

COMMUNICATION MAJOR



Communication Major

Students explore human interactions and the evaluation of communication processes. Focused tracks are designed to prepare students for specific career paths.

Business and Organizational Communication

Prepares students for careers in communication management, consulting, sales, human resources, operations management, conflict resolution and crisis communication. Advanced courses include organizational communication, teamwork and leadership, negotiation and conflict, and risk and crisis communication.

Digital and Mass Communication

Prepares students to work in media and audience research, mass media criticism, public information and media education and literacy. Advanced courses include interpersonal communication and social media, mass media and social influence, digital and mass communication literacy, and critical analysis of communication and persuasion.

Health Communication

Prepares students to manage, deliver and evaluate health services, health education, hospital administration, and health communication campaigns. Advanced courses include health communication, studies in persuasion, interpersonal communication in health, and health communication campaigns.

Human Communication

Prepares students for careers in general management of communication and information across various contexts. Students can create their track by choosing classes from the other specializations.

Communication Honors

Honor students can choose one of the tracks above and supplement their studies with advanced courses in Communication Theory, Research Methods, and the Honors Seminar.

ci.uky.edu



Communication

Degree Requirements

120 Credit Hours (EXCLUDES: KHP service courses, EXP courses, and remedial courses)
Complete all UK Core requirements, Graduation Writing, BA or BS requirements, and one statistics course
42 Hours at the 300 level or above
2.00 cumulative GPA and 2.00 major GPA required to graduate

Pre-Major Requirements–15 Hours

COM 101	Introduction to Communications
CIS/WRD 110	Composition and Communication I
CIS/WRD 111	Composition and Communication II
COM 252	Introduction to Interpersonal Communication
COM 249	Mass Media and Mass Culture

Business and Organizational Communication

Major Requirements–21 Hours

COM 325	Introduction to Organizational Communication
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Choose One

COM 425	Communication, Negotiation and Conflict
COM 581	Teamwork and Leadership in Organizations

Choose Two

COM 399	Internship in Communication
COM 525	Advanced Issues in Organizational Communication
COM 535	Risk and Crisis Communication

9 additional hours at COM 325+ level

Cognate–15 Hours

CIS 300	Strategic Business and Professional Communication
COM 315	Understanding Workplace Communication in a Diverse Society

9 additional hours at 300+ level outside COM major

Digital and Mass Communication

Major Requirements–21 Hours

COM 352	Interpersonal Communication and Social Media
COM 449	Mass Media and Social Influence
COM 453	Digital and Mass Communication Media Literacy
COM 553	Critical Analysis of Communication and Persuasion in Popular Culture

9 additional hours at COM 325+ level

Cognate–15 Hours

COM 312	Learning Intercultural Communication Through Media and Film
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12 additional hours at 300+ level outside COM major

Health Communication

Major Requirements–21 Hours

COM 471	Introduction to Health Communication
COM 482	Studies in Persuasion
COM 571	Interpersonal Communication in Health Contexts
COM 572	Health Communication Campaigns and Communities

9 additional hours at COM 325+ level

Cognate–15 Hours

COM 311	Patient-Provider Communication
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12 additional hours at 300+ level outside COM major

Human Communication

Major Requirements–21 Hours

12 hours COM 325+ level
9 hours COM 400+ level

Cognate–15 Hours

15 hours at 300+ level outside COM major