COMMUNICATION: STRATEGIC COMMUNICATION Bachelor of Arts (BA)

At least 124 hours are required for graduation. Students must earn a 2.5 overall GPA and a 2.5 GPA in the Communication major. Students must also complete all courses required for Liberal Arts and Sciences General Education. Foreign Language courses (or equivalents) are required for all BA degrees in the College of Liberal Arts and Sciences.

Students who wish to major in Communication must officially declare the major and must complete:

- ENGL 101 College English I (3) with a grade of C or better
- ENGL 102 College English II (3) with a grade of C or better
- COMM 111 Public Speaking (3) with a grade of C or better
- COMM 130 Communication and Society (3) with a grade of C or better
- Grammar, Spelling, and Punctuation Dept. Exam (GSP) with passing grade before enrolling in COMM 301

GSP Test is given in COMM 130 or you can contact: Communication Dept 102 Elliott Hall 978-3185

COMMUNICATION MAJOR: 39 hours

Communication Core: 21 hours

| either | 130 Communication and Society (3) |
| OR | 190 Introduction to Human Communication (3) |
| 301 Writing for the Mass Audience (3) (GSP test with passing grade required to enroll) |

| either | 305 Visual Technologies (3) |
| OR | 306 Introduction to Multimedia (3) |
| 325 Speaking in Business and the Professions (3) |
| 535 Communication Analysis and Criticism (3) |

Select two of the following:

- 430 Communication Research and Inquiry (3)
- 630 Communication Law and Responsibility (3)
- 631 Historical and Theoretical Issues in Communication (3)

Strategic Communication Emphasis Courses: 18 hours

Foundation (select one course from the following):

- 311 Persuasion (3)
- 328 Teamwork, Leadership, and Group Comm. (3)
- 511 Strategic Communication in Organizations (3)

Interpersonal (select one course from the following):

- 302 Interpersonal Communication (3)
- 312 Nonverbal Communication (3)

Organizational (select one course from the following):

- 640 Issues in Corporate Communication (3)
- 650 Communication Training and Development (3)

Public Affairs (select one course from the following):

- 313 Argumentation and Advocacy (3)
- 502 Public Information Writing (3)

Practicum (select one course from the following, or two courses that total 3 hours):

- 402 Debate and Forensics (3)
- 481 Coop Education (1-2)
- 581 Communication Practicum (1-3)
- 622 Studio B: Live Television News (3)
- 690 Communication Internship (1-2)

Electives (select one course. Your adviser has a list of recommended courses, but a variety of courses in the ESC curriculum and related fields approved by your adviser could substitute, including courses on this checksheet not selected for fulfilling a requirement.)

MINOR:

A minor in the Elliott School of Communication consists of two core courses plus 12 hours of electives (with 6 hours at the 300 level or above) chosen with the approval of a Communications Departmental advisor.

Jeff Jarman, Pre-Major Undergraduate Adviser
Elliott School of Communication
102J Elliott Hall, 978-6075
jeffrey.jarman@wichita.edu

After acceptance into major, contact Communication Office for assigned faculty advisor, 102 EH, 978-3185