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, history, 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.

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.

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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/#degreerequirements).

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

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>Comm 234</td>
<td>Foundations of Communications</td>
<td>3</td>
</tr>
<tr>
<td>Comm 305</td>
<td>Market Research and Communications Strategies</td>
<td>3</td>
</tr>
<tr>
<td>Comm 378</td>
<td>Communications Technology and New Media</td>
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Internship or Capstone Course: 3 units

Concentration Area: 13-15 units

- Concentration in Integrated Marketing Communication: 13 units

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<thead>
<tr>
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<tbody>
<tr>
<td>Comm 262</td>
<td>Integrated Strategic Communications</td>
<td>3</td>
</tr>
<tr>
<td>Bus 270</td>
<td>Marketing Concepts</td>
<td>3</td>
</tr>
<tr>
<td>Comm 3090</td>
<td>Social Media for Public Relations</td>
<td>1</td>
</tr>
<tr>
<td>Comm 350</td>
<td>Public Relations Principles and Social Media</td>
<td>3</td>
</tr>
<tr>
<td>Bus 364</td>
<td>Strategic Planning</td>
<td>3</td>
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Total Units: 13

- Concentration in Public Relations: 13 units

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<tr>
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<tbody>
<tr>
<td>Comm 203</td>
<td>Writing for Business Communication</td>
<td>3</td>
</tr>
<tr>
<td>or Comm 3451</td>
<td>Effective Editing</td>
<td></td>
</tr>
<tr>
<td>Comm 3090</td>
<td>Social Media for Public Relations</td>
<td>1</td>
</tr>
<tr>
<td>Comm 350</td>
<td>Public Relations Principles and Social Media</td>
<td>3</td>
</tr>
<tr>
<td>Bus 364</td>
<td>Strategic Planning</td>
<td>3</td>
</tr>
<tr>
<td>Comm 372</td>
<td>Crisis Communications</td>
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Total Units: 13

- Concentration in Applied Media Practice: 13 units

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<tr>
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<tbody>
<tr>
<td>Comm 218</td>
<td>Website Design and Development</td>
<td>3</td>
</tr>
<tr>
<td>Comm 3090</td>
<td>Social Media for Public Relations</td>
<td>1</td>
</tr>
<tr>
<td>Comm 308</td>
<td>Making the Cut: Editing Digital Video</td>
<td>3</td>
</tr>
<tr>
<td>or JRN 346</td>
<td>Shoot, Cut, and Upload: Create Media Like a Pro</td>
<td></td>
</tr>
<tr>
<td>Comm 318</td>
<td>Advanced Website Design and Development</td>
<td>3</td>
</tr>
<tr>
<td>Comm 330</td>
<td>Photojournalism</td>
<td>3</td>
</tr>
<tr>
<td>or Comm 326</td>
<td>Blogs to Wikis: Building Community in a Virtual Environment</td>
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<tr>
<td>or JRN 327</td>
<td>Audio Storytelling: From Podcasts to Newscasts</td>
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Total Units: 13

- Concentration in Professional Writing: 15 units

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<tr>
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<tbody>
<tr>
<td>Comm 381</td>
<td>The Business of Communications</td>
<td>3</td>
</tr>
<tr>
<td>Comm 385</td>
<td>Digital Communications Analytics</td>
<td>3</td>
</tr>
<tr>
<td>Comm 4160</td>
<td>Communications Ethics and the Law</td>
<td>3</td>
</tr>
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Total Units: 18
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 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. UColl: OLH

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 260 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 300 Independent Study in Communications
Credit variable, maximum 4 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.
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 four 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 308 Making the Cut: Editing Digital Video
This course introduces students to video editing: reducing hours of recorded video to compelling moments, creatively weaving together the best parts to attract and hold viewers. Students will use supplied video material to learn how to guide the viewer’s attention, build suspense, and inform the audience. We will also learn tricks to fix common mistakes made in the field and explore higher-level production methods, such as color-correction and picture in a picture technique, to achieve a professional look. By the end of the course, students will be proficient in simple edits to create the equivalent of a basic short narrated video package or promotional video. Students will also learn to improve videography skills by seeing what works in the editing suite.
Credit 3 units. UColl: OLH
U48 Comm 3090 Social Media for Public Relations
This class introduces students to the various ways social media may be used in the practice of public relations and marketing. We use the traditional steps of research, strategy, and measurement and apply them to online campaigns. We learn about various emerging social media technologies— including blogs, wikis, Facebook, Twitter, and LinkedIn—and how they have changed the world of PR and marketing.
Credit 1 unit. UColl: OLH

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 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 sports writing 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 318 Advanced Website Design and Development
This course focuses on one of the most important parts of Web development: Cascading Style Sheets (CSS), which allow developers to set the formatting and positioning of content in webpages. We will cover topics such as CSS selectors, media-specific styles, animation, navigation, layouts with Flexbox and Grid, and lightboxes. We will also take an in-depth look responsive web design via Bootstrap and other frameworks.
Prerequisites: U48 Comm 218 or instructor permission.
Credit 3 units.

U48 Comm 320 Intercultural Communication
This course is designed to further students' sensibility 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: CD

U48 Comm 3211 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 3231 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. Prerequisite: U11 203 or 203M.
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 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 visual literacy and establish 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 recommended. Cell phone cameras are acceptable.
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. Prerequisite: U11 203 or 203M.
Same as U11 EComp 331
Credit 3 units.

U48 Comm 3341 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 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 not 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. UColl: OLI
U48 Comm 350 Public Relations Principles and Social Media
This course provides an overview of public relations and its social media and online components. We will consider theoretical and practical applications of communications with various publics: media, employees, consumers, the community, and shareholders. Credit 3 units. UColl: OLI

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 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 374 Communications That Work
Credit 3 units.

U48 Comm 378 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. UColl: OLI

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. UColl: OLI

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 385 Digital Communications Analytics
For the last quarter century, organizations, companies and brands have entered into an increasingly evolving world of digital communications, offering unbridled opportunities to reach and engage their key stakeholder audiences. This course delves deep into how to uncover and utilize data analytics and their related insights to better understand, plan and optimize communications within digital channels and platforms. It goes into detail on how the digital ecosystem has evolved and is still evolving due to technological advances, regulatory actions, and other cultural impacts. It explores how to use digital data to better understand audiences and their behavior as well as specific marketing and communications objectives, such as launching a new product and planning for a crisis. Credit 3 units.

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

U48 Comm 4160 Communications Ethics and the 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 will also consider how one’s personal ethical framework influences judgment, and we will use case studies to analyze ethical questions associated with social responsibility, commercial speech vs. political speech, and censorship. Credit 3 units. UColl: ML
U48 Comm 4210 Developing Community-Based
Documentaries: Creating Video Documentaries
This course explores the tools and techniques of creating video documentaries. We begin by learning production skills, including camerawork, story development, and digital editing. Working individually or in teams, students will then develop, shoot, and edit a short documentary on a topic of their choice. We also explore concepts of media literacy to help students better understand and navigate the media worlds around them. No previous experience is required. The course is designed to provide students with all of the skills necessary to produce a finished video. The semester culminates with a public screening of student work.
Same as U08 Educ 4210
Credit 3 units.

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

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