Welcome
The Graduate Certificate in Communicating in Organizations will allow you to enhance your ability to analyze situations and develop processes that help businesses better serve their clients, while also improving the workplace. You will develop an in-depth understanding of how communication functions in organizations, including how to strategically plan organizational changes, such as changes in policy, workflow and overarching goals.

This program focuses on current research in the communication field, organizational communication theory and processes. This 12 credit hour certificate can be earned completely online and may be applied toward a master's degree program of your choice, with advisor approval.

Studying Online
Online classes require self-discipline and motivation, especially since you do not have a specific time and place established for class meetings. Familiarizing yourself with what’s required of an online student and the many tools available to support online learners is key!

The Orientation for Online Learners provides guest access to Blackboard, along with helpful information ranging from pre-enrollment through registration. It is designed to walk you through the different processes involved with admissions, financial aid, advising and registration. The Student Resource Portal provides one-click access to academic support and student resources across campus. The link to each area is provided below:

Orientation for Online Learners:  www.wku.edu/online/orientation
Student Resource Portal:       www.wku.edu/online/srp

In addition to online support, which is accessible in these areas, there is also a team of distance learning professionals available to answer questions, listen to your concerns and provide solutions. You can reach us at learn.online@wku.edu.

Admission Requirements
Applicants to the graduate certificate program first need to be admitted to The Graduate School by completing the online graduate application at www.wku.edu/graduate. (NOTE: Select "Apply First Time Graduate & Transfer" if you have not taken graduate courses at WKU before. Select "Apply for Graduate Readmission" if you have previously taken WKU graduate courses or are currently enrolled in graduate courses at WKU.)

Once you have submitted the online application, mail any required supporting materials to:
Questions? Contact The Graduate School by email at graduate.school@wku.edu or by phone at (270) 745-2446. Approximately 10-14 days after all required admission documents have been submitted, you should receive a letter from the WKU Graduate School indicating your admission status.

Please note the following:

- To be eligible for any type of financial aid you must be admitted in good standing to a degree/certificate program.
- **Current Master’s Degree Students:** If you are currently pursuing a master’s program at WKU and wish to add the certificate as an additional credential follow the steps below:
  - Apply online as a readmit student at [www.wku.edu/graduate](http://www.wku.edu/graduate).
  - Email The Graduate School at graduate.school@wku.edu to notify them that you are adding the certificate as a second program of study and wish to keep your master’s program listed as your primary program of study. *While we understand that this is an extra step, we strongly recommend it, as it will help prevent any miscommunication regarding your primary program of study vs. your newly filed application.*

Certificate Program Requirements

The graduate certificate in Communicating in Organizations requires 12 credit hours, including 2 courses which focus on organizational communication in context and 2 courses which focus on strategies for communication.

**Organizational Communication in Context (6 credit hours/2 courses required)**

- **COMM 528, Communication in the Nonprofit Sector** (3 hrs): Survey of organizational communication issues and the ways in which they are uniquely situated in and applied to nonprofit organizations and philanthropy.
- **COMM 561, Multinational Organizational Communication** (3 hrs): This course provides an in-depth study of internal and external communication behaviors in business organizations operating in multinational environments.
- **COMM 564, Crisis Communication** (3 hrs): Role of communication in crisis prevention, crisis readiness and crisis resolution.
- **COMM 571, Computer Mediated Communication in Organizations** (3 hrs): Introduces students to communication technologies (specifically electronic mail, groupware, decision support systems, and intranet technologies) within organizations. Stresses the social and communicative impact of these technologies on organizational shareholders such as employees and customers.
- **COMM 581, Applied Organizational Communication** (3 hrs): Provides opportunities for students to apply theoretical concepts to various functions of organizational communication in industry and corporate contexts.
- **COMM 586 Processes of Group Communication** (3 hrs): Practice in the group communication processes that lead toward successful team work in organizational contexts.
Strategies for Communicating (6 credit hours/2 courses required)

- **COMM 523, Health Communication** (3 hrs): An examination of the role communication plays in the delivery of health care. Focus is on provider-patient relationships, other providers of care, health communication campaigns, health behavior change, and within health care contexts.

- **COMM 553, Health Communication Campaigns** (3 hrs): Examines and analyzes the critical role communication plays in planning, implementation, and evaluation of health communication campaigns.

- **COMM 563, Issues Management** (3 hrs): A study of issue identification, issue analysis, issue change strategy options, and issue action programming with particular emphasis upon the role of communication in issue management.

- **COMM 565, Communication and Conflict** (3 hrs): Study of communication as it relates to conflict in interpersonal, group, organizational, and intercultural settings.

- **COMM 566, Corporate and Organizational Advocacy** (3 hrs): Historical overview of corporate and organizational advocacy in the 20th century focusing on the communication process used in corporate advocacy.

- **COMM 568, Communication and Organizational Identification** (3 hrs): Survey of the phenomena of identification in organizations and how identification is constructed through communication.

- **COMM 577, Terrorism & Communication** (3 hrs): This course deals with the communication behaviors of terrorist groups, particularly as culture impacts and influences those behaviors.

- **COMM 578, Seminar in Interpersonal Communication** (3 hrs): Examination of professional literature and basic research in interpersonal communication.


- **COMM 590, Intercultural Communication** (3 hrs): A survey of intercultural communication theories, approaches, methods and current issues.

Financial Aid

Eligibility

Financial Aid includes grants and loans for educational purposes. The government requires the student to file a form online to the government agency for this purpose which is called FAFSA at [www.fafsa.ed.gov](http://www.fafsa.ed.gov) to apply. Once that form is completed and filed, the student will receive an email from WKU about the status. All financial aid comes through the WKU Student Financial Aid office and they communicate mostly through email. The email will explain all the grants and/or loans that are available to the student and how to receive the money.

Nearly all students are eligible for some form of financial assistance. In fact, over 90% of the students who applied for financial aid in recent years received an award offer. Every effort is made to assist you and your family in obtaining the resources necessary to meet the difference between the total cost of attending Western Kentucky University and your ability to contribute toward your education.

If you would like to apply for financial assistance (loans, grants, scholarships, veteran’s benefits) the first step is to complete the Free Application for Federal Student Aid (FAFSA) at [www.fafsa.ed.gov](http://www.fafsa.ed.gov). Please refer to the Financial Aid Guide for additional information and complete instructions.

Please keep in mind, you must maintain satisfactory academic progress to continue to qualify for financial aid. For additional information on receiving, and keeping your financial aid, please refer to the WKU Financial Aid website to review the complete policy on Satisfactory Academic Progress at [http://www.wku.edu/financialaid/sap.php](http://www.wku.edu/financialaid/sap.php).
Helpful Resources

- Orientation for Online Learners: [www.wku.edu/online/orientation](http://www.wku.edu/online/orientation)
- The Student Resource Portal: [www.wku.edu/online/srp](http://www.wku.edu/online/srp)
- The WKU Graduate School: [www.wku.edu/graduate](http://www.wku.edu/graduate)

Financial Aid and Scholarship Information

- Student Aid: Types of aid, who qualifies and how to apply: [https://studentaid.ed.gov](https://studentaid.ed.gov)

Career Resources and Average Salary Information

Resources to aid in finding a major right for you, as well as the most current information regarding average salary, job outlook and the most common positions within the field, may be found on the websites below:

- Find Occupations, Salary Information and Job Outlook: [http://www.onetonline.org/find/career](http://www.onetonline.org/find/career)
- Identifying A Career Based on Personal Interests: [https://bigfuture.collegeboard.org/explore-careers](https://bigfuture.collegeboard.org/explore-careers)
- Choosing a Graduate Degree: [http://www.onlinemastersprograms.org/](http://www.onlinemastersprograms.org/)

Contact Information

**WKU Online Support:** Carol Taylor  
**Email:** learn.online@wku.edu  
**Phone:** (270) 745-5173  
**Toll-Free:** (888) 4WKUWEB / (888) 495-8932