

# COMMUNICATION, B.A.

Messages matter, and the Bachelor of Arts in Communication degree program at Saint Louis University teaches students to design, deliver and analyze messages so students can influence, connect and inform. In a world where information is plentiful and complex, technology changes rapidly and globalization connects cultures, studying communication gives students the flexibility to adapt and the skills to succeed in their academic, professional and personal lives.

The Department of Communication at Saint Louis University (<https://www.slu.edu/arts-and-sciences/communication/>) integrates the study of human communication, media and strategic communication in innovative ways to prepare students for careers in journalism and media; advertising; public relations; and corporate, government and nonprofit settings. Students develop skills to be culturally competent and ethically responsible communicators in their fields. At SLU, communication students learn to create, engage and think critically.

## Create

- Students develop writing, speaking and digital production skills that prepare them for professional success. Studies consistently show that employers value these skills in the workplace.

## Engage

- Students are given opportunities to participate in service endeavors as part of their coursework experiences. They explore ways that communication contributes to the greater good and learn to use communication principles to promote social justice.

## Think Critically

- Students learn about communication theories and research tools. They develop critical skills for analysis and application of theory to practice, and they hone their ability to gather and analyze data in professional contexts.

## Curriculum Overview

Our multimedia resources offer students the opportunity to explore the latest communication technologies. Faculty members help students become lifelong learners of technology, able to adapt to inevitable change and think critically about the social implications of technological changes.

Program highlights include:

- Small class sizes and close connections to faculty along with many professional development opportunities
- An emphasis on the role communication plays in promoting social justice
- International campus connections with the communication program on our Madrid campus

Across concentrations, students develop strong oral, written and digital communication skills. Students choose from one of three different concentrations:

### Communication Studies

In the communication studies concentration, students study human interaction in interpersonal, organizational and public contexts. They develop skills for communicating effectively within and across cultures

in a diverse society and functioning effectively in informal and formal leadership roles in various settings. These skills include working in teams, solving problems, managing conflict, engaging in advocacy and developing relationships.

### Integrated Strategic Communication

In the integrated strategic communication concentration, students develop a portfolio showcasing their skills in content creation, campaign research and strategic planning, and print and digital design. Coursework in this concentration helps develop students' critical thinking so they can understand and evaluate all aspects of the campaign process and make decisions based on the strategic needs of an organization, corporation or agency. Students leave the program with campaign creation and implementation expertise for local, regional and national clients.

### Journalism and Media Studies

In the journalism and media studies concentration, students develop essential skills to succeed in a constantly evolving media landscape. Courses in this concentration teach students to evaluate and adapt to changes in media and expose them to a wide range of technologies, theoretical perspectives, ethical decision-making principles and storytelling skills across media platforms.

### Fieldwork and Research Opportunities

In addition to internships, students participate in several activities and media organizations outside the classroom, such as:

- KSLU radio, The University News, OneWorld and Her Campus
- Strategic Communication Club

Depending upon the classes that they take, students also have opportunities to work with community organizations to develop solutions for communication-based problems, create social media plans, develop integrated communication campaigns, engage in strategic planning and create a variety of print and digital materials for community organizations.

### Careers

More than 90% of graduates from the undergraduate program begin a career in their chosen field. SLU students majoring in communication continue to have a variety of successful careers in advertising or public relations agencies, large corporations, nonprofits, small businesses and media organizations.

Some of the positions they hold include:

- Agency account executive
- Broadcast news reporter
- Community relations specialist
- Content data analyst
- Content development specialist/strategist
- Copywriter/editor
- Corporate giving director
- Corporate responsibility manager
- Creative director
- Digital marketing coordinator
- Event coordinator
- Graphic designer
- Human resources specialist

- Lawyer
- Magazine writer
- Market researcher
- Media relations specialist
- Multiplatform journalist
- Online content creator
- Public information officer
- School district communication liaison
- Social media coordinator/strategist
- Television producer
- Youth development facilitator with Peace Corps

## Admission Requirements

### Begin Your Application (<http://www.slu.edu/apply.php>)

Saint Louis University also accepts the Common Application.

### Freshman

All applications are thoroughly reviewed with the highest degree of individual care and consideration to all credentials that are submitted. Solid academic performance in college preparatory coursework is a primary concern in reviewing a freshman applicant's file.

To be considered for admission to any Saint Louis University undergraduate program, applicants must be graduating from an accredited high school, have an acceptable HiSET exam score or take the General Education Development (GED) test.

### Transfer

Applicants must be a graduate of an accredited high school or have an acceptable score on the GED.

Students who have attempted fewer than 24 semester credits (or 30 quarter credits) of college credit must follow the above freshman admission requirements. Students who have completed 24 or more semester credits (or 30 quarter credits) of college credit must submit transcripts from all previously attended college(s).

In reviewing a transfer applicant's file, the Office of Admission holistically examines the student's academic performance in college-level coursework as an indicator of the student's ability to meet the academic rigors of Saint Louis University. Where applicable, transfer students will be evaluated on any courses outlined in the continuation standards of their preferred major.

### International Applicants

All admission policies and requirements for domestic students apply to international students along with the following:

- Demonstrate English Language Proficiency (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/english-language-proficiency/>)
- Proof of financial support must include:
  - A letter of financial support from the person(s) or sponsoring agency funding the time at Saint Louis University
  - A letter from the sponsor's bank verifying that the funds are available and will be so for the duration of study at the University
- Academic records, in English translation, of students who have undertaken postsecondary studies outside the United States must include the courses taken and/or lectures attended, practical

laboratory work, the maximum and minimum grades attainable, the grades earned or the results of all end-of-term examinations, and any honors or degrees received. WES and ECE transcripts are accepted.

## Tuition

Tuition	Cost Per Year
Undergraduate Tuition	\$52,260

Additional charges may apply. Other resources are listed below:

Net Price Calculator (<https://www.slu.edu/financial-aid/tuition-and-costs/calculator.php>)

Information on Tuition and Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition/>)

Miscellaneous Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/fees/>)

Information on Summer Tuition (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition-summer/>)

## Scholarships and Financial Aid

There are two principal ways to help finance a Saint Louis University education:

- **Scholarships:** Scholarships are awarded based on academic achievement, service, leadership and financial need.
- **Financial Aid:** Financial aid is provided through grants and loans, some of which require repayment.

Saint Louis University makes every effort to keep our education affordable. In fiscal year 2022, 99% of first-time freshmen and 90% of all students received financial aid (<https://www.slu.edu/financial-aid/>) and students received more than \$445 million in aid University-wide.

For priority consideration for merit-based scholarships, apply for admission by December 1 and complete a Free Application for Federal Student Aid (FAFSA) by March 1.

For information on other scholarships and financial aid, visit [www.slu.edu/financial-aid](http://www.slu.edu/financial-aid) (<https://www.slu.edu/financial-aid/>).

## Learning Outcomes

1. Graduates will be able to create oral, written and digital messages relevant to the audience, purpose and context.
2. Graduates will be able to apply communication theory.
3. Graduates will be able to engage in communication research.
4. Graduates will be able to critically analyze messages.
5. Graduates will be able to demonstrate cultural communication competence.
6. Graduates will be able to apply ethical communication principles and practices.
7. Graduates will be able to recognize and address systemic injustice and inequity in pursuit of a just society.

## Requirements

Communication students must complete a minimum total of **39 credits** for the major.

Code	Title	Credits
<b>University Undergraduate Core</b> ( <a href="https://catalog.slu.edu/academic-32-35/policies/academic-policies-procedures/university-core/">https://catalog.slu.edu/academic-32-35/policies/academic-policies-procedures/university-core/</a> )		
<b>Major Requirements</b>		
CMM 1000	Human Communication and Culture	3
CMM 1200	Public Speaking	3
CMM 2400	Media and Society	3
CMM 2800	Communication Research	3
<i>Concentrations</i>		
Select one of the following Concentrations or the Madrid-Only Option: 27		
Communication Studies Concentration (p. 3)		
Integrated Strategic Communication Concentration (p. 3)		
Journalism and Media Studies Concentration (p. 3)		
Madrid-Only Option (p. 4)		
<b>General Electives</b>		<b>47-50</b>
<b>Total Credits</b>		<b>121</b>

## Communication Studies Concentration

Code	Title	Credits
<b>Writing Requirement</b>		
CMM 2120	Message Design	3
<b>Foundations Requirements</b>		<b>9</b>
Select three courses (9 credits) with the 'CMM Studies Explorations' attribute, such as:		
CMM 3000	Interpersonal Communication	
CMM 3200	Organizational Communication	
CMM 3300	Intercultural Communication	
CMM 4070	Social Justice Communication	
CMM 4300	Gender and Communication	
<b>Production Requirement</b>		<b>6</b>
Select two courses (6 credits) with the 'CMM Production Course Req' attribute, such as:		
CMM 2510	Video Production and Design	
CMM 2550	Photojournalism	
CMM 3530	Documentary Production	
CMM 3560	Publication Design	
CMM 4100	Multiplatform Journalism	
CMM 4810	Digital Storytelling	
<b>Communication Inquiry Requirement</b>		<b>3</b>
Select one course (3 credits) with the 'CMM Studies Comm Inquiry' attribute, such as:		
CMM 4820	Community-based Inquiry	
CMM 4830	Investigating Complexities in Health Communication: Collaborative Research in Action	
<b>Communication Elective Courses</b>		<b>6</b>
Select two additional courses (6 credits) with a CMM subject code, as long as they have not been used to meet other major requirements.		
<b>Total Credits</b>		<b>27</b>

## Integrated Strategic Communication

Code	Title	Credits
<b>Writing Requirement</b>		
CMM 2100	Journalism: News Writing	3
<b>Advanced Writing Elective</b>		
CMM 3610	Writing for Public Relations	3
or CMM 3710 Copywriting		
<b>Foundations Requirement</b>		
CMM 3500	Integrated Strategic Communication Principles	3
<b>Production Requirement</b>		<b>6</b>
Select two courses (6 credits) with the 'CMM Production Course Req' attribute, such as:		
CMM 2510	Video Production and Design	
CMM 2550	Photojournalism	
CMM 3530	Documentary Production	
CMM 3560	Publication Design	
CMM 4100	Multiplatform Journalism	
CMM 4810	Digital Storytelling	
<b>Advanced Research Requirement</b>		
CMM 4700	Applied Research and Campaign Planning	3
<b>Practicum Requirement</b>		
CMM 4600	Integrated Communications Campaigns	3
or CMM 4720 NSAC Advertising Competition		
<b>Communication Elective Courses</b>		<b>6</b>
Select two additional courses (6 credits) with a CMM subject code, as long as they have not been used to meet other major requirements.		
<b>Total Credits</b>		<b>27</b>

## Journalism and Media Studies Concentration

Code	Title	Credits
<b>Writing Requirement</b>		
CMM 2100	Journalism: News Writing	3
<b>Advanced Writing Elective</b>		<b>3</b>
Select one course (3 credits) with the 'CMM JAMS Advanced Writing' attribute, such as:		
CMM 3110	Feature Writing	
CMM 3120	Media Scriptwriting	
CMM 4100	Multiplatform Journalism	
CMM 4160	Editing	
<b>Foundations Requirement</b>		<b>6</b>
Select two courses (6 credits) with the 'CMM JAMS Foundations' attribute, such as:		
CMM 3440	Media Ethics	
CMM 3840	Analysis of Popular Culture	
CMM 4350	Stereotyping and Bias in the Mass Media	
CMM 4420	Theory of Free Expression	
<b>Production Requirement</b>		<b>6</b>
Select two courses (6 credits) with the 'CMM Production Course Req' attribute, such as:		
CMM 2510	Video Production and Design	

CMM 2550	Photojournalism	
CMM 3530	Documentary Production	
CMM 3560	Publication Design	
CMM 4100	Multiplatform Journalism	
CMM 4810	Digital Storytelling	
<b>Advanced JAMS Elective</b>		
Select one additional course (3 credits) with either the 'CMM JAMS Advanced Writing' attribute OR the 'CMM Production Course Req' attribute.		3
<b>Communication Elective Courses</b>		
Select two courses (6 credits) with a CMM subject code, as long as they have not been used to meet other major requirements.		6
<b>Total Credits</b>		<b>27</b>

## Madrid-Only Option

Code	Title	Credits
<b>Writing for Communication</b>		
CMM 2100	Journalism: News Writing	3
<b>Foundation Courses</b>		
Select four courses out of these three foundation sections		12
<i>Mass Media &amp; Representation</i>		
CMM 1400	Film Criticism	
CMM 3060	Political Communication	
CMM 3460	International Cinema	
CMM 3840	Analysis of Popular Culture	
CMM 4460	Global Media	
<i>Theories: Discourse, Relating &amp; Community</i>		
CMM 2000	Communication Theory	
CMM 3000	Interpersonal Communication	
CMM 3300	Intercultural Communication	
CMM 4050	Theories of Persuasion	
<i>Production: Journalism &amp; Visual Communication</i>		
CMM 2550	Photojournalism	
CMM 3110	Feature Writing	
CMM 4100	Multiplatform Journalism	
<b>Communication Elective Courses</b>		<b>9</b>
Select three courses (9 credits) with a CMM subject code, as long as they have not been used to meet other major requirements.		
<b>Advanced Research</b>		
CMM 4800	Introduction to the Ethnography of Communication	3
<b>Total Credits</b>		<b>27</b>

## Continuation Standards

After completing 18 credits in the major, a student must maintain a 2.00 GPA in the major. Failure to meet this standard will result in the student being placed on probation. If the student's GPA in the major does not reach 2.00 after two additional semesters, the department may dismiss the student from the program.

## Graduation Requirements

- Complete a minimum of 120 credits (excluding pre-college level courses numbered below 1000).
- Complete the University Undergraduate Core curriculum requirements.

- Complete major requirements: minimum of 30 credits required.
- Complete remaining credits with a second major, minor, certificate and/or electives to reach the minimum of 120 credits required for graduation.
- Achieve at least a 2.00 cumulative grade point average, a 2.00 grade point average in the major(s), and a 2.00 grade point average in the minor/certificate, or related elective credits.
- Complete department-/program-specific academic and performance requirements.
- Complete at least 50% of the coursework for the major and 75% for the minor/certificate through Saint Louis University or an approved study abroad program.
- Complete 30 of the final 36 credits through Saint Louis University or an approved study abroad program.
- Complete an online degree application by the required University deadline.

## Roadmap

Roadmaps are recommended semester-by-semester plans of study for programs and assume full-time enrollment unless otherwise noted.

Courses and milestones designated as critical (marked with !) must be completed in the semester listed to ensure a timely graduation. Transfer credit may change the roadmap.

This roadmap should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor/mentor each semester. Requirements, course availability and sequencing are subject to change.

## Communication Studies Concentration

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
CMM 1000	Human Communication and Culture	3
CORE 1000	Ignite First Year Seminar	3
CORE 1500	Cura Personalis 1: Self in Community	1
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Course		3
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
CMM 1200	Public Speaking	3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		6
<b>Credits</b>		<b>15</b>
<b>Year Two</b>		
<b>Fall</b>		
CMM 2400	Media and Society	3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		6
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
CMM 2120	Message Design	3
CMM 2800	Communication Research	3
University Undergraduate Core Courses		6

Minor/2nd Major/Elective Courses	3
<b>Credits</b>	<b>15</b>
<b>Year Three</b>	
<b>Fall</b>	
Communication Studies Explorations Course (p. 6)	3
University Undergraduate Core Courses	6
Minor/2nd Major/Elective Courses	6
<b>Credits</b>	<b>15</b>
<b>Spring</b>	
Communication Studies Explorations Course (p. 6)	3
Communication Elective or Internship	3
University Undergraduate Core Courses	6
Communication Production Course (p. 6)	3
<b>Credits</b>	<b>15</b>
<b>Year Four</b>	
<b>Fall</b>	
Communication Studies Explorations Course (p. 6)	3
Communication Production Course (p. 6)	3
University Undergraduate Core Courses	6
Minor/2nd Major/Elective Courses	3
<b>Credits</b>	<b>15</b>
<b>Spring</b>	
CMM Studies Comm Inquiry Course	3
Communication Elective	3
University Undergraduate Core Courses	6
Minor/2nd Major/Elective Courses	3
<b>Credits</b>	<b>15</b>
<b>Total Credits</b>	<b>121</b>

## Integrated Strategic Communication Concentration

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
CMM 1000	Human Communication and Culture	3
CORE 1000	Ignite First Year Seminar	3
CORE 1500	Cura Personalis 1: Self in Community	1
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		3
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
CMM 1200	Public Speaking	3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		6
<b>Credits</b>		<b>15</b>
<b>Year Two</b>		
<b>Fall</b>		
CMM 2400	Media and Society	3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		6
<b>Credits</b>		<b>15</b>

<b>Spring</b>		
CMM 2800	Communication Research	3
CMM 2100	Journalism: News Writing	3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		3
<b>Credits</b>		<b>15</b>
<b>Year Three</b>		
<b>Fall</b>		
CMM 3500	Integrated Strategic Communication Principles	3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		6
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
Communication Production Course (p. 6)		3
Communication Elective or Internship		3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		3
<b>Credits</b>		<b>15</b>
<b>Year Four</b>		
<b>Fall</b>		
CMM 3610	Writing for Public Relations or CMM 3710 or Copywriting	3
CMM 4700	Applied Research and Campaign Planning	3
Communication Production Course (p. 6)		3
University Undergraduate Core Courses		6
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
CMM 4600	Integrated Communications Campaigns or CMM 4720 or NSAC Advertising Competition	3
Communication Elective		3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>121</b>

## Journalism and Media Studies Concentration

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
CMM 1000	Human Communication and Culture	3
CORE 1000	Ignite First Year Seminar	3
CORE 1500	Cura Personalis 1: Self in Community	1
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		3
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
CMM 1200	Public Speaking	3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		6
<b>Credits</b>		<b>15</b>

**Year Two****Fall**

CMM 2400	Media and Society	3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		6

**Credits** 15**Spring**

CMM 2800	Communication Research	3
CMM 2100	Journalism: News Writing	3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		3

**Credits** 15**Year Three****Fall**

Journalism and Media Studies Foundations Course (p. 6)		3
Communication Production Course (p. 6)		3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		3

**Credits** 15**Spring**

Journalism and Media Studies Foundations Course (p. 6)		3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		6

**Credits** 15**Year Four****Fall**

Journalism and Media Studies Advanced Writing Course (p. 6)		3
Communication Elective or Internship		3
Communication Production Course (p. 6)		3
University Undergraduate Core Courses		6

**Credits** 15**Spring**

Advanced Journalism and Media Studies Elective Course (p. 6)		3
Communication Elective		3
University Undergraduate Core Courses		6
Minor/2nd Major/Elective Courses		3

**Credits** 15**Total Credits** 121**Communication Studies Explorations Courses**

Code	Title	Credits
CMM 3000	Interpersonal Communication	3
CMM 3060	Political Communication	3
CMM 3090	Health Communication	3
CMM 3200	Organizational Communication	3
CMM 3300	Intercultural Communication	3
CMM 3840	Analysis of Popular Culture	3
CMM 4000	Family Communication	3
CMM 4050	Theories of Persuasion	3

CMM 4070	Social Justice Communication	3
CMM 4200	Leadership and Teams	3
CMM 4300	Gender and Communication	3
CMM 4310	Dialogue Facilitation: Communication Strategies to Support Social Justice	3
CMM 4320	Communicating Across Racial Divisions	3
CMM 4430	Culture, Technology and Communication	3

**Communication Production Courses**

Code	Title	Credits
CMM 1500	Introduction to Digital Media Production	3
CMM 2510	Video Production and Design	3
CMM 2550	Photojournalism	3
CMM 3120	Media Scriptwriting	3
CMM 3510	Studio Production	3
CMM 3530	Documentary Production	3
CMM 3560	Publication Design	3
CMM 4100	Multiplatform Journalism	3
CMM 4500	Digital Portfolios and Professional Practice	3
CMM 4810	Digital Storytelling	3

**Journalism and Media Studies Foundations Courses**

Code	Title	Credits
CMM 3420	Literary Journalism	3
CMM 3440	Media Ethics	3
CMM 3840	Analysis of Popular Culture	3
CMM 4350	Stereotyping and Bias in the Mass Media	3
CMM 4420	Theory of Free Expression	3
CMM 4430	Culture, Technology and Communication	3
CMM 4460	Global Media	3
CMM 4470	Media and Politics	3

**Journalism and Media Studies Advanced Writing Courses**

Code	Title	Credits
CMM 3110	Feature Writing	3
CMM 3120	Media Scriptwriting	3
CMM 3130	Editorial and Opinion Writing	3
CMM 4100	Multiplatform Journalism	3
CMM 4160	Editing	3

**Advanced Journalism and Media Studies Elective Courses**

Select one additional course (3 credits) with either the 'CMM JAMS Advanced Writing' attribute or the 'CMM Production Course Req' attribute.

**Madrid**

An international track of the communication major is offered at SLU's campus in Madrid.

Learn More (<http://www.slu.edu/madrid/academics/degrees-and-programs/communication.php>)

## 2+SLU

2+SLU programs are formal transfer agreements for students seeking an associate degree at a partner institution.

- Communication, B.A. (STLCC 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2plusslu/stlcc/communication/>)