

APPLIED COMMUNICATION, MASTER OF ARTS (0504)

Program Coordinator

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The Master of Arts in Applied Communication equips students with the skills and knowledge to excel in today's dynamic, communication-driven world. Designed for working professionals and those seeking to advance their careers, **our fully online** program combines theory and practice to address real-world communication challenges. Students will develop expertise in organizational communication processes, designing communication strategies for diverse audiences, and evaluating the effectiveness of communication in achieving specific goals. The curriculum focuses on improving communication processes, fostering engagement, and practicing ethical persuasion to prepare graduates to navigate complex professional environments. Key courses include *Organizational Communication*, *Digital Communication for Organizational Success*, *Organizational Belonging and Engagement*, and *Health Communication Campaigns*. Through hands-on projects, case studies, and a capstone portfolio, students will gain professional communication skills and knowledge to lead in diverse workplace settings, including corporate, nonprofit, healthcare, education, and government sectors. Whether advancing in their current role or transitioning into a new field, graduates of the M.A. in Applied Communication will be equipped to captivate, collaborate, and lead with confidence.

Joint Undergraduate Master's Program (JUMP)

This degree offers a Joint Undergraduate Master's Program (JUMP) which provides academically outstanding students the opportunity to complete both an undergraduate and graduate degree in an accelerated timeframe. Contact the graduate program coordinator for additional information.

Program Admission

Program admission is based on a comprehensive evaluation of an applicant's file.

Applicants should submit:

- Undergraduate transcripts reflecting all undergraduate studies and an earned undergraduate degree with a minimum cumulative grade point average (GPA) of 3.00.
- Letter of intent detailing:
 - academic and/or professional experiences,
 - goals in pursuing graduate studies in communication,
 - specific areas of communication the applicant is interested in enhancing.

Graduate Studies Admission

Please refer to the admission section (<http://catalog.wku.edu/graduate/admission/>) of this catalog for Graduate Studies admission requirements.

Degree Requirements (31 hours)

Students must complete COMM 505 with a grade of "B" or higher within their first 6 hours of COMM Electives. Additionally, students should take

COMM 598 only after completing at least 12 hours of COMM Electives, but not before.

Code	Title	Hours
Required Courses (4 hours):		4
COMM 505	Introduction to Applied Communication & Research	
COMM 598	Applied Communication Portfolio	
COMM Electives (15 hours):		15
Please note that a limited number of these courses are offered in a single academic year.		
COMM 523	Health Communication	
COMM 547	Organizational Communication	
COMM 553	Health Communication Campaigns	
COMM 561	Communication for Global Organizations	
COMM 566	Organizational Persuasion	
COMM 568	Organizational Belonging and Engagement	
COMM 571	Digital Communication for Organizational Success	
COMM 581	Applied Organizational Communication	
COMM 590	Intercultural Communication Strategies	
COMM 595	Independent Study in Communication	
COMM 596	Graduate Internship in Communication	
Non-COMM Electives (12 hours):		12
Please note that only BA and BDAN courses are offered as bi-term courses, while all others are semester-long courses.		
BDAN 513	Contemporary Business Analytics	
BDAN 515	Data Management	
BDAN 517	Predictive Analytics	
BDAN 519	Visualization and Decision Making	
HCA 540	Health Care Organization and Management	
HCA 541	Strategic Management & Marketing of Health Services	
ID 560	Instructional Design Foundations	
ID 570	Systematic Instructional Design	
ID 572	Improvement Analysis in the Workplace	
ID 575	Special Topics in Instructional Design ¹	
ID 577	Management of Instructional Systems	
ID 583	Training Design and Development	
ID 585	Distance Education Opportunities and Challenges	
ID 587	Trends and Issues in Instructional Design	
ID 588	Multimedia Design	
ID 590	Practicum in Instructional Design ¹	

MKT 517	Advanced Marketing
MKT 518	Contemporary Issues in Sales
MKT 521	Market Research and Consumer Insights
PH 548	Community Organizing in Public Health
PH 580	Public Health Foundations and Practice
PH 587	Health Behavior Theory
RSA 560	Issues in Nonprofit Administration
RSA 565	Nonprofit Grant Writing and Fundraising
RSA 570	Fiscal Administration in the Nonprofit Sector
RSA 585	Nonprofit Practicum ²

Many courses with the same prefix can count toward a 12-credit-hour certificate program, which students can pursue alongside their master's degree. ³

Total Hours	31
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¹ Restricted to students admitted to the Instructional Design Certificate (0418) program.

² Restricted to students admitted to the Nonprofit Administration Certificate (0463) program.

³ Data Analytics, Certificate (1753), Instructional Design, Certificate (0418), Marketing and Sales, Certificate (1786), Nonprofit Administration, Certificate (0463). For more information, contact the graduate advisor.