

Organizational and Professional Communication, B.S.

Program Description

Organizational Communication professionals study the role of communication in increasing corporate productivity and employee satisfaction. KSU is the only Georgia institution offering an undergraduate concentration in Organizational Communication. Organizational Communication students learn the skills they need to develop employee training programs, training manuals, and employee handbooks. Students also conduct communication audits at area companies to measure employee satisfaction with company communication practices. Students often intern in corporate human resources or training and development departments.

The Organizational and Professional Communication major requires 18 credit hours of lower division course work (1000–2000 level) comprising various offerings, both inside and outside of the communication discipline, which serve as important groundwork leading to advanced studies. Lower division offerings include basic courses in communication research, visual communication, public speaking, writing, organizational communication careers, and an introductory course in organizational communication.



This program is a part of the Norman J. Radow College of Humanities and Social Sciences.

Admission, Enrollment, and Graduation Policies

Admission Requirements

Admission to the Organizational and Professional Communication program is separate from Admissions to Kennesaw State University. Students must meet the admission requirements to pursue this degree program, outlined below.

- All organizational and professional communication majors must earn a grade of "C" or better in all School of Communication and Media courses counted toward their degree and pass the Communication Entrance Exam with a score of 78% or higher. Students who fail to pass the grammar test in three attempts must pursue majors in other departments.
- Meet the School of Communication & Media (SOCM) Sophomore GPA Requirement. This Sophomore GPA requirement consists of combined adjusted 2.75 GPA in the following five courses:

- COMM 2020: CSI: Communication Sources and Investigations
- COMM 2033: Visual Communication
- COMM 1110: Public Speaking
- COMM 2135: Writing for Public Communication
- COMM 2240: Communication Law, Ethics and Diversity
- Achieve a satisfactory score on the SOCM Entrance Exam. Students may take the test no more than three times.

Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0

PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Core IMPACTS Curriculum (42 Credit Hours)

General Education Core IMPACTS Curriculum

Core Field of Study (18 Credit Hours)

Students must earn a grade of "C" or better in these courses.

- COMM 2020: CSI: Communication Sources and Investigations
- COMM 1110: Public Speaking
- COMM 2033: Visual Communication
- COMM 2135: Writing for Public Communication
- COMM 2230: Introduction to Mass Communication
- COMM 2240: Communication Law, Ethics and Diversity

Major Requirements (18 Credit Hours)

Students must earn a grade of "C" or better in these courses.

- ORGC 3025: Introduction to Organizational & Professional Communication
- ORGC 3376: Interpersonal Communication
- COMM 3435: Communication Research Methods
- ORGC 3325: Intercultural Communication
- ORGC 3345: Team Communication
- ORGC 4455: Organizational Communication Practicum (Capstone)

Major Electives (18 Credit Hours)

Students must earn a grade of "C" or better in these courses.

Organization Communication Electives (9 Credit Hours)

Select 9 credit hours from the following list of courses:

- ORGC 3459: Communication and Conflict
- ORGC 4344: Training and Development
- ORGC 4440: Leadership Communication
- ORGC 4470: Topics in Organizational & Professional Communication
- COMM 3320: Health Communication
- COMM 3398: Internship in Communication

Related Studies (9 Credit Hours)

Select 9 credit hours of 3000–4000 level coursework from the following prefixes: COMM, JOUR, ORGC, MENT, PR. The list below provides recommended electives to consider. Please take into account any prerequisites required.

- ORGC 3459: Communication and Conflict
- ORGC 4344: Training and Development
- ORGC 4440: Leadership Communication
- ORGC 4470: Topics in Organizational & Professional Communication
- COMM 3315: Interviewing
- COMM 3320: Health Communication
- COMM 3340: Digital Media Production
- COMM 3398: Internship in Communication
- COMM 4490: Special Topics in Communication
- PR 3335: Public Relations Principles
- PR 3355: Public Relations Cases
- PR 3429: Persuasion Methods and Strategies
- PR 3375: Public Relations Writing

University Electives (24 Credit Hours)

In accordance with KSU Graduation Policy, students must earn a grade of "D" or better in these courses while maintaining a minimum 2.00 cumulative GPA.

Upper-Division Electives (12 Credit Hours)

Select 12 credit hours of 3000–4000 level coursework from the University Catalog. These hours do not have to be taken in a single discipline but should relate to a particular interest or career goal. Completion of a Formal Minor or Certificate Program is recommended.

Free Electives (12 Credit Hours)

Select 12 credit hours of 1000–4000 level coursework from the University Catalog.

Program Total (120 Credit Hours)