

BA in Communication - Open Emphasis

the program. The requirement can be met by completing COMM 481, COMM 481N, COMM 581, COMM 500, COMM 622, COMM 626, COMM 655 or COMM 562.

Program Requirements

A minimum total of 120 credit hours is required for the BA in communication - open 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 open emphasis area. The credit hours should be selected in consultation with a faculty advisor. 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 - open 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
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 18 credit hours of open emphasis electives with advisor approval		18
Select one of the following applied learning classes		3
COMM 626	Integrated Marketing Communications Campaigns	
COMM 622	Studio B: Live Television News	
COMM 562	Shocker Ad Lab	
COMM 481	Cooperative Education	
COMM 481N	Internship	
COMM 581	Communication Practicum	
COMM 655	Capstone Media Project	
COMM 500	Advanced Reporting	
Total Credit Hours		39

Open Emphasis

Students can develop and propose an open emphasis more appropriate for their interests and needs than a structured emphasis area and which respects their background and experience. These proposals must be developed by students in consultation with a faculty advisor, be substantially different from the structured emphases available, and be coherent and justifiable to a faculty committee, which will review and act on these proposals at specified times during the academic year. Each student must submit for approval an open emphasis plan of study to the Undergraduate Admissions Committee of the Elliott School of Communication at the beginning of the student's junior year or upon completion of 18 credit hours in the major.

Applied Learning

Students in the BA in communication - open emphasis are required to complete an applied learning or research experience to graduate from