

# Communications

The **Bachelor of Science in Communications** focuses on theories and applications of communications — organizational, interpersonal, cultural, political and digital. Required core courses build a foundation in communications theory, research, ethics, law, technology and business. Students also select a concentration for greater professional focus in one of the following areas: Integrated Marketing Communication, Public Relations, Applied Media Practice or Professional Writing.

This program prepares students for careers in governmental, business and media organizations that need expert communicators. Communications-related jobs are everywhere, as fast-paced companies and brands seek professionals who understand communications strategies and can translate business objectives into media messaging. The program's 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: Joe Cruz  
Phone: 314-935-8665  
Email: [cjoe@wustl.edu](mailto:cjoe@wustl.edu)  
Website: <http://caps.wustl.edu/programs/undergraduate/bachelors-communications>