

# COMMUNICATION MAJOR



Public Relations  
ANCHOR Social Media Reporter  
Brand Manager  
Sports Information Director  
Online Director  
digital strategist  
EDITOR  
Web Marketing Manager  
MEDIA RESEARCH  
PRODUCER  
Media Buyer/Planner  
information security analyst  
VIDEOGRAPHER  
Audience Researcher  
Multi Media Designer  
DATABASE ANALYST

**Where can a CI degree take you?**

[ci.uky.edu](http://ci.uky.edu)  
[comm.uky.edu](http://comm.uky.edu)

media critic  
Graphic Designer  
animator  
Policy Analyst  
news service writer

## Communication Major

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

### 1. 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.

### 2. 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.

### 3. 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.

### 4. 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.



College of Communication  
and Information

Department of Communication

# Communication

## Degree Requirements

120 credit hours (EXCLUDES: KHP service courses, EXP courses, and remedial courses)  
Complete all UK Core, Graduation Composition and Communication, 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

## Major Requirements

21 credit hours COM 325+ (9 must be 400+ level)  
Graduation Composition and Communication Course–3 hours  
Choose One  
COM 326                      Communication Strategies for Professional Excellence  
COM 351                      Introduction to Communication Theory  
15 hours 300+ level outside COM major

## Business and Organizational Communication

Graduation Composition and Communication Requirement (COM 326 or 351)  
COM 315                      Understanding Workplace Communication in a Diverse Society  
COM 325                      Introduction to Organizational Communication  
Choose Three  
COM 399                      Internship in Communication  
COM 425                      Communication, Negotiation and Conflict  
COM 525                      Advanced Issues in Organizational Communication  
COM 535                      Risk and Crisis Communication  
COM 581                      Teamwork and Leadership in Organizations  
6 additional hours at COM 325+ level (must have 9 hours at 400+ level)  
12 additional hours at 300+ level outside COM major

## Digital and Mass Communication

Graduation Composition and Communication Requirement (COM 326 or 351)  
COM 312                      Learning Intercultural Communication Through Media and Film  
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  
6 additional hours at COM 325+ level  
12 additional hours at 300+ level outside COM major

## Health Communication

Graduation Composition and Communication Requirement (COM 326 or 351)  
COM 311                      Patient-Provider Communication  
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  
6 additional hours at COM 325+ level  
12 additional hours at 300+ level outside COM major

## Human Communication

Graduation Composition and Communication Requirement (COM 326 or 351)  
9 additional hours COM 325+ level  
9 additional hours COM 400+ level  
15 hours at 300+ level outside COM major