

Communication, Elliott School of

The Elliott School of Communication prepares students for successful careers and a lifetime of learning in a wide variety of careers including advertising, public relations, marketing, journalism, media production and more. The school offers an integrated major in communication leading to the Bachelor of Arts (BA) degree. Students choose an emphasis in communication studies, journalism and media production, or integrated marketing communication, or students can develop a special (open) emphasis plan that is consistent with their educational and professional goals.

This comprehensive communication degree has three distinguishing characteristics:

1. It is interdisciplinary in nature, reflecting the belief that all communication media are engaged in gathering information and creating and disseminating messages, and that communication professionals need skills in writing, speaking and visual communication — and must develop the ability to plan, organize, evaluate and think strategically.
2. It is consistent with the mission of Wichita State University to offer programs that are responsive to the needs of the urban community that the university serves. The Kansas communication industry has its focus in Wichita, the major media center of the state.
3. Its location allows the program and its students to take full advantage of the communication opportunities afforded by the largest city in Kansas. The region includes public and commercial television stations and radio stations, daily and weekly newspapers, advertising and PR agencies and a range of international, national, regional and local industries, businesses and public agencies, many with substantial communication operations. This setting allows students numerous opportunities to network with professionals and gain industry experience through internships.

Advising Requirements

In addition to working with their advisor in the Liberal Arts and Science Advising Center, students should reach out to the undergraduate coordinator in the Elliott School -- or any faculty member -- to discuss choosing an emphasis area and to develop a plan for choosing courses and taking them in the preferred/required order.

Communication Core Courses

Course	Title	Hours
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

Majors in Communication

- Dual/Accelerated BA to MA in Communication (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/dualaccelerated-ba-ma-communication/>)
- BA in Communication - Communication Studies Emphasis (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/ba-communication-communication-studies-emphasis/>)
- BA in Communication - Integrated Marketing Communications Emphasis (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/communication-ba-integrated-marketing-communications-emphasis/>)

- BA in Communication - Journalism and Media Production Emphasis (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/ba-communication-journalism-media-production-emphasis/>)
- BA in Communication - Open Emphasis (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/communication-ba-open-emphasis/>)
- Bachelor of General Studies - Communication (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/bachelor-general-studies/>)
- Field Major - Communication (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/field-major/>)
- Departmental Honors in Communication (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/departmental-honors-communication/>)

Minors in Communication

- Minor in Communication (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/communication-minor/>)
- Minor in Graphic Design Communication (<http://catalog.wichita.edu/undergraduate/fairmount-liberal-arts-sciences/communication-elliott-school/graphic-design-communication-minor/>)¹

A minor in graphic design (<http://catalog.wichita.edu/undergraduate/fine-arts/art-design-creative-industries/graphic-design-minor/>) is available to communication students through the College of Fine Arts.

¹ This minor is not available to students pursuing a degree from the Elliott School of Communication.

Courses in Communication

- Communication (COMM) (<http://catalog.wichita.edu/undergraduate/courses/comm/>)
- First-Year Seminar COMM (FYCM) (<http://catalog.wichita.edu/undergraduate/courses/fycm-first-year-seminar-comm/>)