COMMUNICATION:  STRATEGIC COMMUNICATION  
Bachelor of Arts  (BA)

At least 120 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 
  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:  15 hours
  Select five of the following:
  302  Interpersonal Communication (3)
  311  Persuasion (3)
  312  Nonverbal Communication (3)
  313  Argumentation and Advocacy (3)
  321  Introduction to Film Studies (3)
  328  Teamwork, Leadership, and Group Comm. (3)
  335  International and Intercultural Communication (3)
  502  Public Information Writing (3)
  511  Strategic Communication in Organizations (3)
  640  Issues in Corporate Communication (3)
  650  Communication Training and Development (3)
  660  Seminar in Communication (3)
  OR  662  Seminar in Communication (3)

Electives
  Select one additional course in consultation with an advisor
  ___  ____________________________  (3)

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.

Elliott School of Communication
102 Elliott Hall, 978-3185

Undergraduate Advisors:
Sandy Sipes, 978-6065, sandra.sipes@wichita.edu
Eric Wilson, 978-6059, eric.wilson@wichita.edu