

BA in Communication - Communication Studies Emphasis

Program Requirements

A minimum total of 120 credit hours is required for the BA in communication - communication studies emphasis. Students majoring in communication must maintain a 2.500 grade point average (overall and in the major) and complete a minimum of 39 credit hours in communication, including 12 credit hours in the communication core. At least 27 credit hours must be in the following structured emphasis area. In addition to meeting the requirements of the WSU General Education Program (<http://catalog.wichita.edu/undergraduate/academic-information/general-education-program/>) and the requirements of Fairmount College of Liberal Arts and Sciences, students in the BA in communication - communication studies emphasis must take the following courses:

Course	Title	Hours
Communication Core Courses		
COMM 301	Writing for the Mass Audience	3
COMM 305	Visual Technologies	3
COMM 306	Introduction to Multimedia	3
COMM 535	Communication Analysis and Criticism	3
Communication Studies Emphasis Courses		
Select two of the following (but not both 430 and 530)		6
COMM 430	Communication Research and Inquiry	
COMM 630	Communication Law and Responsibility	
COMM 631	Historical and Theoretical Issues in Communication	
COMM 530	Media Analytics and Audience Behavior	
Select at least 21 credit hours from the following		21
COMM 302	Interpersonal Communication	
COMM 312	Nonverbal Communication	
COMM 313	Argumentation and Advocacy	
COMM 321	Introduction to Film Studies	
COMM 328	Teamwork, Leadership and Group Communication	
COMM 335	International and Intercultural Communication	
COMM 502	Public Information Writing	
COMM 450	Integrated Marketing Communication Strategy	
COMM 481	Cooperative Education	
COMM 481N	Internship	
COMM 581	Communication Practicum	
COMM 626	Integrated Marketing Communications Campaigns	
COMM 640	Issues in Corporate Communication	
COMM 660	Seminar in Communication	
COMM 662	Seminar in Communication	
COMM 562	Shocker Ad Lab	

Applied learning

Select one course from the list of approved applied learning courses in the department: COMM 481, 481N, 581, 626, 562

Total Credit Hours

39

Applied Learning

Students in the BA in communication - communication studies are required to complete an applied learning or research experience to graduate from the program. The requirement can be met by completing COMM 481 Cooperative Education, COMM 481N Internship, COMM 581 Communication Practicum, COMM 626 Integrated Marketing Communications Campaigns or COMM 562 Shocker Ad Lab.