



Eastern Kentucky University is a nationally recognized public university located in Richmond, Kentucky. ECU began offering online degrees in 2006 and continues to service students with both on-campus and online offerings.

100% Online Bachelor of Arts in Communication Studies

Employers increasingly list communication skills as the heart of advancement, promotion and leadership opportunities. ECU's 100% online communication studies degree provides students with the hands on, practical learning needed to become creative, effective communicators and successfully navigate our complex global society. Graduates are prepared to take on key positions in business, sales, human service agencies and nonprofit agencies, or to pursue law school or other graduate studies.



100%
ONLINE



\$443 PER
CREDIT HOUR

COMMUNICATION STUDIES UNDERGRADUATE CERTIFICATES

- [Communication Studies](#)
- [Dispute Resolution](#)
- [Communication in the Workplace](#)



[EKU Online Communication Studies](#)

BENEFITS

- Free textbooks for all students with [EKU BookSmart](#)
- Accelerated 8-week terms
- Up to 90 hours transfer credit
- [Reduced tuition for active duty military members and their spouses](#)
- Personalized graduation plan
- Free online tutoring and career services assistance
- Ranked by *U.S. News & World Report* among the best universities offering online degrees

521 Lancaster Ave.
Richmond, KY 40475

859-622-4455

onlinedegrees@eku.edu

Major Core Courses

Interpersonal Communication - CMS 200

A study of communication in an interpersonal environment. Topics studied include: verbal and nonverbal communication, effective listening, the intersection of relationships and technology, and other skills related to building interpersonal communication competence.

Advocacy and Opposition - CMS205W

The study of the techniques and principles of formal argumentative discourse including developing, presenting, defending, opposing, and analyzing positions on controversial questions through research, writing and oral communication. Emphasis on the use of online mediums for promoting and opposing ideas.

Public Speaking - CMS 210 (or CMS 215)

Principles of and practice in the art of public speaking. Study of the invention, organization, style, delivery, and audience adaptation of informative, persuasive, and commemorative speeches.

Business and Professional Presentations - CMS 215 (or CMS 210)

Students develop and practice multiple types of presentations vital for the professional arena. Learn the skills associated with effective verbal and nonverbal delivery, how to create appealing visual aids, how to motivate and inspire others through persuasive speaking, and how to deliver technical information clearly and understandably.

Applied Organizational Communication Skills - CMS 275

Study of applied communication skills for professionals in organizational contexts. Develop communication skills in conducting interviews, engaging in performance evaluations, creating resumes, managing a professional online presence and in using appropriate business etiquette.

Research Design in Communication Studies - CMS 305

Introduction to the philosophy, methods, practice and everyday application of communication research. Topics include reading, summarizing, and evaluating academic literature, and using information technology in the collection, organization, interpretation, and presentation of data in a scholarly or workplace context.

Team Building and Small Group Communication - CMS 310

Study the role of communication in the development of group norms, roles, leadership styles, problem-solving techniques and decision-making techniques in team building and small group interactions in both face to face and virtual team environments.

Organizational Communication - CMS 350

An introduction to the principles, theories, and practice of communication within organizations. Emphasis will be placed on different perspectives of organizational communication, in addition to emergent issues such as newcomer assimilation, organizational culture, networks, decision-making, emotion diversity, and technology, and values.

Intercultural Communication - CMS 375

A practical and theoretical study of the basic elements of interpersonal communication and culture as the two relate to one another. Enhance cross-cultural communication competencies and strengthen understanding of the cultural and global flow of information.

Human Communication Theory - CMS 410

Examine key communication theories that describe, explain and/or predict human communication behaviors. Emphasis placed on the application of theories to everyday life.

Communication, Leadership, and Change - CMS 495

A capstone course that helps students reflect on and apply their learned experiences in communication with an emphasis on leadership. Students integrate learned theory and experiences with real world situations. Completion of a capstone project is required.

COMMUNICATION ELECTIVES...9 HOURS

FREE ELECTIVES...44 HOURS

EKU UNDERGRADUATE CATALOG

TOTAL CURRICULUM REQUIREMENTS...120 HOURS

Undergraduate Certificate in Communication Studies

Interpersonal Communication - CMS 200

A study of communication in an interpersonal environment. Topics studied include: verbal and nonverbal communication, effective listening, the intersection of relationships and technology, and other skills related to building interpersonal communication competence.

Advocacy and Opposition - CMS205W

The study of the techniques and principles of formal argumentative discourse including developing, presenting, defending, opposing, and analyzing positions on controversial questions through research, writing and oral communication. Emphasis on the use of online mediums for promoting and opposing ideas.

Public Speaking - CMS 210 (or CMS 215)

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Business and Professional Presentations - CMS 215 (or CMS 210)

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Team Building and Small Group Communication - CMS 310

Study the role of communication in the development of group norms, roles, leadership styles, problem-solving techniques and decision-making techniques in team building and small group interactions in both face to face and virtual team environments.

Communication in Conflict Management - CMS 325

Study of the human communication and technology components contributing to the introduction, continuation, and resolution of conflict in personal and professional relationships. Learn to identify root causes of conflict and practice communication strategies for productive conflict management including active listening, perception-checking, the healthy expression of emotions, power balancing, and problem-solving.

Organizational Communication - CMS 350

An introduction to the principles, theories, and practice of communication within organizations. Emphasis will be placed on different perspectives of organizational communication, in addition to emergent issues such as newcomer assimilation, organizational culture, networks, decision-making, emotion diversity, and technology, and values.

Intercultural Communication - CMS 375

A practical and theoretical study of the basic elements of interpersonal communication and culture as the two relate to one another. Enhance cross-cultural communication competencies and strengthen understanding of the cultural and global flow of information.

TOTAL HOURS...24

What classes will I take?

CURRICULUM

EASTERN KENTUCKY UNIVERSITY

Undergraduate Certificate in Dispute Resolution

Advocacy and Opposition - CMS205W

The study of the techniques and principles of formal argumentative discourse including developing, presenting, defending, opposing, and analyzing positions on controversial questions through research, writing and oral communication. Emphasis on the use of online mediums for promoting and opposing ideas.

Communication in Conflict Management - CMS 325

Study of the human communication and technology components contributing to the introduction, continuation, and resolution of conflict in personal and professional relationships. Learn to identify root causes of conflict and practice communication strategies for productive conflict management including active listening, perception-checking, the healthy expression of emotions, power balancing, and problem-solving.

Intercultural Communication - CMS 375

A practical and theoretical study of the basic elements of interpersonal communication and culture as the two relate to one another. Enhance cross-cultural communication competencies and strengthen understanding of the cultural and global flow of information.

Negotiation - CMS 420

This course combines communication theory and practice in resolving conflicts using the negotiation process. Extensive role-playing activities will be utilized to develop these skills.

Undergraduate Certificate in Communication in the Workplace

Team Building and Small Group Communication - CMS 310

Study the role of communication in the development of group norms, roles, leadership styles, problem-solving techniques and decision-making techniques in team building and small group interactions in both face to face and virtual team environments.

Organizational Communication - CMS 350

An introduction to the principles, theories, and practice of communication within organizations. Emphasis will be placed on different perspectives of organizational communication, in addition to emergent issues such as newcomer assimilation, organizational culture, networks, decision-making, emotion diversity, and technology, and values.

CHOOSE ONE OF THE FOLLOWING:

Public Speaking - CMS 210

Principles of and practice in the art of public speaking. Study of the invention, organization, style, delivery, and audience adaptation of informative, persuasive, and commemorative speeches.

Business and Professional Presentations - CMS 215

Students develop and practice multiple types of presentations vital for the professional arena. Learn the skills associated with effective verbal and nonverbal delivery, how to create appealing visual aids, how to motivate and inspire others through persuasive speaking, and how to deliver technical information clearly and understandably.

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Applied Organizational Communication Skills - CMS 275

Study of applied communication skills for professionals in organizational contexts. Develop communication skills in conducting interviews, engaging in performance evaluations, creating resumes, managing a professional online presence and in using appropriate business etiquette.

CHOOSE TWO OF THE FOLLOWING:

Social Media Messaging for Organizations - CMS 302

An introduction to the development, execution, and evaluation of persuasive and informative messaging used by organizations to share information using various social media platforms. Real world organizations are assessed.

Communication in Conflict Management - CMS 325

Study of the human communication and technology components contributing to the introduction, continuation, and resolution of conflict in personal and professional relationships. Learn to identify root causes of conflict and practice communication strategies for productive conflict management including active listening, perception-checking, the healthy expression of emotions, power balancing, and problem-solving.

Health Communication - CMS 353

Survey of recent development in the field of health communication. Emphasis is on the role of interpersonal communication and family narrative in the health care setting, patient provider interactions and multicultural health awareness.

Intercultural Communication - CMS 375

A practical and theoretical study of the basic elements of interpersonal communication and culture as the two relate to one another. Enhance cross-cultural communication competencies and strengthen understanding of the cultural and global flow of information.

Negotiation - CMS 420

This course combines communication theory and practice in resolving conflicts using the negotiation process. Extensive role-playing activities will be utilized to develop these skills.

What can I do with this degree?

CAREER OUTLOOK

Professional communication is the vehicle to success; employers recognize the importance of communication skills and repeatedly report this as one of the top requirements for new hires and advancement. Students gain the skills and knowledge necessary for both obtaining an entry-level communication position in various fields that relate to communication as well as advancement in their current field.

Industries for Communication Graduates

The following industries specialize in communication, making them an ideal employment choice for communication graduates:

- Corporate Training
- Human Resources
- Marketing
- Mediation and Arbitration
- Public Relations

[SALARY ESTIMATES](#)

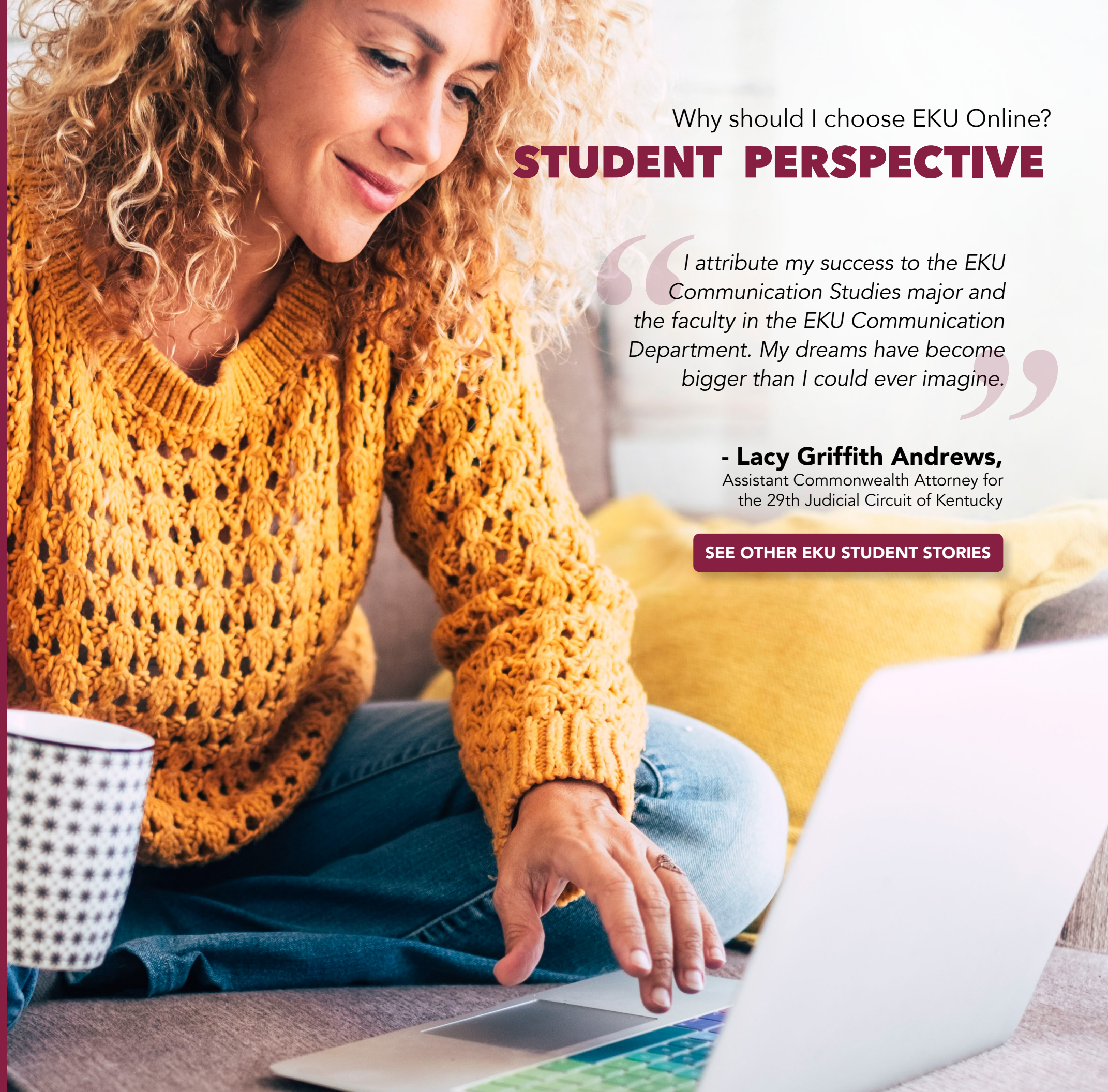
Why should I choose ECU Online?

STUDENT PERSPECTIVE

"I attribute my success to the ECU Communication Studies major and the faculty in the ECU Communication Department. My dreams have become bigger than I could ever imagine."

- Lacy Griffith Andrews,
Assistant Commonwealth Attorney for
the 29th Judicial Circuit of Kentucky

[SEE OTHER ECU STUDENT STORIES](#)



Can I afford to go back to school?

FINANCIAL AID & SCHOLARSHIPS

Paying for school doesn't have to be overwhelming. Almost everyone, regardless of income, can qualify for some form of financial aid. We're here to help you learn about available options and what may be right for your unique situation.

- Grants
- Federal Loans
- Private Loans
- Military Benefits
- Departmental Scholarships
- Outside Scholarships
- Foundation Scholarships
- Employer Tuition Reimbursement

MORE FINANCIAL AID INFO

Questions about financial aid?

Big E Central

BigECentral@eku.edu

(859) 622-2361

EKU Online offers a range of scholarships designed to address the financial needs of our students, lower the overall cost of attendance and reward a student's scholastic achievements.

EKU UNIVERSITY SCHOLARSHIPS

Start Strong Scholarship Fund (undergraduate programs only)

The Start Strong Scholarship provides up to \$2,000 per year of need-based scholarship funds for newly admitted undergraduate students. Candidates must have a completed FAFSA application, but are not required to be eligible for FAFSA awarded funding.

Stay Strong Scholarship Fund (undergraduate programs only)

The Stay Strong Scholarship provides up to \$1,000 per year of need-based scholarship funds for qualified undergraduate students who have completed two semesters with EKU Online and have earned a 3.5 GPA or higher their previous semester. Candidates must have a completed FAFSA application, but are not required to be eligible for FAFSA awarded funding.

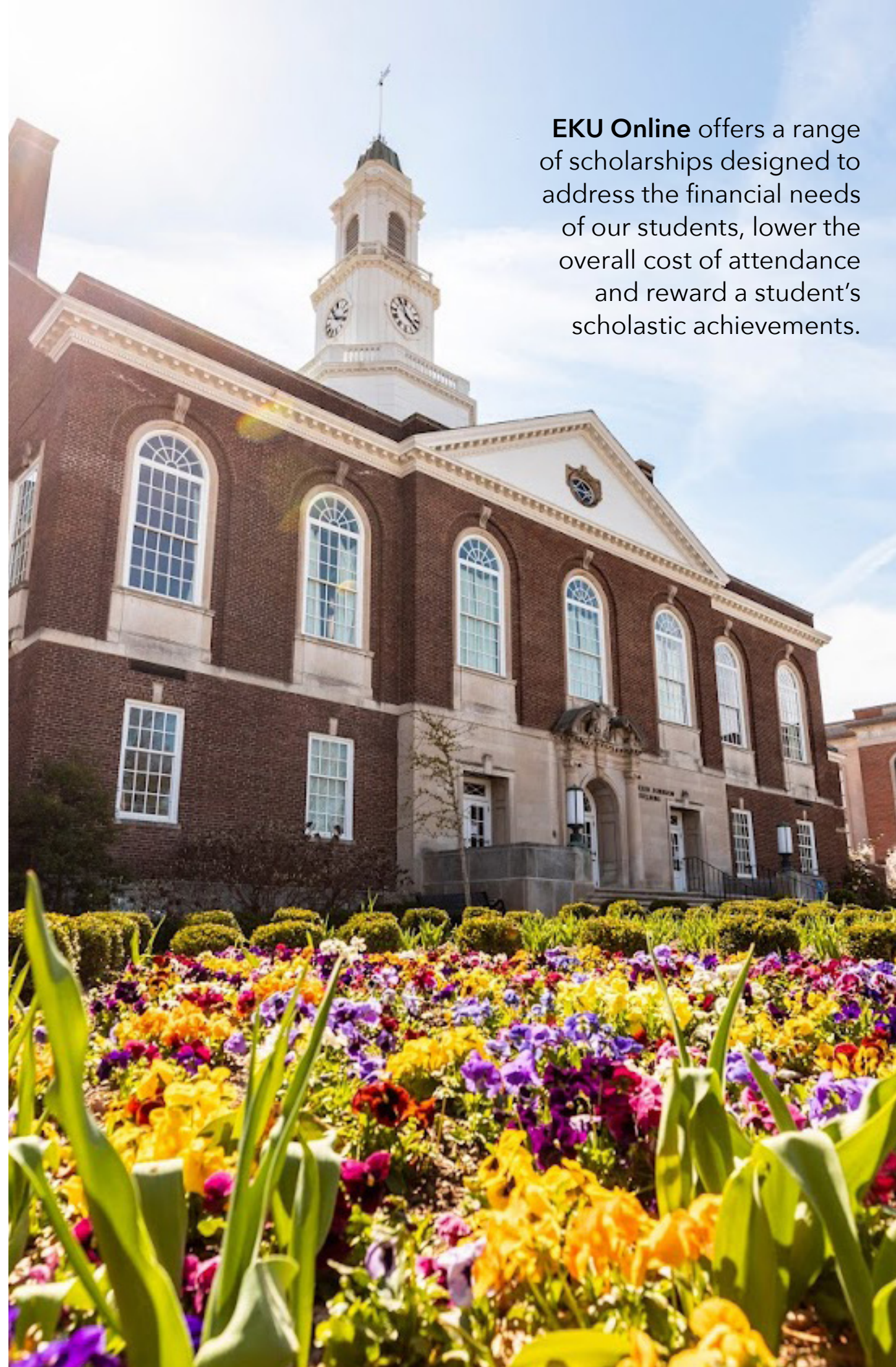
Omega Nu Lambda Honor Society Scholarship Fund

In recognition of your accomplishments as an online student, Omega Nu Lambda Honor Society provides members with an opportunity to apply for a scholarship in both fall and spring. Fall scholarships are announced in November and spring are announced in April.

EKU Foundation Scholarship

The Eastern Kentucky University Foundation, through the generosity of its donors, offers a variety of scholarship opportunities to deserving students. EKU Foundation scholarships are awarded through the University Scholarship Office and at college and department levels. New and renewable awards of [EKU Foundation scholarships](#) are subject to available funds each year.

MORE SCHOLARSHIP INFO



When will I start classes?

APPLICATION DEADLINES

TERM	APPLY BY	BEGIN CLASSES
Fall A	July 5	August
Fall B	August 31	October
Spring A	November 30	January
Spring B	January 31	March
Summer A	April 5	May
Summer B	May 31	June

What do I need to apply?

ADMISSION REQUIREMENTS

First-Time Freshman

- Standard Admission:
high school cumulative GPA (unweighted): 2.50 or higher
- Success First Admission:
high school cumulative GPA (unweighted): 2.00-2.49
- Minimum high school GPA of 2.0 on a 4.0 scale

While test scores are not required for admissions purposes, students are encouraged to submit test scores for proper course placement in English and mathematics courses.

Transfer Students

- Cumulative grade point average (GPA) of 2.0 on a 4.0 scale
- In good academic and financial standing at previous institution
- Students who have earned 23 hours or fewer of college credits after high school graduation must also provide a final high school transcript and meet the requirements for incoming freshmen

ADMISSION INFORMATION

How do I apply?

APPLICATION PROCESS

First-time Freshman:

Step 1: Complete the free online application at:

https://application.eku.edu/portal/apply_eku

START MY APPLICATION

Step 2: Submit your high school transcripts to the Office of Admissions.

Step 3: Submit ACT or SAT scores (not required, but encouraged for determining appropriate course placement).

Transfer Students:

Step 1: Complete the free online application at:

https://application.eku.edu/portal/apply_eku

START MY APPLICATION

Step 2: Send us your high school transcript (if you have 23 or fewer credit hours).

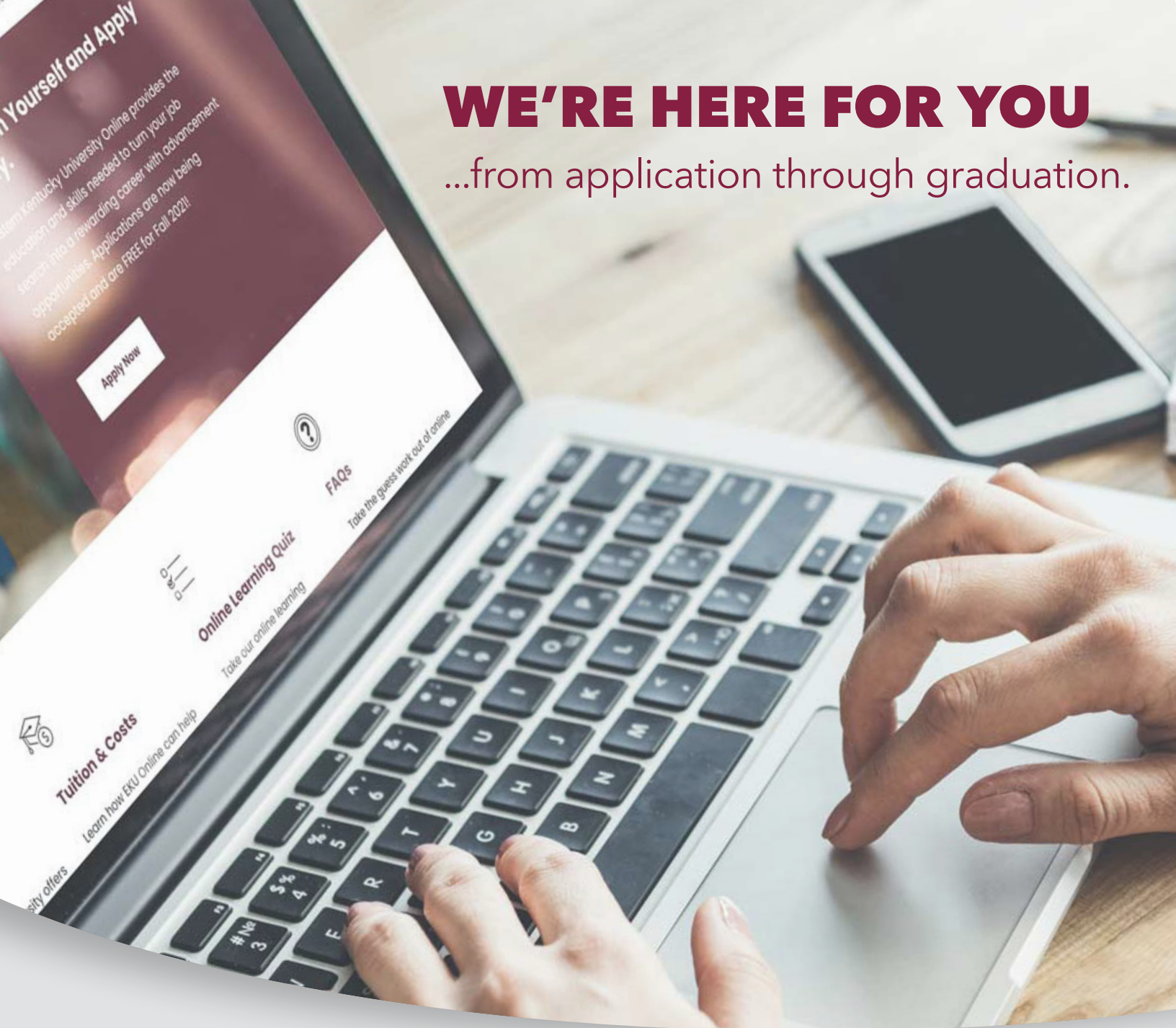
Step 3: [Send us your official transcripts](#) from each accredited university you attended, including dual credit from high school.

What are you waiting for?

GET STARTED TODAY!



WE'RE HERE FOR YOU
...from application through graduation.



Laquanda Miller
Enrollment Advisor



859-622-9959



Laquanda.Miller@eku.edu

EKU
ONLINE

SCHEDULE A CALL

Eastern Kentucky University is an Equal Opportunity employer and educational institution and does not discriminate on the basis of age (40 and over), race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, ethnicity, disability, national origin, veteran status, and/or genetic information in the admission to, or participation in, any educational program or activity (e.g., athletics, academics and housing) which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Office of Institutional Equity, Eastern Kentucky University, Jones Bldg. Room 416, Richmond, Kentucky 40475 (859) 622-8020, or the Assistant Secretary for Civil Rights, U.S. Department of Education, Office for Civil Rights, Lyndon Baines Johnson Department of Education Building, 400 Maryland Avenue, SW, Washington, DC. 20202 1-800-421-3481(V), 1-800- 877-8339 (TTY).