



CENTER FOR  
CONTINUING EDUCATION  
and ACADEMIC OUTREACH  
MURRAY STATE UNIVERSITY

**Complete your degree in as little as 16 months**

## Murray State University's **BACHELOR OF INTEGRATED STUDIES**

*Wishing you had finished college? This is opportunity knocking, so take the next step. Murray State's BIS degree is designed for adults with previous college credit and/or significant life experience. Adults find the BIS program appealing because of its flexible degree requirements and alternative methods of earning additional credits. The program allows students earning the BIS degree to create their own field of study emphasis. The BIS degree program works well for students in established careers who do not need a specific academic credential for a new career. Throughout the program, careful planning and advising insure that students with the BIS degree are fully qualified to enter graduate programs.*

### What is organizational communication?

Organizations are created and sustained through effective communication. Every company wants employees who can build relationships, promote ideas, guide teams, facilitate collaboration and provide leadership...all of which are communication-based competencies. By studying organizational communication, students learn appropriate methods for assessing communication problems, designing communication processes and improving communication quality to help organizations succeed.

Our graduates have made careers in such areas as sales and marketing, fundraising, human resource management, training and development, recruitment, public relations, law, management, and more!

### Accelerate your career

The organizational communication field of study in the BIS program is now offered as a fast-track degree. The cohort will begin fall 2009 at MSU's Hopkinsville Regional Campus.

What does fast-track mean?

- Complete your degree in as little as 16 months
- Attend class 1 night per week
- Short courses, online courses...unmatched convenience!

### **MSU- Hopkinsville Regional Campus**

5305 Ft. Campbell Blvd. • Hopkinsville, KY  
(270) 707-1525 or 1-800-669-7654 • [www.murraystate.edu/ceao/hopkinsville](http://www.murraystate.edu/ceao/hopkinsville)

**Organizational  
Communication  
Fast-Track Cohort**

# PROGRAM SEQUENCE

## Fall 2009

BIS 399 (online course).....	3 hrs
BIS 301 (online course).....	3 hrs
COM 381 (1st 1/2 semester; Tuesday nights).....	3 hrs
COM 353 (2nd 1/2 semester; Tuesday nights)....	3 hrs
Optional Elective.....	3 hrs
<b>TOTAL.....</b>	<b>12-15 hrs</b>

## Spring 2010

BIS 302 (online course).....	3 hrs
COM 384 (1st 1/2 semester; Tuesday nights).....	3 hrs
COM 385 (2nd 1/2 semester; Tuesday nights)....	3 hrs
COM 387 (online course).....	3 hrs
Optional Elective.....	3 hrs
<b>TOTAL.....</b>	<b>12-15 hrs</b>

## Summer 2010

COM 481 (online course).....	3 hrs
COM 488 (co-op).....	3 hrs
COM 499 (arranged or online course).....	3 hrs
Optional Elective.....	3 hrs
<b>TOTAL.....</b>	<b>9-12 hrs</b>

## Fall 2010

BIS 437 (Tuesday nights).....	6 hrs
COM 489 (co-op).....	3 hrs
COM 357 or 461 (online course).....	3 hrs
Optional Elective.....	3 hrs
<b>TOTAL.....</b>	<b>12-15 hrs</b>

**\*Internet access required for all courses**

### Some employers of organizational communication graduates:

Sony	Ingram Barge
Verizon Wireless	Kentucky State Police
General Motors	Enterprise Rent-A-Car
Wells Fargo	Tyson Foods
Norton Healthcare	Mead-Westvaco
American Cancer Society	State Farm Insurance
YMCA	Alcan Composites
Forest Pharmaceuticals	Lexmark
Disney	Liberty Mutual
Hawthorn Pharmaceuticals	AT&T
TVA	GlaxoSmithKline
BB&T Bank	

## COURSE DESCRIPTIONS:

COM 353- Team Communication and Leadership: The study of communication principles and leadership strategies for effective teamwork. Focus is on communication and leadership skills that produce team cohesion, synergy, and productivity. Communication theory is applied to analyze leadership roles in team projects, decision-making, and conflict management.

COM 357- Communication and Critical Thought: The course explores the relationship between communication and critical thought. Based on the rhetorical traditions of oral discourse, students will explore argumentation, negotiation, reason, fallacy, language, and evaluation of information as each relates to critical thinking.

COM 381- Interpersonal Communication: In-depth study of communication and interpersonal relations.

COM 384- Communication Skills for Professionals: A study of applied communication skills for professionals in for-profit and non-profit organizations. Emphasis is given to oral and written communication techniques for providing performance feedback, conducting interviews, managing meetings, delivering training, promoting strategy and change, maintaining organizational identity and image, and responding to organizational crises.

COM 385- Organizational Communication: A study of the concepts, theories and processes of human communication in organized workplaces. Emphasis is given to the nature and function of human communication in different organizational structures and designs.

COM 387- Intercultural Communication: Designed to explore communication principles from the viewpoint of different western and non-western cultures.

COM 461- Persuasive Communication: This course explores theories and concepts of persuasive communication strategies. Emphasis is placed on examining persuasive strategies used in attitude change. Ethical problems related to persuasion, audience analysis and dialogue, rationality, and the free marketplace of ideas are also explored. Students develop and present a persuasive campaign.

COM 481- Conflict and Communication: Examines conflict processes as communication phenomena. Explores theories of conflict communication and develops competencies for a range of professional and interpersonal contexts by applying theory to practice.

COM 488 & 489- Cooperative Education/Internship: A meaningful, planned, and evaluated work experience related to the career and educational objectives of the student for which he/she may receive academic credit and possible financial remuneration.

COM 499- Contemporary Issues in Communication: Studies of interest to faculty and students (e.g., effective mentoring skills, communication and the family, health communication, gender issues). A different subject is examined each time the course is offered, with the topic being announced one semester in advance.