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 freshmen 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 rigor 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

<table>
<thead>
<tr>
<th>Tuition</th>
<th>Cost Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate Tuition</td>
<td>$52,260</td>
</tr>
</tbody>
</table>

Additional charges may apply. Other resources are listed below:

Net Price Calculator (https://www.slu.edu/financial-aid/)
Information on Tuition and Fees (https://catalog.slu.edu/academic-policies/student-financial-services/tuition/)
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 (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.
### Integrated Strategic Communication

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

<table>
<thead>
<tr>
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<th>Title</th>
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<tbody>
<tr>
<td><strong>Writing Requirement</strong></td>
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<td>CMM 2100</td>
<td>Journalism: News Writing</td>
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<td><strong>Advanced Writing Elective</strong></td>
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<tr>
<td>CMM 3110</td>
<td>Feature Writing</td>
<td></td>
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<tr>
<td>CMM 3120</td>
<td>Media Scriptwriting</td>
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<tr>
<td>CMM 4100</td>
<td>Multiplatform Journalism</td>
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<td>CMM 4160</td>
<td>Editing</td>
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<td><strong>Foundations Requirement</strong></td>
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<tr>
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<tr>
<td>CMM 3440</td>
<td>Media Ethics</td>
<td></td>
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<tr>
<td>CMM 3840</td>
<td>Analysis of Popular Culture</td>
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<tr>
<td>CMM 4350</td>
<td>Stereotyping and Bias in the Mass Media</td>
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<tr>
<td>CMM 4420</td>
<td>Theory of Free Expression</td>
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<td><strong>Production Requirement</strong></td>
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<tr>
<td>Select two courses (6 credits) with the 'CMM Production Course Req' attribute, such as:</td>
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<tr>
<td>CMM 2510</td>
<td>Video Production and Design</td>
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### Communication Studies Concentration

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

Communication Elective Courses
Select two courses (6 credits) with a CMM subject code, as long as they have not been used to meet other major requirements.

Total Credits 27

Madrid-Only Option

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CMM 2100</td>
<td>Journalism: News Writing</td>
<td>3</td>
</tr>
</tbody>
</table>

Foundation Courses
Select four courses out of these three foundation sections 12

Mass Media & Representation
CMM 1400  Film Criticism
CMM 3060  Political Communication
CMM 3460  International Cinema
CMM 3840  Analysis of Popular Culture
CMM 4460  Global Media

Theories: Discourse, Relating & Community
CMM 2000  Communication Theory
CMM 3000  Interpersonal Communication
CMM 3300  Intercultural Communication
CMM 4050  Theories of Persuasion

Production: Journalism & Visual Communication
CMM 2550  Photojournalism
CMM 3110  Feature Writing
CMM 4100  Multiplatform Journalism

Communication Elective Courses
Select three courses (9 credits) with a CMM subject code, as long as they have not been used to meet other major requirements.

Advanced Research
CMM 4800  Introduction to the Ethnography of Communication 3

Total Credits 27

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 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CMM 1000</td>
<td>Human Communication and Culture</td>
<td>3</td>
</tr>
<tr>
<td>CORE 1000</td>
<td>Ignite First Year Seminar</td>
<td>3</td>
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<tr>
<td>CORE 1500</td>
<td>Cura Personalis 1: Self in Community</td>
<td>1</td>
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<tr>
<td>University Undergraduate Core Courses</td>
<td>6</td>
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</tr>
<tr>
<td>Minor/2nd Major/Elective Course</td>
<td>3</td>
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</table>

Credits 16

Spring
CMM 1200  Public Speaking 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 6

Credits 15

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

Credits 15

Spring
CMM 2120  Message Design 3
CMM 2800  Communication Research 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 3

Year Three

Fall
Communication Studies Explorations Course (p. 6) 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 6

Credits 15

Spring
Communication Studies Explorations Course (p. 6) 3
Communication Elective or Internship 3
University Undergraduate Core Courses 6
Communication Production Course (p. 6) 3

Credits 15

Year Four

Fall
Communication Studies Explorations Course (p. 6) 3
Communication Production Course (p. 6) 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 3

Credits 15

Spring
CMM Studies Comm Inquiry Course 3
Communication Elective 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 3

Credits 15

Total Credits 121

Integrated Strategic Communication Concentration

Course Title Credits
Year One
Fall
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

Credits 16

Spring
CMM 1200  Public Speaking 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 6

Credits 15

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
CMM 3500  Integrated Strategic Communication Principles 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 6

Credits 15

Spring
Communication Production Course (p. 6) 3
Communication Elective or Internship 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 3

Credits 15

Year Four

Fall
CMM 3610  Writing for Public Relations 3 or CMM 3710  Copywriting
CMM 4700  Applied Research and Campaign Planning 3
Communication Production Course (p. 6) 3
University Undergraduate Core Courses 6

Credits 15

Spring
CMM 4600  Integrated Communications Campaigns 3 or CMM 4720  NSAC Advertising Competition
Communication Elective 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 3

Credits 15

Total Credits 121

Journalism and Media Studies Concentration

Course Title Credits
Year One
Fall
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

Credits 16

Spring
CMM 1200  Public Speaking 3
University Undergraduate Core Courses 6
Minor/2nd Major/Elective Courses 6

Credits 15
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

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<tr>
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<tr>
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<td>Interpersonal Communication</td>
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<tr>
<td>CMM 3060</td>
<td>Political Communication</td>
<td>3</td>
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<td>CMM 3090</td>
<td>Health Communication</td>
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<td>CMM 3200</td>
<td>Organizational Communication</td>
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</tr>
<tr>
<td>CMM 3300</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMM 3840</td>
<td>Analysis of Popular Culture</td>
<td>3</td>
</tr>
<tr>
<td>CMM 4000</td>
<td>Family Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMM 4050</td>
<td>Theories of Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>CMM 4070</td>
<td>Social Justice Communication</td>
<td>3</td>
</tr>
<tr>
<td>CMM 4200</td>
<td>Leadership and Teams</td>
<td>3</td>
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<tr>
<td>CMM 4300</td>
<td>Gender and Communication</td>
<td>3</td>
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<tr>
<td>CMM 4320</td>
<td>Communicating Across Racial Divisions</td>
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Communication Production Courses

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<tr>
<td>CMM 1500</td>
<td>Introduction to Digital Media Production</td>
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<tr>
<td>CMM 2510</td>
<td>Video Production and Design</td>
<td>3</td>
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<tr>
<td>CMM 2550</td>
<td>Photojournalism</td>
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<td>CMM 3120</td>
<td>Media Scriptwriting</td>
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<tr>
<td>CMM 3510</td>
<td>Studio Production</td>
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<td>Documentary Production</td>
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<td>CMM 3560</td>
<td>Publication Design</td>
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<tr>
<td>CMM 4100</td>
<td>Multiplatform Journalism</td>
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<tr>
<td>CMM 4500</td>
<td>Digital Portfolios and Professional Practice</td>
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Journalism and Media Studies Foundations Courses

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<tr>
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<td>CMM 3420</td>
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<td>CMM 3440</td>
<td>Media Ethics</td>
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<td>CMM 3840</td>
<td>Analysis of Popular Culture</td>
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<td>CMM 4350</td>
<td>Stereotyping and Bias in the Mass Media</td>
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<td>CMM 4420</td>
<td>Theory of Free Expression</td>
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<td>CMM 4430</td>
<td>Culture, Technology and Communication</td>
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<td>Global Media</td>
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<td>CMM 4470</td>
<td>Media and Politics</td>
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Journalism and Media Studies Advanced Writing Courses

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<td>CMM 3120</td>
<td>Media Scriptwriting</td>
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<td>CMM 3130</td>
<td>Editorial and Opinion Writing</td>
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<td>CMM 4160</td>
<td>Editing</td>
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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.

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