

BSIS: Strategic Communications

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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.