

Communications

Contact: Joe Cruz
 Phone: 314-935-8665
 Email: cjoe@wustl.edu
 Website: <http://caps.wustl.edu/programs/undergraduate/bachelors-communications>

Degree Requirements

Bachelor of Science in Communications

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

Note: Students in Communications should fulfill their upper-level writing distribution requirement with either Writing for Public Speaking (EComp 324) or Argumentation (U11 EComp 3120).

The Bachelor of Science in Communications is a 34- to 36-unit program of study that includes 18 units of required core courses; a 13- to 15-unit concentration in Integrated Marketing Communication, Public Relations, Applied Media Practice or Professional Writing; and a required 3-unit internship or capstone experience.

Required Core Courses: 18 units

Code	Title	Units
Comm 234	Foundations of Communications	3
Comm 305	Market Research and Communications Strategies	3
Comm 378	Communications Technology and New Media	3
Comm 381	The Business of Communications	3
Comm 385	Digital Communications Analytics	3
Comm 4160	Communications Ethics and the Law	3
Total Units		18

Internship or Capstone Course: 3 units

Concentration Area: 13-15 units

- Concentration in Integrated Marketing Communication: 13 units

Code	Title	Units
Comm 262	Integrated Strategic Communications	3
Bus 270	Marketing Concepts	3
Comm 3090	Social Media for Public Relations	1
Bus 364	Strategic Planning	3
Comm 350	Public Relations Principles and Practices	3
Total Units		13

- Concentration in Public Relations: 13 units

Code	Title	Units
Comm 203 or Comm 3451	Writing for Business Communication Effective Editing	3
Comm 3090	Social Media for Public Relations	1
Comm 350	Public Relations Principles and Practices	3
Bus 364	Strategic Planning	3
Comm 372	Crisis Communications	3
Total Units		13

- Concentration in Applied Media Practice: 13 units

Code	Title	Units
Comm 218	Website Design and Development	3
Comm 3090	Social Media for Public Relations	1
Comm 308 or JRN 346	Making the Cut: Editing Digital Video Shoot, Cut, and Upload: Create Media Like a Pro	3
Comm 318	Advanced Website Design and Development	3
Comm 330 or JRN 327	Photojournalism Audio Storytelling: From Podcasts to Newscasts	3
Total Units		13

- Concentration in Professional Writing: 15 units

Code	Title	Units
Comm 211	Introduction to Journalism	3
Comm 3451	Effective Editing	3
Comm 331 or NPM 470	Technical Writing Grantwriting	3
Two upper-level writing electives from English Composition or Journalism		6
Total Units		15

The Minor in Communications

Total Units Required: 18 units

Required Courses: 9 units

Code	Title	Units
Comm 262	Integrated Strategic Communications	3
Comm 350	Public Relations Principles and Practices	3
Comm 378	Communications Technology and New Media	3
Total Units		9

Elective Courses: 9 units

- Select from advanced-level courses in Communications and Journalism