

GRADUATE PROGRAMS IN COMMUNICATION



CLIMB TO GREATER HEIGHTS



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Why might WKU's communication graduate programs be right for you?

CURRICULUM FOR 21ST CENTURY PROFESSIONALS

We offer a graduate degree strategically designed with current and future communication professionals in mind. Our mission is to provide graduate students with an engaging, challenging, and rewarding program integrating communication theory, practice, and problem-based research to address communication challenges in the 21st century. Our vibrant program includes courses in organizational, interpersonal, health, digital, intercultural communication, strategic public relations, and sport media relations to provide students with well-rounded graduate training. Utilizing foundational works and contemporary studies of communication processes, we prepare students to advance in professional and academic endeavors. You'll have an opportunity to learn from research-active faculty about communication strategies and practices that matter most to you and your professional goals.

“My degree has bolstered my career and the graduate program shaped me for the various roles I've held in my career.”

— Amanda B.

OUR PROGRAMS

◆ MASTER OF ARTS IN ORGANIZATIONAL COMMUNICATION

◆ GRADUATE CERTIFICATES

- Communicating in Healthcare
- Communicating in Organizations
- Strategic Sport Communications

- Career-Focused Curriculum
- Flexible Without Compromising Quality
- Faculty Team in Creative and Research Work

All certificate programs can be completed online. Over half of the courses in the master's degree program are asynchronous online classes, allowing students to view course material at their pace. Delivery of courses in the graduate program varies from in-person, synchronous online to fully asynchronous online classes.

WHAT WILL YOU MASTER?

REASONS TO ATTEND GRADUATE SCHOOL AT WKU

1. Boost your earning potential*
2. Advance your career
3. Make a career change
4. Enhance your education portfolio
5. Upgrade your communication and critical thinking skills
6. Gain teaching opportunities
7. Achieve employer incentives
8. Increase your potential for future promotion
9. Build your resume so that you stand out from other job candidates
10. Foster your passion for Communication

*payscale.com

Online catalog:

catalog.wku.edu/graduate/programs offered/

“ I wholeheartedly believe my experience in the Communication graduate program would not have been as meaningful, enlightening, or invigorating without the faculty and the lessons each have taught me.

– Anna Y. ”



PROGRAM FOCUS

Our program aims to deepen knowledge of human communication dynamics and their effect, engage communication theories to study communication dynamics in complex organizational contexts, design and conduct hands-on research, and strengthen oral and written communication skills.

CAREERS IN ORGANIZATIONAL COMMUNICATION

Our program prepares students for a variety of careers and pursuits in which advanced communication study is essential, especially management, human resources, employee training, sales, marketing, and research and instruction.

- Adult Education Director
- Budget & Finance Manager
- Corporate Strategy Director
- HR Professional
- Marketing Communication Director
- Public Affairs Specialist
- University President

CORE COURSES

- Organizational Communication Theory
- Qualitative Research Methods in Communication
- Quantitative Research Methods in Communication

SAMPLE LIST OF ELECTIVE COURSES

- Crisis Communication
- Health Communication Campaigns
- Intercultural Communication
- Interpersonal Communication
- Organizational Communication in the Digital Age
- Organizational Identification

CAPSTONE OPTIONS

Option 1: Students selecting the *Thesis Capstone Option* will enroll in 6 hours of *COMM 599: Thesis Research/Writing*, culminating in an oral defense of the project.

Option 2: Students selecting the *Non-thesis Capstone Option* will take 6 additional hours of courses from the department program or, with approval, from other graduate programs and also complete written comprehensive examination.

QUICK FACTS

30 credit hours

- Finish in 18 months, online + in-person (*full-time load*)
- Finish all online in 24 months (*part-time load*)
- Finish in 4 semesters (*traditional full-time modality*)

Cost:*

- Resident, \$607 per credit hour
- Non-resident, \$ 917 per credit hour
- International, \$ 953 per credit hour

Application Deadlines:

- Rolling admissions throughout the year
- Graduate Assistantship, 2nd Friday of February

*Tuition rates vary by delivery and classification. For the most up-to-date information, visit wku.edu/bursar/coa.php

TO LEARN MORE VISIT:

catalog.wku.edu/graduate/arts-letters/communication/organizational-ma/



- (1) COMMUNICATING IN HEALTHCARE
- (2) COMMUNICATING IN ORGANIZATIONS
- (3) STRATEGIC SPORT COMMUNICATIONS

WHAT IS A GRADUATE CERTIFICATE?

A graduate certificate is ideal for a student who wants to complete a shorter term of study (usually 12 credit hours). A student may pursue a master's degree after the completion of the graduate certificate and these courses will transfer towards that degree.

WHAT ARE THE DIFFERENCES BETWEEN A CERTIFICATE AND A MASTER'S DEGREE?

There are two major differences:

(1) graduate certificate students do not qualify for federally guaranteed financial aid (student loans), and (2) graduate certificate students have a shorter application process than do master's degree students. Most significantly, graduate certificate students do not need to provide GRE scores as part of their application.

A master's degree is a more significant accomplishment and takes longer to complete. It provides students with a deeper and more sophisticated understanding of a specialization.

WHY WOULD SOMEONE CHOOSE A GRADUATE CERTIFICATE OVER A MASTER'S DEGREE?

A graduate certificate is faster to complete, provides useful skills and knowledge about a subject area. Earning a graduate certificate can also make someone more attractive to current and prospective employers.

QUICK FACTS

12 credit hours (can be taken fully online)

- Finish in 2 terms (*2 courses/term*)
- Finish in 12 months (*part-time load*)

Cost:*

- Resident, \$607 per credit hour
- Non-resident, \$ 917 per credit hour
- International, \$ 953 per credit hour

Application Deadlines:

- Rolling admissions throughout the year

*Tuition rates vary by delivery and classification. For the most up-to-date information, visit wku.edu/bursar/coa.php

TO LEARN MORE VISIT:

catalog.wku.edu/graduate/arts-letters/communication/



The health communication certificate has given me invaluable knowledge about all sides of health communication. From doctor-patient to administrator-caregiver and more, I am equipped to help others, help me in my personal life, and help me advance in my current career in telehealth communications.

– AC Chan



◆ GRADUATE CERTIFICATES

COMMUNICATING IN HEALTHCARE CERTIFICATE

WHAT IS IT?

The Communicating in Healthcare Certificate is designed to provide students with a deep understanding of the role of communication in healthcare contexts. Students completing the program not only will understand how to communicate more effectively within their health profession, but also will know how better to communicate with patients to enhance advocacy and maximize compliance.

This certificate will explore interpersonal as well as organizational factors affecting healthcare and assists students in developing communication strategies and skills. This program is ideal for graduate students employed in the health professions or studying for advanced health degrees. The certificate also prepares students to better understand how culture, including technology and other forms of communication (including printed materials, health communication campaigns, community outreach, and interpersonal communication) are necessary in order to obtain, process, and understand health information.

All course-work can be completed online and in one year.

CORE COURSES (FULLY ONLINE)

- Health Communication
- Health Communication Campaigns

ELECTIVE COURSES

- Select from courses in communication, public health, and health administration

QUICK FACTS

12 credit hours (can be taken fully online)

- Finish in 2 terms (2 courses/term)
- Finish in 12 months (part-time load)

Cost:*

- Resident, \$607 per credit hour
- Non-resident, \$ 917 per credit hour
- International, \$ 953 per credit hour

Application Deadlines:

- Rolling admissions throughout the year

*Tuition rates vary by delivery and classification. For the most up-to-date information, visit wku.edu/bursar/coa.php

TO LEARN MORE VISIT:

catalog.wku.edu/graduate/arts-letters/communication/communicating-healthcare-certificate

COMMUNICATING IN ORGANIZATIONS CERTIFICATE

WHAT IS IT?

The Communicating in Organizations Certificate focuses on applied organizational communication and integrates communication theory, practice, and problem-based research in dealing with real-world communication challenges. Students completing the program will develop an in-depth understanding of communication issues and processes that are central to organizational success.

Using foundational and current research in the field, students apply communication theories and principles to develop understanding and skills in areas such as interpersonal and organizational leadership, digital communication, crisis communication, and persuasion and advocacy, with the goal of managing and optimizing communication to address communication problems and challenges that affect organizational outcomes.

ELECTIVE I COURSES

- Select courses in organizational communication and processes

ELECTIVE II COURSES

- Select courses in message design and communication in contexts

QUICK FACTS

12 credit hours (can be taken fully online)

- Finish in 2 terms (2 courses/term)
- Finish in 12 months (part-time load)

Cost:*

- Resident, \$607 per credit hour
- Non-resident, \$ 917 per credit hour
- International, \$ 953 per credit hour

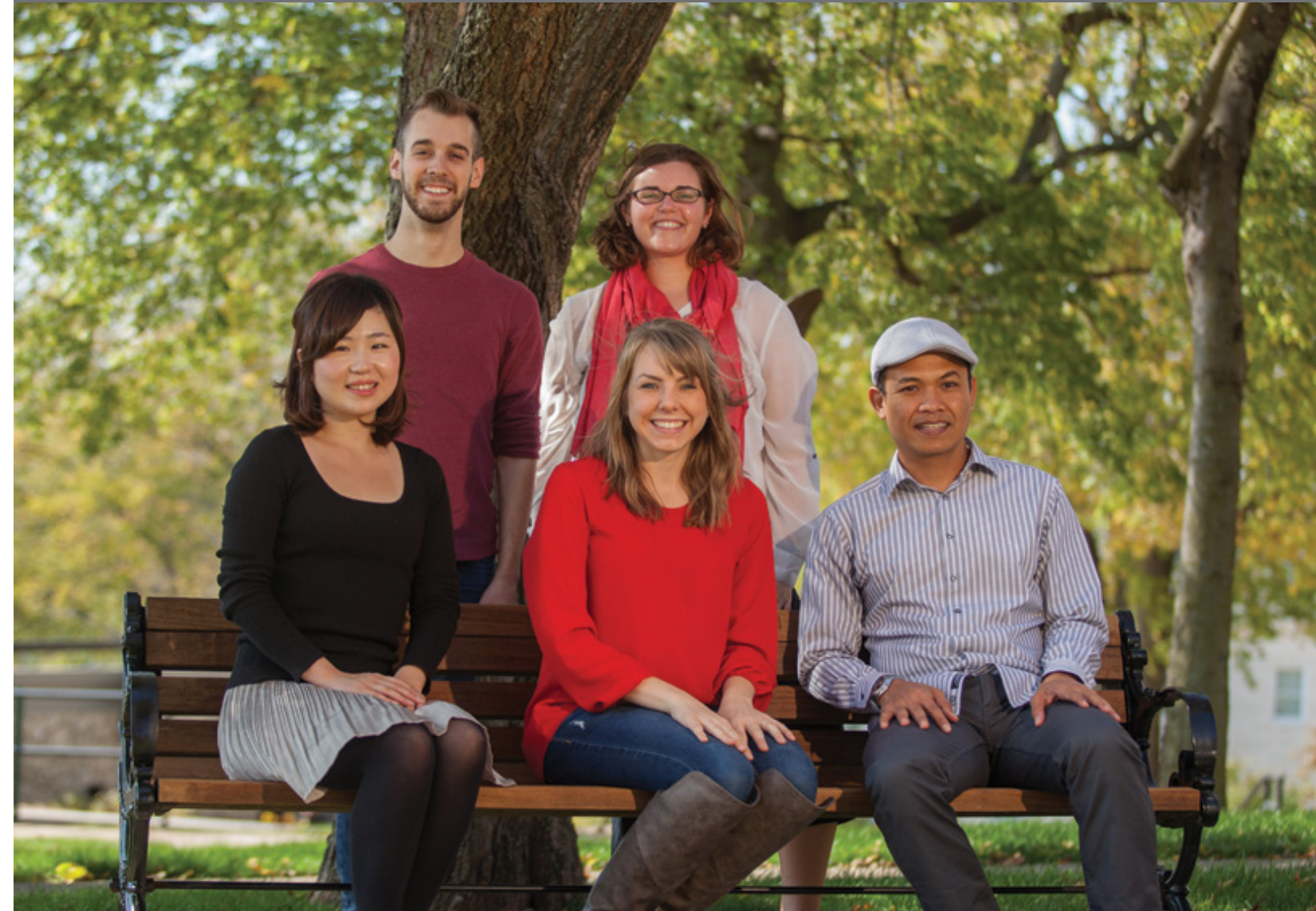
Application Deadlines:

- Rolling admissions throughout the year

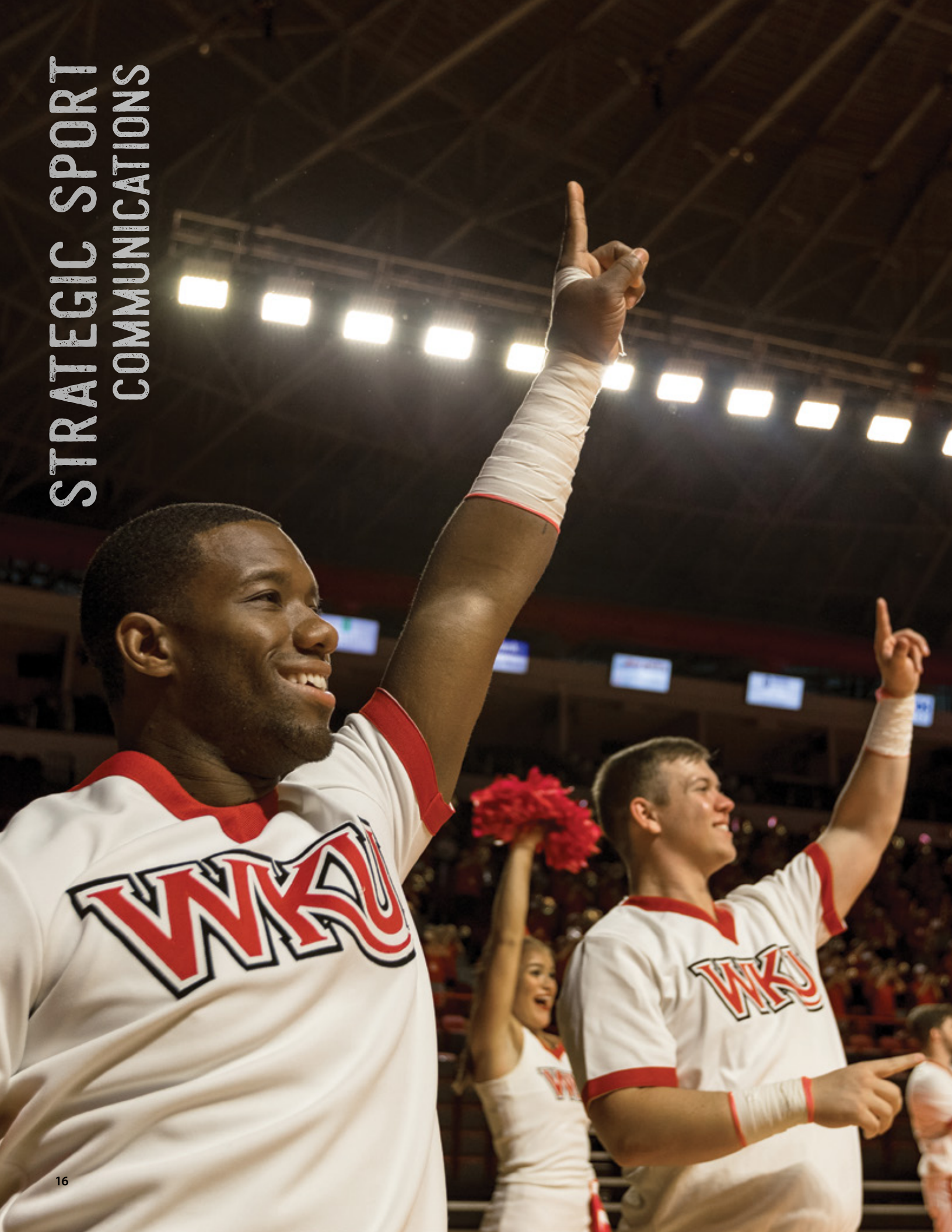
*Tuition rates vary by delivery and classification. For the most up-to-date information, visit wku.edu/bursar/coa.php

TO LEARN MORE VISIT:

catalog.wku.edu/graduate/arts-letters/communication/communicating-organizations-certificate/



COMMUNICATING IN ORGANIZATIONS



◆ GRADUATE CERTIFICATES

STRATEGIC SPORT COMMUNICATIONS CERTIFICATE

WHAT IS IT?

The skills-based, 12 credit hour, fully on-line graduate certificate brings students inside the commercial world of sport communications while challenging them to confront the extraordinary changes occurring in sport public relations, media management, multimedia content distribution, brand promotion, and sport sponsorships. The Graduate Certificate in Strategic Sport Communications is designed for those interested in or already working in communications careers in the exciting and multi-faceted sports industry.

A sample of job titles this certificate will benefit include:

- Athletic Business Manager
- Sports Marketing Account Executive
- Sport Public Relations Manager
- Compliance Director
- Development Director
- Digital Content Management
- Director of Ticketing and Finance
- Fitness Manager
- Sales Director
- VP of Business Development

The courses included in the Strategic Sport Communications Certificate are

also part of the Recreation and Sport Administration master's degree with a concentration in Sport Media & Branding. Students wishing to continue work towards the master's degree need to be accepted into the Recreation and Sport Administration program and complete seven additional courses (21 hours).

QUICK FACTS

12 credit hours (100% online)

- Finish in 2 terms (2 courses/term)
- Finish in 12 months (part-time load)

Cost:*

- Resident, \$607 per credit hour
- Non-resident, \$ 917 per credit hour
- International, \$ 953 per credit hour

Application Deadlines:

- Rolling admissions throughout the year

*Tuition rates vary by delivery and classification. For the most up-to-date information, visit wku.edu/bursar/coa.php

TO LEARN MORE VISIT:

catalog.wku.edu/graduate/arts-letters/communication/strategic-sport-comm-certificate/

ADMISSIONS

The Department of Communication practices a holistic review admissions process. We consider a range of factors including undergraduate performance, the statement of goals, and performance on standardized tests. The admissions committee carefully reviews all materials and admissions decisions are made on a rolling bases.

WE EVALUATE CANDIDATES IN THREE KEY AREAS:

Academic Experience

A bachelor's degree is required for admission, and the admissions committee will evaluate your transcripts and performance.

Personal Statement

A statement of goals is required for the admission committee to understand why you are interested in pursuing your graduate education and your career aspirations.

Academic Writing Sample

A sample academic writing from an undergraduate or graduate course should be submitted. The admission committee will review your familiarity with a professional writing convention.

ADMISSIONS FOR GRADUATE PROGRAMS AT THE DEPARTMENT OF COMMUNICATION

You may submit applications for Spring, Summer, and Fall. Completed applications are considered as soon as they are received. Apply as early as possible. Candidates are encouraged to apply online at:

wku.edu/graduate/

FIND OUT MORE

To learn more about admissions go to:

catalog.wku.edu/graduate/admission

GRADUATE ASSISTANTSHIPS & FINANCIAL AID

The master's degree offers graduate assistantship packages. For information, contact the Graduate Coordinator Dr. Jieyoung Kong (Jieyoung.Kong@wku.edu).

FEDERAL AID: available through FAFSA (Free Application for Federal Student Aide). More information at: wku.edu/financialaid/

ADMISSION REQUIREMENTS

Applicants must meet the following requirements in order to be accepted into either the certificate or master's degree programs:

- Bachelor's degree (or equivalent) from a regionally accredited college or university
- GPA of 2.75 GPA or better (on a 4.0 scale)
- Any additional application requirements (a statement of goals or academic writing sample; varies by program)
- Evidence of English proficiency (international students only)

CERTIFICATE APPLICANTS DO NOT NEED TO SUBMIT GRE SCORES. CERTIFICATE APPLICANTS APPLY HERE:

acsapps.wku.edu/pls/prod/twbkwbis.P_GenMenu?name=wkumenu.P_AdmUnsecMnu

ADDITIONALLY, APPLICANTS FOR THE MASTER'S DEGREE PROGRAM MUST:

Submit scores from the General Test of the Graduate Record Examination (GRE). Admission to the program requires minimum GRE scores of 139 verbal, 139 quantitative, and 3.5 analytical writing.

Go Hilltoppers!

Choosing to pursue a graduate education is one of the most important decisions in your life. Contact us today and take your first steps towards a brighter future.

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