



BACHELOR of ARTS in CORPORATE AND ORGANIZATIONAL COMMUNICATION (#522)

Department of Communication
Potter College of Arts & Letters
Western Kentucky University

The suggested program of study shown below should be used in consultation with your advisor(s). Every student will finish with a unique plan of his/her own depending on the electives selected.

SAMPLE - 4 year plan

FIRST YEAR	Fall Semester		Spring Semester	
	ENG 100 Intro to College Writing (F-W1)	3	COMM 145 Fundamentals of Public Speaking (F-OC)	3
MATH 109 General Math OR MATH 116 College Algebra (F-QR)	3	Social & Behavioral Studies (E-SB)	3	
Arts and Humanities (E-AH)	3	Natural & Physical Science with Lab (E-NS, LS)	3	
World Language, if needed, OR General Elective	3	ENG 200 Intro to Literature (F-AH)	3	
Natural & Physical Science (E-NS)	3	General Elective	3	
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15	

SECOND YEAR	Fall Semester		Spring Semester	
	HIST 101 World History I OR HIST 102 World History II (F-SB)	3	MKT 220 – Basic Marketing Concepts	3
COMM 263 – Fundamentals of Communication and Culture	3	COMM 348 – Interpersonal Communication	3	
COMM 200 – Comm. Foundations	3	COMM 300 – Introduction to Communication Research Methods	3	
General Elective	3	General Elective	3	
General Elective	3	General Elective	3	
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15	

World Language Proficiency: All students entering in Fall 2014 or later must demonstrate proficiency in a world language at the Novice High level before completing 60 credit hours. Novice high is the ability to communicate in writing and speaking on familiar topics in simple sentences. To meet this requirement, students may take college language courses or take a proficiency test. For more information go to www.wku.edu/modernlanguages/placement/.

Colonnade Plan: All students entering in fall 2014 or later must complete 39 hours in 13 specific Colonnade areas. Colonnade areas are listed in parentheses marked in blue after the corresponding classes. Some areas may have specific course requirements while others can be chosen from selected lists of options. For more details and to see lists of options, go to http://www.wku.edu/colonnade/documents/approved_colonnade_courses_website.pdf

THIRD YEAR	Fall Semester		Spring Semester	
	ENG 300 Writing in the Disciplines (F-W2)	3	COMM 462 – Advanced Org Comm.	3
COMM 362 – Organizational Comm.	3	COMM 349 – Small Group Comm	3	
COMM 346 - Persuasion	3	ACCT 200 – Financial Accounting	3	
CORP COMM Elective	3	CORP COMM Elective	3	
Connections: Social and Cultural (K-SC)	3	Connections: Local to Global Course (K-LG)	3	
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15	

FOURTH YEAR	Fall Semester		Spring Semester	
	COMM 345 – Advanced Public Speaking	3	CORP COMM Elective	3
COMM 463 – Intercultural Comm.	3	ENG 306 – Business Writing	3	
MGT 311 – Human Resources Mgmt	3	General Elective	3	
CORP COMM Elective	3	COMM 489 – Internship*	3	
Connections: Systems (K-SY)	3	General Elective	3	
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15	

Total Credit Hours:120

PLEASE NOTE: Prerequisites, Course Numbers, and Course Titles are subject to change. Consult your advisor each semester.

For more Information:

Department: Department of Communication

Website: www.wku.edu/communication

Phone: 270-745-3296

Email: communication@wku.edu

Course Descriptions: <http://www.wku.edu/undergraduatecatalog/>