major must be completed with a grade of "C" or better. At least one-half of the hours in the major must be at the 300 or 400 level.

Code	Title	Hours
Corporate Communication Core Courses: ²		21
COMM 200	Communication Foundations	
COMM 300	Introduction to Communication Research Methods	
or AD 300	Research in Advertising and Public Relations	
or PS 302	Research Design in Political Science	
or SOCL 302	Social Research Methods	
or PR 321	Communications Analytics in Public Relations and Advertising	
COMM 346	Persuasion	
COMM 349	Small Group Communication	
COMM 362	Organizational Communication	
COMM 462	Advanced Organizational Communication	
COMM 489	Internship in Communication	
Required Corporate Communication Electives:		
Select two courses from Message Strategy category: ¹		6
AD 230	Digital Tools	
AD 240	Advertising in a Digital World	
MKT 220	Basic Marketing Concepts	
PR 255	Fundamentals of Public Relations	
COMM 345	Advanced Public Speaking	
COMM 364	Crisis Communication	
COMM 388	Seminar in Political Communication	
COMM 451	Communication in the Digital Age	
LEAD 325	Leading Change	
LEAD 330	Leadership Ethics and Decision-Making	
Select two courses from the Human Relations Category:		6
COMM 330	Leadership Communication	
COMM 470	Organizational Relationships	
or COMM 348	Interpersonal Communication	
COMM 471	Communication in Multinational Organizations	
LEAD 300	Leadership Theory and Application	
MGT 210	Organization and Management	
MGT 311	Human Resource Management	
MGT 333	Management of Nonprofit Organizations	
MKT 325	Personal Selling	
PSYS 370	Industrial / Organizational Psychology	
PSY 371	The Psychology of Sales Behavior	
Select one course from the Writing Proficiency Category:		3
COMM 212	Introduction to Digital Texts and Media	
or ENG 212	Introduction to Digital Texts and Media	
ENG 203	Creative Writing	
ENG 301	Argument and Analysis in Written Discourse	

ENG 306	Business Writing	
JOUR 202	Introduction to News Writing	
MGT 261	Business Communication Fundamentals	
Total Hours		36

2nd Major/Certificate/ Minor Course	3 2nd Major/Certificate/ Minor Course	3
2nd Major/Certificate/ Minor Course	3 General Elective	3
General Elective	3 General Elective	3
	15	15

Total Hours 120

- ¹ Only one course may be taken at the 200-level in the Message Strategy Category.
- ² With departmental approval, students may opt to substitute one of the following courses in fulfillment of a Corporate Communication elective: COMM 400, COMM 415, COMM 495. A minor, certificate or second major is required; neither the Communication Studies minor nor the Communication Studies major may be used to fulfill this requirement.

Finish in Four Plan - Corporate and Organizational Communication (522)

First Year

Fall	Hours	Spring	Hours
COMM 145		3 ENG 100	3
MATH 109 (or higher)		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
		15	15

Second Year

Fall	Hours	Spring	Hours
COMM 200		3 COMM Message Strategy Elective	3
ENG 200 or RELS 200		3 2nd Major/Certificate/ Minor Course	3
Colonnade: Connections (Systems)		3 Colonnade: Connections (Local to Global)	3
2nd Major/Certificate/ Minor Course		3 Colonnade: Connections (Social & Cultural)	3
General Elective		3 General Elective	3
		15	15

Third Year

Fall	Hours	Spring	Hours
COMM 300, PS 301, or SOCL 302		3 COMM 346	3
COMM 362		3 COMM 349	3
COMM Human Relations Elective		3 COMM Writing Proficiency Elective	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
General Elective		3 General Elective	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
COMM 462		3 COMM 489	3
COMM Message Strategy Elective		3 COMM Human Relations Elective	3