

# COMMUNICATION STUDIES, BACHELOR OF ARTS (B.A.)

## Program Objectives

Graduates of the Communication Studies (CMS) program pursue careers in labor relations, human resources, tourism, banking, corporate relations, sales, and many other professional contexts. Communication Studies students learn how to successfully demonstrate and promote effective human communication, including relationship building and maintenance, resolving conflict, persuading and negotiating, professional speaking, communication training and development, and leadership skills. CMS students must exhibit cognitive and behavioral learning by demonstrating

1. sufficient knowledge about various human communication processes and
2. satisfactory skills related to communication competency.

## Program Requirements

CIP Code: 09.0101

### Summary Checklist for General Education

Code	Title	Hours
<b>Element 1</b>		
A:	Written Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
B:	Written Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
C:	Oral Communication ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/</a> )	3
<b>Element 2</b>		
	Quantitative Reasoning ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/</a> )	3
<b>Element 3</b>		
A:	Arts ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/</a> )	3
B:	Humanities ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/</a> )	3
<b>Element 4</b>		
	Natural Sciences ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/</a> )	6
<b>Element 5</b>		
A:	Historical Science ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/</a> )	3
B:	Social Behavioral Science ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/</a> )	3
<b>Element 6</b>		

Diversity of Perspectives Experiences ( <a href="http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/">http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/</a> )	6
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**Total Hours** 36

Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

## Major

Code	Title	Hours
<b>University Graduation Requirements</b>		
General Education		36
<i>Student Success Seminar</i>		
ASO 100	Student Success Seminar (waived for transfers with 30+ hrs.)	1
Upper division courses (42 hrs. distributed throughout Major/ Supporting/Gen Ed/Free Electives categories)		
<b>Major Requirements</b>		
<i>Core Courses</i>		
CMS 200	Interpersonal Communication	3
CMS 205W	Advocacy and Opposition	3
CMS 210	Public Speaking	3
or CMS 215	Business and Professional Presentations	
CMS 305	Research Design in Communication Studies	3
CMS 275	Applied Organizational Communication Skills	3
CMS 310	Team Building and Small Group Communication	3
CMS 350	Organizational Communication	3
CMS 375	Intercultural Communication	3
CMS 410	Human Communication Theory	3
CMS 495	Communication, Leadership, and Change	3
<i>Communication Electives</i>		
Choose from nine hours of upper-division CMS courses (300 or 400 level)		9
<i>Free Electives</i>		
Choose from 44 hours of free electives		44
<b>Total Hours</b>		<b>120</b>