Communication Studies

**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 the discipline. Electives are organized so that students may tailor their plans of study to meet specific personal and career goals.

**Communication Studies, Specific Objectives:**

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

[Communication Studies 4-Year Degree Path](https://www.wku.edu/communication/documents/corpcomm-4yrplan-2018-19.pdf) **36 Hours Total**

**Core Requirements (15 Hours)**

* **COMM 200:**Communication Foundations (COMM 145, ENG 100)
* **COMM 345:**Advanced Public Speaking (COMM 145)  
  *(or) COMM 346 Persuasion (COMM 200 or ENG 300)*
* **COMM 348:** Interpersonal Communication (COMM 200 or ENG 300)
* **COMM 362:** Organizational Communication (COMM 200 or ENG 300)
* **COMM 365:**Intercultural Communication (COMM 200 or ENG 300)

**Advanced Study in Communication (3 Hours)** *Choose one elective:*

* **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

**Communication in Context (12 Hours)**

*Choose four electives. Only one course taken in this category may be taken at the 200-level and at least one course must be taken at the 400-level.*

* **POP 201:** Intro to Popular Culture Studies
* **AD 240:**Advertising in a Digital World
* **PR 255:** Fundamentals of Public Relations
* **COMM 315:** Sport Communication
* **COMM 364:** Crisis Communication (COMM 200)
* **COMM 374:**Gender Communication
* **COMM 388:**Seminar in Political Communication
* **COMM 440:** Health Communication (COMM 200 or ENG 300)
* **COMM 448:**Advanced Interpersonal Communication (COMM 348)
* **COMM 450:** Family Communication (COMM 348)
* **COMM 451:**Communication in the Digital Age (COMM 200 or ENG 300)
* **COMM 463:** Advanced Intercultural Communication

**Skills & Application (6 Hours)**

*Choose two electives. Only one taken in this category may be taken at the 200-level.*

* **AD 210:** Software Studio for Designers
* **COMM 212:** Writing for Digital Text & Media (ENG 100)  
  *(or) ENG 212: Writing for Digital Texts & Media (ENG 100)*
* **COMM 240:** Critical Listening
* **COMM 245:** Argumentation & Debate
* **COMM 247:** Voice and Diction
* **COMM 260:** Organizational Interviewing
* **COMM 300:**Communication Research Methods (MATH 109, COMM 200)  
  *(or) PS 301 Research Methods in Political Science (Permission)*  
  *(or) SOCL 302 Social Research Methods*
* **COMM 330:** Leadership Communication
* **COMM 345:** Advanced Public Speaking (COMM 145)
* **COMM 346:** Persuasion (COMM 200 or ENG 300)
* **COMM 349:** Small Group Communication

*With departmental approval, students may opt to substitute one of the following course in fulfillment of an elective requirement:*

* **COMM 400:** Special Topics in Communication
* **COMM 415:** Study Abroad in Communication
* **COMM 489:** Internship in Communication
* **COMM 495:** Independent Study in Communication