Communications

The Bachelor of Science in Communications focuses on theories and applications of communications — organizational, interpersonal, cultural, political, and social. Required core courses build a foundation in communications theory, history, ethics, law, technology, and business. Students also select a concentration for greater professional focus in one of the following areas: Integrated Marketing Communications or Public Affairs.

The program core courses and concentration options represent the breadth and depth associated with the study of communications, and they define this field as an important standard of a liberal arts education. The program also emphasizes integration across academic disciplines and industry functions, and it provides the opportunity to analyze and implement communications and leadership skills in a range of organizational settings, media relations roles, and social or political advocacy functions in a changing and complex media environment.

Contact: Del Schwinke
Email: dschwink@wustl.edu
Website: http://ucollege.wustl.edu/programs/undergraduate/bachelors-communications

Degree Requirements

Bachelor of Science in Communications

All University College undergraduate students must satisfy the same general-education requirements (http://bulletin.wustl.edu/undergrad/ucollege/bachelors/#degerequirements).

The Bachelor of Science in Communications is a 45-unit program of study that includes 18 units of required core courses, a 12-unit concentration in Integrated Marketing Communications or Public Affairs, a required internship or independent study, and 12 units of elective courses.

Required Core Courses: 18 units

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comm 203</td>
<td>Writing For Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>Comm 234</td>
<td>Foundations of Communications</td>
<td>3</td>
</tr>
<tr>
<td>Comm 262</td>
<td>Integrated Strategic Communications</td>
<td>3</td>
</tr>
<tr>
<td>Comm 378</td>
<td>Communications Technology and New Media</td>
<td>3</td>
</tr>
<tr>
<td>Comm 381</td>
<td>The Business of Communications</td>
<td>3</td>
</tr>
<tr>
<td>Comm 416</td>
<td>Communications Ethics and Law</td>
<td>3</td>
</tr>
<tr>
<td>Total Units</td>
<td></td>
<td>18</td>
</tr>
</tbody>
</table>

Internship or Independent Study: 3 units

Electives: 12 units

Concentration in Integrated Marketing Communications: 12 units

Required: Comm 350 Principles of Public Relations: Theory and Practice in a Digital Age

Electives: 9 units of advanced-level course work in communications, business, journalism, others with approval.

Concentration in Public Affairs: 12 units

Required: Comm 372 Crisis Communications

Electives: 9 units of advanced-level related course work in business, political science, journalism, others with approval.

Courses


U48 Comm 110 Grammar and Style
The grammar of the English sentence; sentence types and their uses; study and practice to achieve clarity, coherence, and variety of effect. Same as U11 110.
Credit 3 units.

U48 Comm 150 Introduction to HTML
This course teaches how to code HTML using a text editor, which is the foundation of all web development. Within this broad framework, students will cover many topics, including good design principles, Cascading Style Sheets, server-side vs. client-side, web browsers, and web servers. The course will conclude with a brief overview of the future of web development, including XHTML and XML. Familiarity with Windows, Mac OS, or Linux required.
Credit 1 unit.

U48 Comm 151 Science in the Media
In this course we explore how science is disseminated to the general public. We compare information and conclusions derived from scientific rationale with those derived from media sources, and analyze similarities and differences among the scientific community, public, media, and policymakers. We also discuss how nonscientists become informed about important scientific issues.
Same as U13 EPSc 150
Credit 3 units.

U48 Comm 203 Writing For Business Communication
Effective and appropriate written communication skills are a distinct advantage to any employee and an essential requirement for today’s manager. In this course we will take a creative and active approach to increasing students' knowledge of communications principles and formats as well as their ability to express themselves in a variety of written forms, including memos, proposals, presentations, and reports. Communications strategy, and the importance of how the message, medium,
and an understanding of the audience all relate to affect communications outcomes, will also be reviewed. Prerequisite: one college-level course in English composition. This course is fully online. Only University College students receive credit for online courses.

**U48 Comm 204 Writing for Survival**
The focus of this course is clarity of expression in written documents and verbal exchanges, with an emphasis on effective communication in the workplace. Students will study and practice writing business letters, memorandums, proposals, reports, press releases, and speeches. Additionally we develop and deliver presentations using adaptive learning technology. Using writing and presentation skills acquired in the course, students will propose and develop a nonprofit organization, focusing on a strategic communications strategy for this new organization.

Credit 3 units.

**U48 Comm 205 Introduction to Electronic Communications**
Computers and the internet have revolutionized how we communicate; but is it communication or is it technology? This course will examine the basics of communicating electronically: the internet, intranets and World Wide Web, and email, as well as how to write for these media. The course will also focus on electronic communication effectiveness and measurement — the electronic and not-so-electronic means of determining the effectiveness of this kind of communication. Does not assume prior experience with any electronic communication. This class will include online elements, including four class meetings online.

Credit 3 units.

**U48 Comm 211 Introduction to Journalism**
This course provides an overview of hands-on journalism skills with an emphasis on clear, accurate, and persuasive writing. Students will learn how to get the story, conduct interviews, report the story, and proofread their work. We will study and practice the art of pursuing a story, digging up and verifying facts, sorting fact from opinion, and uncovering information using principles of fairness, truth, and accuracy. As the format for news distribution varies and changes regularly, the course prepares students to use all platforms, including newspaper, television, radio, Facebook, Twitter, social media, citizen journalism, blogs, vlogs, and all other formats.

Same as U49 JRN 211

Credit 3 units.

**U48 Comm 2111 Introduction to Public Speaking**
Public speaking is a skill essential for success in most professional careers. The focus of this class is to develop the basic ability and confidence necessary to speak effectively in public. The presentation skills we will work on are proper diction, projection, breath control, effective use of the voice and body, writing to be heard not read, oral critiques, and informative and persuasive speaking. Critical listening and group work will also be emphasized.

Credit 3 units.

**U48 Comm 213 Principles of Reporting**
This course covers the fundamentals of reporting and writing a news story, primarily for newspapers and wire services. We will look at the elements of a story, including sources and organization, and discuss how a news story differs from a feature or an editorial. We will also examine the basic beats, including government, police, courts, and sports. Finally, we will examine the constraints of libel, privacy, and good taste. Students write stories weekly and cover and report on live events. Note: Web-based instruction and online requirements will complement the two-hour weekly class meeting. Students must have an email account and access to the Internet to take the course.

Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates.

Credit 3 units.

**U48 Comm 2151 Professional Writing, Speaking, and Presentation**
This is a course in organizational communications drawing upon the “means of persuasion” from classical rhetoric to Powerpoint. We will practice writing, speaking, and listening in the various formats: paper, oral presentations, and internet. We will also conduct comparative analyses of what works best with varying topics, situations, audiences, purposes. Students must have an e-mail account and access to the Internet to take the course.

Required for the Liberal Arts and Business Program (LAB) and the Business Communication Certificates.

Same as U11 EComp 215

Credit 3 units.

**U48 Comm 218 Website Design and Development**
This course covers website development using the three methods that have been used since web design first began: hand-coding HTML using a text editor; building webpages using a WYSIWYG editor like Dreamweaver; and using the most modern method, a Content Management System that separates design from content while making it easy for nontechnical users to update a site. We will cover design principles, Cascading Style Sheets, server-side vs. client-side technologies, web browsers, and web servers. We will conclude the course with a brief overview of the future of web development: XHTML and XML.

Credit 3 units.

**U48 Comm 221 Journalism Interviewing**
This is a course on interviewing skills and strategies, including pre-interview research, effective questions, conversational styles, and techniques of well known professional interviewers. Prerequisite: U48-211 or permission of instructor.

Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates.

Credit 3 units.

**U48 Comm 222 Principles of Reporting and Interviewing**
Credit 3 units.

**U48 Comm 225 Writing for the Mass Media**
Writing formats that serve as tools of mass communication. News format, feature writing, press releases, public service announcements, and scripts for radio broadcasts or videotape presentations. Prerequisite: U48-210. Unless otherwise indicated, junior standing and U48-210, 211, or 213 or instructor permission is a prerequisite for all courses 300-level and above.

Credit 3 units.
U48 Comm 232 Search Engines: Technology, Methods, Business

Virtually everyone who uses the internet also uses a search engine, but we rarely understand how these search engines work, how to improve the efficiency and accuracy of their searches, and the full range of services and software offered by the major search engines. This course will look at search engines from a broad perspective to help students learn about the technologies behind these resourceful tools, how to use them most effectively, and even how to make money from the search companies.

Credit 1.5 units.

U48 Comm 234 Foundations of Communications

This course examines the dynamic field of communications, including its history, the changing state of media, and current technologies. Students also will explore the economic, social, legal, and ethical questions associated with media. The course provides a foundation for careers in marketing, public relations, advertising, politics, management, and international enterprises.

Credit 3 units.

U48 Comm 249 Famous St. Louis Journalists

St. Louis has a long tradition of journalism beginning in the early 19th century. In this course students will explore the lives and works of seven famous St. Louis journalists in the historical, cultural, and political context of the city that promoted their careers. We will study Elijah P. Lovejoy, Joseph Pulitzer, John Cockerill, Theodore Dreiser, William Marion Reedy, and Martha Gellhorn, and Conde Nast.

Credit 1 unit.

U48 Comm 252 Internship in Communications & Journalism

Requires approval from site sponsor, coordinator and dean in University College.

Credit variable, maximum 3 units.

U48 Comm 258 Introduction to Marketing

Today’s communications practitioner often functions in an integrated environment that includes marketing, advertising, and public relations. This course will provide an introduction to concepts and practices used in strategic marketing. With the aid of case studies, students will review the latest challenges and solutions faced by some of today’s leading marketers. In addition to covering the traditional 4 “P’s” of marketing — product, price, place, promotion — the course will focus on understanding the customer’s connections to the product along with the technologies that make that possible. Upon completion of this course, students will acquire a basic understanding of the strategies needed to create a comprehensive marketing plan. Recommended for the Liberal Arts and Business (LAB) Certificate.

Credit 3 units.

U48 Comm 259 Understanding and Influencing Consumer Behavior

This course provides an overview of concepts and practices currently being used in the marketplace to influence consumer behavior in order to develop integrated communications. A student in this course takes the role of a product manager or an account planner in an advertising agency or other business organization. Students learn how to view consumers both objectively and intuitively. With the aid of case studies, quantitative research, qualitative research, secondary research, observational research, and ethnography, students study the latest trends in consumer behavior and persuasion. Upon completion of this course, students understand how to analyze and persuade the target audience to increase the effectiveness of all marketing communications.

Credit 3 units.

U48 Comm 260 Marketing Communications

An introduction to advertising, public relations, and promotions and how they influence communications, journalism, and mass media. Students explore each of the “three sisters” of marketing and how they are used to build integrated marketing programs. Specific tools, including special events, direct mail, sponsorship, and press materials, will be discussed. In addition, the class will examine current and memorable marketing campaigns, view new technologies, and learn techniques and trends from professionals in the marketing field.

Credit 3 units.

U48 Comm 261 The Story of Murder

Credit 3 units.

U48 Comm 262 Integrated Strategic Communications

Strategic communication programs enable organizations to accomplish business goals by building and maintaining trusted relationships with their most important communities. A strategic communication plan includes clear and measurable objectives, is based on positioning that clearly differentiates the organization, and takes advantage of appropriate and effective tactics. This course provides an overview of all aspects of strategic communication and how they relate to each other in corporate, agency and not-for-profit environments. It covers the critical concepts needed to manage diverse communication disciplines — including marketing, branding, advertising, public relations, promotions, graphic design, traditional and new media. This course provides the foundation in theory and practice required by today’s business executives and professional communicators to create and manage successful programs, using all available strategic communication techniques.

Credit 3 units.

U48 Comm 280 Using Everyday Technology

This course provides an overview of key computer technologies that are useful in business and at home. Topics covered include computers, the internet, networking, digital music, security, operating systems, web browsers, email, DNS, MP3, HTTP, Linux, Firefox, and BitTorrent. Additionally, we learn more creative and efficient ways of using standard office applications, such as Word, Excel, and PowerPoint, to improve work performance.

Credit 3 units.


This course examines the relationships between the public and influential institutions, especially different levels of government and media communication networks. Students also study how changes in communications and media, including the internet, print, and social media, have influenced the field of public affairs. Related course topics include lobbying, publishing, and entertainment, their interface with political, economic, and social issues, and their influence on the work of public affairs.
professionals. We also will analyze how changes in the media impact international communication, and how these influence our understanding of other cultures, regions, and countries. 
Credit 3 units.

U48 Comm 2901 Black Voices and Crusading Journalists: Frederick Douglass to Oprah
Credit 3 units.

U48 Comm 305 Market Research and Communications Strategies
This course provides an overview of market research techniques with an emphasis on planning for communications campaigns. The course provides a hands-on look at several popular market research techniques used in supporting communications, such as focus groups and phone surveys. No previous knowledge of statistics is necessary. Recent case studies are used to illustrate how research results have influenced communications campaigns. Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates. This course is fully online. Only University College students receive credit for online courses.
Credit 3 units. UColl: OLI

U48 Comm 306 Digital and Content Marketing
Students in this course will learn how to incorporate a strategic digital marketing plan into broader marketing strategies in best practices organizations. Studying how content marketing converts interested buyers into customers, we will learn and practice the 4 E's of content marketing — educate, engage, encourage, and embrace repeat customers — and study essential digital marketing skills and practices such as inbound marketing and website search engine optimization (SEO). We also look closely at successful email marketing strategies and how they optimize the website conversion funnel, all along learning and using reliable data analytical tools such as Google analytics. Students will be able to connect and fully understand the relationship between a company website, marketing strategy, current and prospective customers, and an effective inbound marketing program.
Credit 3 units.

U48 Comm 307 Journalism in a Multicultural Society
This course will prepare prospective journalists for the challenge of reporting on people with different backgrounds, such as race, lifestyle, religion, gender, age, national origin, economic or social class, or physical limitation. Students will examine the tension between conventional journalism and "civic" journalism, an approach to reporting that emphasizes community engagement and promotes a deeper awareness of diversity in the community. We will then focus on several recent approaches to improving community journalism. Finally, we will explore why the newspaper industry is reexamining its methods in light of criticism received for biased coverage of people in a diverse and multicultural society. Recommended for the Liberal Arts and Business (LAB) Certificate.
Credit 3 units.

U48 Comm 309 Spokesperson and Speaker Training: Messages, Delivery, and Media
This five-day intensive presentation and media relations course will prepare students to be more effective communicators in real-world professional situations. Students will participate in daily mock media interviews, and prepare and deliver presentations. We will learn how to develop and communicate clear and persuasive messages, whether answering reporters’ questions, speaking before a group, making a sales presentation, or managing a crisis. The course will include at least one evening field trip and a group project.
Credit 3 units.

U48 Comm 310 History of Mass Communications
Mass communications from the Colonial period to the present; the evolution of the media’s role as government watchdog, mass entertainer, and mirror and molder of public opinion; the process of news gathering and dissemination and the effects of these on American society. Prerequisite: junior standing or permission of instructor.
Credit 3 units.

U48 Comm 3101 History of American Journalism
A survey of the history of mass communications from the colonial press to the 21st century, with particular attention to the evolution of the media’s role as government watchdog, mass entertainer, and mirror and molder of public opinion. Media treatment of social and political issues throughout American history. Emphasis on key individuals, social and political movements and intellectual trends, American and world history in general. Consideration of newspapers, magazines, books, radio, television, and film. No prerequisite.
Credit 3 units.

U48 Comm 313 Communications Technology & the Law in the Digital Age
Credit 3 units.

U48 Comm 314 Persuasive Writing
Methods of argumentation, ranging from those presented in Aristotle’s Rhetoric to those found in the editorial pages of today’s newspapers. Emphasis on persuasion as a writing skill useful in fields such as law, journalism, business, and government.
Same as U11 EComp 314
Credit 3 units.

U48 Comm 315 Sports Reporting and Writing
The fundamentals of sports reporting. Includes formats ranging from "play-by-play" to interpretive or personal opinion pieces commonly printed as sports columns.
Same as U49 JRN 315
Credit 3 units.

U48 Comm 316 Sports, Media and Society
This course is aimed at preparing journalists for the challenge of covering contemporary sports in America, but it is not a class about sportswriting so much as a class about the issues sportswriters — and intelligent sports fans — need to understand. We will take a critical look at a number of sports-related issues and study the role of the media in the multibillion dollar industry that is big-time spectator sports. Discussion also of the roles sports serve in modern American culture.
Same as U49 JRN 316
Credit 3 units.
U48 Comm 317 Marketing Professional Services
This course will teach professionals how to market their services and businesses, and how to communicate effectively with important audiences. We will cover skills and strategies in key areas of communications, including advertising, marketing, public relations, and crisis management. We also will learn to develop and implement communications and marketing plans cost effectively. The course is designed for a range of professionals, including lawyers, accountants, physicians, architects, social workers, and managers of professional service firms.
Credit 3 units.

U48 Comm 318 Advanced Website Design and Development
This course focuses on two of the most important advanced areas of web development: Cascading Style Sheets (CSS), which allow developers to set the formatting and positioning of webpages in a standards-based and robust way; and Content Management Systems (CMS), which enable developers to design template-driven websites using powerful macros and scripting while making it easy for nontechnical users to manage their own websites. Understanding CSS and CMS, web developers can proceed to the next level of web development. Each student will get space on a CMS server while the class is in session. Prerequisites: U48 218 Website Design and Development or instructor permission.
Credit 3 units.

U48 Comm 319 The God Beat: Reporting and Writing Religion News
This course helps students learn the basics of reporting about religion and faith in the secular press. Students briefly examine the foundations of the major religions and denominations and then explore specific topics, from the Emerging Church to Intelligent Design movements, from clergy sexual abuse to religious holidays. Students develop skills important to the religion reporter on the beat: writing about ritual, profiling people of faith and finding objective experts.
Credit 3 units.

U48 Comm 320 Special Topics in Journalism: Entertainment Journalism
Each semester, several one-unit short courses designed to enhance students' practical skills and provide analysis of specialized subject areas will be offered. Courses, offered on a rotating basis, include Presentations Skills, Speechwriting, Travel Writing, Reviewing and Criticism, Media Buying, Creating Newsletters, and Desktop Publishing. No more than three 1-unit topics courses may be applied toward the major.
Credit 3 units.

U48 Comm 321 Special Topics in Journalism
Credit 3 units.

U48 Comm 323 The Future of the Media
This course explores the future of news media, which are now undergoing a historic transition. This is evident in dramatic shifts in news audiences away from network TV and daily newspapers and toward cable TV and internet alternatives. We probe four "media drivers" capable of forcing changes — consumer demand, stakeholder needs, technologies, and ideologies — and trace their impact throughout history.

We analyze current-day clash points and develop plausible scenarios for the future.
Credit 3 units.

U48 Comm 324 Technology in Our Changing Society
We are said to live in an information society and work in an information economy, but what does that mean? If we have indeed experienced in "paradigm shift" in what information means to society, then how do we adapt to these changes and what do they mean for the traditional ways society functions? This course examines how we think about, communicate and use information in a variety of contexts, including political, financial, historical, ethical, organizational, educational and technological. Guest lecturers from business, engineering, humanities and social sciences will provide these perspectives.
Credit 3 units.

U48 Comm 3240 Intercultural Communication
This course is designed to further students' sensitivity toward cultural variables and to cultivate their practical skills in managing cultural diversity in everyday life and business. Our interrogation focuses on how cultural variables affect the thought, behavior, value systems, the transmission and interpretation of messages, and characteristics of interpersonal and cross-cultural communication. We learn key concepts in this field (verbal and non-verbal communication, individualism and collectivism, stereotypes and ethnocentrism, etc.) and issues of particular concern in the current world (inter-ethnic/ racial relations, and intercultural communication in classrooms, medical care, and international business, etc.).
Same as U43 IS 324
Credit 3 units. UColl: NW

U48 Comm 3241 Professional Writing, Speaking, and Presentation
A course in organizational communications drawing upon the "means of persuasion" from classical rhetoric to PowerPoint. Practice in writing, speaking, and listening in the various formats: paper, oral presentations, and internet. Comparative analysis of what works best with varying topics, situations, audiences, and purposes.
Same as U11 EComp 324
Credit 3 units.

U48 Comm 326 Blogs to Wikis: Building Community in a Virtual Environment
Credit 3 units.

U48 Comm 327 Introduction to Multimedia Journalism
Multimedia journalism, a product of the internet age, has transformed the profession. This new direction, virtually a requirement for the field today, underscores the importance of creating and displaying information quickly through a variety of multimedia technologies and formats. Essentially, the journalist becomes reporter, producer, editor, and technician all in one. This course covers basic skills and principles of reporting, and introduces students to new technologies associated with convergence journalism. Students will produce reports for area websites and local news outlets. Students must have access to a laptop computer and digital still camera. Additionally, students must purchase on their own a digital audio recorder, audio slide show software, and Flip digital video camera; $275-$325
U48 Comm 328 Online Journalism
The internet continues to have a major impact on the practice of journalism. All major newspapers now maintain websites; journalists routinely use the World Wide Web for research and communication purposes, including interviews; many newspapers maintain themselves online as information portals; and the web itself has given birth to a wide variety of online journals, magazines, and newsletters. Some have said that the internet is “democratizing” journalism, in that a major capital investment is no longer necessary to participate in the journalism marketplace. This course will examine the rapidly developing state of online journalism, including how traditional print newspapers and news magazines are utilizing the World Wide Web; “webzines” and other online publications; and how online journalism differs from print and broadcast journalism in style, technique and content; and how the web both simplifies and complicates journalistic research.
Same as U49 JRN 328
Credit 3 units.

U48 Comm 329 Convergence Journalism
Convergence journalism has evolved rapidly in the internet age, which allows journalists to display their reports in various forms on websites. These reports can be by camcorder, tape recorders, blogs and other forms that are still evolving. This course will familiarize students with the basic principles of reporting and then introduce them to the technologies available for convergence journalism. Students can be expected to produce reports for the University College website and possibly for local news outlets’ websites. A final project will be required. Special equipment is needed; fees are possible.
Credit 3 units.

U48 Comm 330 Photojournalism
This course introduces students to the tools, techniques, and concepts of visual journalism; the mechanics of photography and its uses as a language of communication. Students develop an awareness of photography and a point of view through shooting assignments. The benchmark for success is understanding concepts, not photographic expertise. No darkroom work. Access to a digital or film camera and a flash is required. No disposable cameras.
Same as U49 JRN 330
Credit 3 units.

U48 Comm 331 Technical Writing
For those whose professions require them to present complex information precisely, logically, and efficiently. Examination of the audiences for technical writing and effective methods of organizing information to meet their needs. Variety of formats: letters, memos, trip reports, progress reports, proposals, and informal reports.
Same as U11 EComp 331
Credit 3 units.

U48 Comm 332 Editorial Writing and Commentary
This is an introduction to writing editorials, news analysis, and commentary pieces. The course examines how newspaper editorialists and columnists address contentious issues such as abortion, arms control, free trade, and campaign finance control. We will have regular writing assignments, including in-class writing on computers, and readings on current political and social issues. Students are expected to read a newspaper daily. Prerequisite: U48-211 or permission of instructor. Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates.
Credit 3 units.

U48 Comm 333 Communications in Your Backyard: Community Involvement
Credit 3 units.

U48 Comm 334 Information in Culture and Society
We are said to live in an information society and work in an information economy, but what does that mean? If we have indeed experienced in “paradigm shift” in what information means to society, then how do we adapt to these changes and what do they mean for the traditional ways society functions? This course examines how we think about, communicate and use information in a variety of contexts, including political, financial, historical, ethical, organizational, educational and technological. Guest lecturers from business, engineering, humanities and social sciences will provide these perspectives.
Credit 3 units.

U48 Comm 335 Introduction to Radio
Introduction to radio, including its history, political role, and technical demands. Topics include advertising and promotions, audience analysis, research, programming, and station management.
Credit 3 units.

U48 Comm 336 Media Criticism
Journalists and consumers of journalism function best when they understand why some information is disseminated and received, and some information is not. This course discusses case studies, each based on a real-life media controversy, to examine and illuminate the reporting, writing, editing, and ethical dilemmas that occur every day. Students’ participation is mandatory.
Requirements include several brief writing assignments and a major research paper examining a controversial print or broadcast story not discussed in class.
Credit 3 units.

U48 Comm 337 Media Stereotyping
Drawing primarily on contemporary movies, but also on print and broadcast media and the internet, we will explore the origins and effects of various persistent stereotypes that have been characterized in overly simplified ways in the popular media. We will explore a number of complex questions about media stereotyping: Is the use of stereotypes driven by audience demand or the tastes of producers, directors, and editors who shape content? What recourse, if any, does an audience, pressure group, or other media consumers have to change the use of stereotypes in the media? What are the larger, ethical and moral implications of media stereotyping? Recommended for the Liberal Arts and Business (LAB) Certificate.
Credit 3 units.
U48 Comm 338 Communicating Business and Financial Information
Designed to help journalists and communicators with nonfinancial backgrounds communicate about business and finance effectively, this course focuses on understanding the basic concepts of business and finance and how they are used in communication. Communication areas covered include how to read a balance sheet; business and financial reporting; corporate investor relations; annual and quarterly financial reports; and government regulations affecting business and financial communication.
Credit 3 units.

U48 Comm 339 Writing About Business Today
In this course students learn how to write news releases, stories, and features for business audiences. This course is especially useful for students and journalists without strong financial backgrounds who want to improve their skills in finding and communicating business and financial news. We will learn how to look for the news in balance sheets, company reports, and other company documents, and in doing so examine how business communicates with the media and how to interpret those messages. Prerequisite: one course in communications, journalism, or instructor permission. Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates.
Credit 3 units.

U48 Comm 3401 Anthropology of Media
An introduction to the roles played by media in culture and society, focusing on ethnographic studies of mass media production and consumption. Topics include indigenous media, cultural globalization, reception theory, Islamic media, and online communities. Same as U69 Anthro 3401
Credit 3 units.

U48 Comm 3411 Technology for Managers: Tools and Strategies
This course is designed for managers involved in making business decisions involving technology. Students are expected to know how to use a computer, but this course is not a hands-on tutorial. Instead, we will discuss a range of issues focusing around modern technologies used by businesses around the world. Topics include networking, communications, open source software, content management systems, computer based training, web services, website usability, wireless, productivity tools, and more.
Credit 3 units.

U48 Comm 342 Effective Website Management
This course examines the three dimensions that drive a successful website: content, technology, and business process. Through lectures, readings, and criticism of existing websites, the class will address the ways these three dimensions interact, and often compete, as well as the financial, aesthetic, and ethical issues that arise from those interactions. Students learn strategies for creating and managing effective, well-balanced websites by creating a website for a hypothetical company. Discussions will include the cultural and political repercussions of new media, the disappearing role of traditional media as information gatekeeper, and the changing job market. Prerequisites: sophomore standing, familiarity with using computers, using the internet, and building a website, including HTML.
Credit 3 units.

U48 Comm 343 Understanding TV Broadcasting by Covering the Big Story
Designed for individuals concerned about the public’s role in shaping and managing the impact of media on the workplace, home, and community. Students analyze reporting, write news stories, study interview techniques, and learn to critically “talk back” to TV news and other media forms. Examination of business, political, and ethical dimensions of electronic communication.
Credit 3 units.

U48 Comm 3431 Covering the Big Story for TV
This course will help students interested in broadcast journalism to develop skills in preparing for and covering major news stories. Students will examine case studies of stories, learn by interviewing professionals in the field and understand the values associated with making editorial decisions. They will learn about the complex logistics of planning, covering, editing and broadcasting a story. The course also will hone students’ skills in writing a script and shooting and editing big stories as they develop. Students also will learn how to use techniques of convergence journalism to augment a broadcast website.
Credit 3 units.

U48 Comm 345 Basic Editorial Skills
A newspaper's character and reputation are defined by its writing, and it is the role of the copy editor to refine and polish that writing. Emphasis on the skills needed to analyze and improve written material without diluting the writer’s style: grammar, word selection, sentence construction, and the ability to recognize missing or misplaced elements.
Credit 3 units.

U48 Comm 3451 Effective Editing
Today's communicators don't just write, they also must edit their work for posting on a website or publishing in print. Learn about editing, including the basics of professional-grade grammar, punctuation and style usage. Most editing today involves just copyediting, however. Communicators must know how to spot sexist and racist language, poor organization and imprecise sentences. This class will help students edit others’ work, and, most importantly, their own.
Same as U49 JRN 345
Credit 3 units.

U48 Comm 347 Advanced Newspaper Editing
Focus on the more sophisticated elements of the editorial press: news judgment — assessing stories for intrinsic and relative worth; presentation — combining stories, photographs, and informational graphics; layout — designing pages and handling production; and headline writing. Prerequisite: U48-345.
Credit 3 units.

U48 Comm 348 Investigative Reporting
Credit 3 units.
U48 Comm 3481 Computer-Assisted Reporting
Online research and access to public records in electronic form have prompted a revolution in reporting. This class introduces students to new technologies being used at newspapers, magazines, and broadcast media outlets. Using the internet and World Wide Web, students will learn to access and analyze existing databases or create new ones in order to produce original stories worthy of publication. Credit 3 units.

U48 Comm 349 Advanced Reporting
The more sophisticated elements of reporting, understanding, and writing the news including interpreting public opinion polls, using the Freedom of Information Act, and working with public documents. Assignments include political reporting, multi-part series, and investigative reporting. Course assumes some experience, academic or professional, in newswriting. Prerequisite: U48-213 or permission of instructor. Credit 3 units.

U48 Comm 350 Principles of Public Relations: Theory and Practice in a Digital Age
This course provides an overview of public relations and its role in today's society. We will consider theoretical and practical applications of communications with various publics, including the news media, employees, consumers, the community, shareholders and the government. We will also analyze issues, trends and developments in the PR field. Prerequisite: U48-210 or 211 or permission of instructor and junior standing. Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates. This course is fully online. Only University College students will receive credit for online courses. Credit 3 units. UColl: OLI

U48 Comm 351 Advertising
This is an introduction to advertising, including economic, social, and marketing factors influencing advertising objectives and strategies. Students analyze advertising messages and design, and examine mass media systems as vehicles for advertising. We also focus on planning, buying, and scheduling of advertising media. Prerequisites: U48-210 or 211 or permission of instructor and junior standing. Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates. Credit 3 units.

U48 Comm 352 Advanced Public Relations
Analysis of actual case studies in public relations. Consideration of research, budget, media relations, and crisis management, with special emphasis on internal and external communication. The semester culminates with a major project, with students developing a public relations program for area not-for-profit organizations. Prerequisite: U48-350 or permission of instructor. Credit 3 units.

U48 Comm 354 History of American Advertising
Credit 3 units.

U48 Comm 356 Freelance Writing
Writing for newspapers, magazines, public relations operations, and other specialized publications. How to begin a career in freelancing, build a portfolio, find new assignments, write query letters, and deal with editors. Basic writing is not taught. Emphasis on advanced writing skills and student's ability to carry a project from concept to published piece. Credit 3 units.

U48 Comm 358 Popular Writing in Science, Medicine, and Health
This course will focus on science, medical, and health reporting in newspapers and magazines. We will examine developments in the fields that result in headlines, and then look at researching, writing, and marketing articles. Students will conduct interviews with health and science professionals, and analyze popular publications. This course is offered on the same evening, back-to-back with U25-347, Contemporary Issues in American Politics: Campaigns, Elections, and the Policy Process. For more information, visit. Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates. Credit 3 units.

U48 Comm 359 International Public Relations
The practice of public relations has distinct differences in various countries and cultures. This course examines international public relations including an historical analysis, measurement, strategic planning, trends in managing global business communications, cultural barriers, and ethics. International public relations case studies will be analyzed. The semester culminates with a major group project, with students developing a plan to launch a product/service in the global marketplace. Prerequisite: U48-350 or permission of the instructor. Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates. Credit 3 units.

U48 Comm 360 Topics in Communications and Journalism
Credit 3 units.

U48 Comm 3601 Topics in Communications and Journalism
Credit 3 units.

U48 Comm 362 Strategic Planning for Communications Professionals
This course will examine how communications professionals contribute to the strategic planning and thinking process. We will explore the theoretical and practical aspects of goals, mission and vision, all essential components of strategic planning, and analyze how these are communicated internally and externally. Each student will prepare and present a written plan that demonstrates mastery of communications principles and an understanding of an organization's business objectives. Credit 3 units.

U48 Comm 364 Through the Looking Glass
Using Alice's cross-cultural trip into Looking Glass World as a point of reference, this class 1) introduces students to the study of cross-cultural communication, with a special emphasis on gender, 2) engages students in communicating across the lines of gender and culture in their own lives and work-places. Texts include Cross-Cultural Communication by Sana Reynolds, Talking from Nine to Five by Deborah Tannen, and The Leader's Guide to Storytelling by Steven Denny. Assignments include weekly readings and exercises, an experiential research paper,
Credit 3 units.

U48 Comm 366 Fair Trial Project
This course offers students an opportunity to learn about investigative journalism through the lens of a specific project — examining whether an inmate received the constitutional right to a fair trial. In this course, students will work in small teams investigating Missouri criminal cases. Experienced investigative reporters, lawyers and retired judges will provide insights on key issues. Students will report their findings in articles prepared for possible publication in local media.
Credit 3 units.

U48 Comm 367 International Communication: The New Global Media
This course examines the changing world of communication, publishing, and entertainment and its interface with political, economic, and social issues on a global scale. We look at a variety of new media that influences global communication, including the internet, digital, print, and visual media. We also will analyze how changes in these media impact international communication, and how they influence our understanding of other cultures, regions, and countries.
Credit 3 units.

U48 Comm 368 Media Literacy
This course builds media literacy and related critical thinking skills for understanding information in an age of mass communication and electronic media. We focus on applied media formats, including journalism, advertising, political communications, and all electronic media, and develop strategies for the systematic analysis of the media and media presentations. We learn to decode, evaluate, and analyze information conveyed through various media sources. We look closely at children's programming, advertising, journalism, and political communications and develop a more critical awareness of the messages conveyed through these and other channels of mass communication.
Credit 3 units.

U48 Comm 370 Communications Ethics and Law
Libel, privacy, sunshine laws, freedom of information actions, press privilege, public persons, public places, public records, copyright, plagiarism, slander, source protection, rights of professional reporters, publishers, photographers, or freelance writers. Discussion of key legal cases.
Credit 3 units.

U48 Comm 372 Crisis Communications
Both profit and nonprofit organizations are increasingly embroiled in controversies and crises. Consequently, demands are growing for public relations practitioners to help restore an organization’s good name and reputation, along with its financial stability. In learning to construct, implement and evaluate a crisis communication plan, students will research and analyze an organizational crisis, identify the communication demands of various audiences affected by a crisis, and develop strategies and communication tools for managing a crisis.
Credit 3 units.

U48 Comm 373 Principles of TV News
This course examines the history of television broadcasting, including its political and social roles. We will also look at newsroom operations, both theoretical and practical, including writing, editing, and determining what is news; role of government regulation; the differences between print, radio, and television news; and the rise of cable television, tabloid news, and infomercials. Recommended for the Liberal Arts and Business (LAB) and the Business Communication Certificates.
Credit 3 units.

U48 Comm 374 Communications That Work
Credit 3 units.

U48 Comm 375 Broadcast News
The history of television broadcasting, and its political and social roles; newsroom operations, both theoretical and practical, including writing, editing, and determining what is news; role of government regulation; the differences between print, radio, and television news; and the rise of such modern developments as cable television, tabloid news, and infomercials.
Credit 3 units.

U48 Comm 376 Television Production: Practice and Criticism
Credit 3 units.

U48 Comm 377 Communications Technology and New Media
This course explores concepts, production, design, publications, strategies and practical applications of interactive media. The course focuses on emerging topics and technologies to help students develop strategies for addressing and resolving both basic and complex issues associated with interactive media. Case studies and guest speakers will be introduced to examine a range of interactive media topics including SEO, web advertising, social media marketing, interactive public relations, web design and development, media measurement, email marketing, and games and entertainment.
Credit 3 units.

U48 Comm 378 Creative Power: Tap Into Your Right Brain
Whether working for a creative agency such as advertising or public relations, developing a new product for any industry, or becoming an entrepreneur, creative power will measurably increase one's chance for success. In this course students develop creative concepiting skills used in agency environments. Students begin by learning to bring a creative team together using tested personality assessment and role assigning strategies. They learn how to conduct effective creative concepiting sessions and ways to take creative concepts from the idea stage to finished project. Group and individual creative projects will include a full-scale ad campaign including print, radio and television ads and idea generation of a new business or product. Students will present projects to the class, thereby learning to effectively communicate their creative vision. Guest lecturers from the creative areas of the Communications field will strengthen the connection between the classroom and the applied workplace.
Credit 3 units.
U48 Comm 380 Beat News Reporting
Good beat reporters are the lifeblood of any good news organization. Students in this course are assigned beats to write news stories, working with the instructor and with editors of Student Life, the campus newspaper. Stories may be used for the paper. Students learn how to effectively work a news beat to gather information; and to analyze issues, trends, and developments in the news business. Prerequisite: Consult Course Listings. Credit 3 units.

U48 Comm 381 The Business of Communications
This course presents the business side of journalism and media organizations, from publication and creation of content to day-to-day operations. Students will study business practices and procedures of all types of media organizations, with emphasis on sales and marketing, product distribution, production, and audience identification and engagement. We also will learn to develop publications and products which speak to readers and viewers. Credit 3 units.

U48 Comm 382 Reputation at Risk: Crises, Crashes, and Recoveries
In this intensive course we will study the public relations practices of crisis management using case studies, mock drills, simulations, and practical exercises. Case studies include Paula Deen, Schnucks, and BP crises. We also examine social media’s role in solving or escalating a crisis. Examining both short-term and long-term strategies, we will explore the importance of relationship building for managing a crisis and guarding reputation. This is a fully online course. Only University College students receive credit for online courses. Credit 3 units.

U48 Comm 383 Politics of Encryption: Snowden, Surveillance, and the Fourth Amendment
In 2013 Edward Snowden disclosed the existence and extent of worldwide government surveillance, leading to important debates about encryption, surveillance, and control. This course uses the implications of Snowden’s revelations as a takeoff point to explore the politics of encryption. Topics include encryption and secure communications, the use of encryption by terrorists and criminals, United States and international laws concerning encryption, and the clash between businesses like Apple and U.S. intelligence agencies. Credit 3 units.

U48 Comm 387 Communication Skills for Corporate Survival
Principles of effective communication essential to all kinds of writing demanded of today’s manager. Examination of the audiences addressed, information conveyed, and formats used in business writing. Emphasis on logic, clarity, and conciseness. Practice in the shorter kinds of writing most often required on the job: memos, letters, and informal reports. Same as U11 EComp 397 Credit 3 units.

U48 Comm 400 Independent Study
Credit variable, maximum 3 units.

U48 Comm 405 Topics in Public Relations
An advanced-level examination of public relations functions through studies in special subjects related to the field. A major research paper or project is required. For information about current offerings, consult the Course Schedule. Credit 3 units.

U48 Comm 410 Topics in Advertising
An advanced-level examination of advertising functions through studies in special subjects related to the field. A major research paper or project is required. For information about current offerings, consult the Course Schedule. Credit 3 units.

U48 Comm 411 Advertising Campaign
Students develop a national advertising campaign to compete in the American Advertising Federation’s (AAF) Annual National Student Competition. Course work involves planning, media, creative, and presentation skills. Judging for the regional level takes place in April. If the Washington University team advances to the national competition, judging will continue into June, although actual course work ends. Credit 3 units.

U48 Comm 412 The American Media and Foreign Policy
The impact of journalism on the formation and execution of foreign policy from the time of the Revolutionary War to the present. Case studies examine specifically the media’s role in influencing public policy and opinion during the two World Wars, the Vietnam War, the Grenada and Panama invasions, and the Persian Gulf War. Also addresses the growing impact of television on Third World problems such as revolution, environmental degradation, and the population explosion; the rise of “television diplomacy”; and the impact of media on the White House, Congress, and other policymakers. A major paper is required. Credit 3 units.

U48 Comm 416 Communications Ethics and Law
In this course we will analyze principles that influence ethical judgment in the newsroom, the public relations firm, and the broader communications business. We will look at historical foundations of ethical thought in communications, study laws governing mass communications, and examine tools and strategies for ethical judgment in the field. We also will consider how one’s personal ethical framework influences judgment, and use case studies to analyze ethical questions associated with social responsibility, commercial speech vs. political speech, and censorship. Credit 3 units.

U48 Comm 4160 Communications Ethics and the Law
An advanced-level examination of public relations functions through studies in special subjects related to the field. A major research paper or project is required. For information about current offerings, consult the Course Schedule. Credit 3 units.
U48 Comm 421 Topics in Communications and Journalism
Credit 3 units.

U48 Comm 4210 Developing Community-Based Documentaries: Creating Video Documentaries
The course is an opportunity to develop critical skills in video production and media literacy. We begin by addressing theories of documentary production. This includes an understanding of film forms and the various tools and techniques available to visual storytellers. We also explore the challenges of representation and the ethical considerations involved in video production. For the final project students will combine their technological skills with theoretical principles developed throughout the semester to produce a short documentary film. There is no technical prerequisite for this course. Each reading and class exercise is designed to provide students with the skills necessary to produce the final project.
Same as U08 Educ 4210
Credit 3 units.

U48 Comm 422 Topics in Communications and Journalism
Credit 3 units.

U48 Comm 441 Strategic Advertising: Theory and Technique
Analysis of the theories and techniques that contribute to effective advertising: copywriting and graphic design techniques, advertising research methods, and media buying strategies. Students evaluate the proper utilization of various media channels and learn strategic approaches to accomplish advertising objectives in the context of contemporary advertising theory. Guest speakers include broadcast and print advertising professionals.
Credit 3 units.

U48 Comm 453 Internship in Public Relations and Advertising
Credit variable, maximum 3 units.

U48 Comm 460 Topics in Communications and Journalism
Credit 3 units.

U48 Comm 475 Organizational Communication
This course identifies the major theories and methods of communication at the individual, group, and organizational levels. Particular attention is devoted to the role of communication in achieving long-term organizational effectiveness. Strategy and tactics relevant to interpersonal communication, negotiation, and consensus building are also analyzed.
Same as U87 HRM 475
Credit 3 units.