

# 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
<b>General Education</b>		
Select courses to meet General Education requirements <sup>1</sup>		34-35
<b>College Requirements</b>		
Select courses to complete all LAS Competency Areas <sup>1</sup>		36
<b>Communication Core Courses</b>		
COMM 205	Visual Technologies	3
COMM 206	Introduction to Multimedia	3
COMM 301	Writing for the Mass Audience	3
COMM 350	Communication Strategy for the Mass Audience	3
<b>Communication Studies Emphasis Courses</b>		
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 325	Speaking in Business and the Professions	
COMM 328	Teamwork, Leadership and Group Communication	
COMM 335	International and Intercultural Communication	
COMM 355	Race and Media	
COMM 365	Pop Culture and Communication	
COMM 502	Public Information Writing	
COMM 450	Integrated Marketing Communication Strategy	
COMM 481	Cooperative Education	
COMM 481N	Internship	
COMM 581	Communication Practicum	
COMM 535	Communication Analysis and Criticism	

COMM 626	Integrated Marketing Communications Campaigns	
COMM 640	Issues in Corporate Communication	
COMM 660A-Z	Seminar in Communication	
COMM 662A-Z	Seminar in Communication	
COMM 562	Shocker Ad Lab	
Communication electives at the 200 level or above in consultation with communication advisor		
<b>Open Electives</b>		
Select enough electives to reach 120 credit hours		10-11
<b>Total Credit Hours</b>		<b>120</b>

<sup>1</sup> Required major courses may also count towards General Education and/or LAS Competencies. Students will need to select additional electives to reach 120 credit hours required for graduation with assistance from an advisor.

## 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 690 Communication Internship, COMM 626 Integrated Marketing Communications Campaigns, COMM 655 Capstone Media Project or COMM 562 Shocker Ad Lab.