

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.

Contact: Joe Cruz
Phone: 314-935-8665
Email: cjoe@wustl.edu