

BSIS: Strategic Communications

The Bachelor of Science in Integrated Studies: **Strategic Communications** bridges the study of human communication with how to effectively develop and deliver content for individual brands and organizations. Course work provides a foundation in oral and speech communication, organizational culture, media relations and message design. Students learn concepts in communication while gaining essential practical skills for designing, implementing and managing business communications programs for a range of corporate, agency and nonprofit organizations.

This program prepares students for careers in government, business and media organizations that need expert communicators who understand communications strategies and who can translate business objectives into media messaging, manage in-house resources, and direct external teams of communications professionals.

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Degree Requirements

All School of Continuing & Professional Studies undergraduate students must satisfy the same general-education requirements (<http://bulletin.wustl.edu/undergrad/caps/bachelors/#degreerequirements>).

Students in BSIS programs must complete a certificate (<http://bulletin.wustl.edu/undergrad/caps/certificates/>), tailoring their degree to their educational and professional goals. Students in BSIS programs must also complete a Community Engagement course. A designated course in the Strategic Communications program will fulfill this requirement.

Required courses: 18 units

Code	Title	Units
Comm 203	Writing for Business Communication	3
	Oral Communication (new course coming soon!)	3
Comm 234	Foundations of Communications	3
Comm 262	Integrated Strategic Communications	3
	Organizational Communication (new course coming soon!)	3
	Integrated Studies Capstone: Professional Track	3
Students may also complete an internship in Communications for 3 units		
Total Units		18

Elective courses: 12 units

Code	Title	Units
Comm 305	Market Research and Communications Strategies	3
Comm 350	Public Relations Principles and Practices	3
Comm 372	Crisis Communications	3
Comm 378	Communications Technology and New Media	3
Comm 385	Digital Communications Analytics	3
Comm 4160	Communications Ethics and the Law	3
JRN 345	Effective Editing	3

Note: At least 15 units in the field of study must be in upper-level (300-level and higher) courses.