Corporate & Organizational Communication

**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 the 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 adviser to ensure the student receives the necessary background to succeed in an organizational setting.

**Corporate & Organizational Communication, Specific Objectives:**

* *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.*

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

**Core Requirements (21 Hours)**

* **COMM 200**: Communication Foundations (COMM 145, ENG 100)
* **COMM 300**: Communication Research Methods (MATH 109, COMM 200)*(or) PS 301 Research Methods in Political Behavior (Permission)*  
  *(or) SOCL 302 Social Research Methods*
* **COMM 346**: Persuasion (COMM 200 or COMM 300)
* **COMM 349**: Small Group Communication
* **COMM 362**: Organizational Communication (COMM 200 or COMM 300)
* **COMM 462**: Advanced Organizational Communication (COMM 362)
* **COMM 489**: Internship in Communication (COMM 362)

**Message Strategy (6 Hours)** *Only one course taken in this category may be taken at the 200-level.*

* **MKT 220**: Basic Marketing Concepts
* **AD 240:** Advertising in a Digital World
* **PR 255:** Fundamentals of Public Relations
* **COMM 260**: Organizational Interviewing
* **COMM 345**: Advanced Public Speaking (COMM 145)
* **COMM 364**: Crisis Communication (COMM 200)
* **COMM 388**: Political Communication
* **COMM 451**: Communication in the Digital Age (COMM 200)

**Human Relations (6 Hours)**

* **COMM 330**: Leadership Communication
* **COMM 470**: Organizational Relationships (COMM 348 or COMM 362)
* **COMM 471**: Communication Multi-National Organizations (COMM 362)
* **MGT 311**: Human Resource Management (MGT 210, AMS 430, or COMM 362)
* **MGT 333**: Management of Non-Profit Organizations
* **MKT 325**: Personal Selling (MKT 220)
* **PSYS 370**: Industrial Psychology
* **PSY 371**: The Psychology of Sales Behavior

**Writing Proficiency (3 Hours)**

* **JOUR 202**: Introduction to News Writing
* **ENG 203**: Creative Writing (ENG 100, ENG 200)
* **COMM 212**: Writing for Digital Texts & Media (ENG 100)  
  *(or) ENG 212 Writing for Digital Texts & Media (ENG 100)*
* **ENG 301**: Argument & Analysis in Written Discourse (ENG 100)
* **ENG 306**: Business Writing (ENG 100)
* **MGT 361**: Business Communication Fundamentals

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

**COMM 400**: Special Topics in Communication

**COMM 415**: Study Abroad in Communication

**COMM 495**: Independent Study in Communication