Program Overview
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 studies human interaction and symbolic practices, educating students to be culturally competent and ethically responsible leaders in journalism and media, advertising, public relations, and corporate, government and nonprofit settings.

Messages matter, and an education in communication at SLU teaches students to creatively design, effectively deliver and critically analyze messages to influence, connect and inform. Encouraged to be curious and think critically, students learn about communication theories and research methods. They develop critical skills for analysis and application of theory to practice. Encouraged to create, students develop writing, speaking and digital production skills that prepare them for professional success. Encouraged to 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.

Our multimedia resources offer students the opportunity to explore the latest communication technologies. Our 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.

Degree(s)
+ Bachelor of Arts (B.A.) in communication
+ Minor in communication

About the Faculty
The faculty includes experts who publish research in a variety of areas, including journalism, media studies, advertising, public relations, digital production and rhetoric, along with interpersonal, organizational, cultural and health communication. Faculty members guide students through their programs of study and challenge them to exceed their own expectations.

Curriculum
Students choose from one of five different concentrations:

Advertising and Public Relations
+ Students develop the professional skills used by advertising and PR practitioners, including the expertise in critical thinking and strategic development necessary for effective campaign creation and implementation.

Communication, Culture and Community
+ Students develop a critical understanding of communication across the dimensions of race, ethnicity, nationality, ability, gender, age and sexual orientation. They acquire skills for communicating effectively within and across cultures in a diverse society.

Leadership, Organizing and Relating
+ Students develop an understanding of communication processes that will help them function effectively in both informal and formal leadership roles in a variety of interpersonal, group and organizational settings. These include working in teams, solving problems, managing conflict, exerting influence, building trust and developing relationships.

Journalism and Media Studies
+ Students develop the professional skills necessary to succeed in a constantly evolving media landscape. Courses in this concentration teach students essential skills for working in media organizations, along with the requisite skills to evaluate and adapt to changes in media during their careers.

Communication Studies
+ Students choosing this concentration can work with their communication mentors to tailor their programs of study to meet their specific career and personal goals.

+ We offer a minor in communication, an option that majors in other fields pursue to enhance their versatility. We also participate in several interdisciplinary minors in the College of Arts and Sciences and the John Cook School of Business.
Admission Requirements

Freshman: All applications are thoroughly and carefully reviewed. Solid academic performance in college preparatory course work is a primary criterion in reviewing a freshman applicant’s file. College admission test scores (ACT or SAT) are used as an additional indicator of the student’s ability to meet the University’s academic requirements and to qualify the student for certain University scholarship programs. To be considered for admission to any Saint Louis University undergraduate program, the applicant must be approaching graduation from an accredited high school or have an acceptable score on 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. An official high school transcript and official test scores are required only of those students who have attempted fewer than 24 transferable semester hours (or 30 quarter hours) of college credit. Those having completed 24 hours or more of college credit need only submit a transcript from 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.

Internships and Careers

To enhance students’ educational experience, the department of communication at Saint Louis University provides an expansive internship program. Many of our students take advantage of our urban location, working at one of the many corporate, nonprofit or media organizations in St. Louis that offer internship experiences. Internships offer students a chance to identify and refine their career interests and strengths and provide valuable professional experience.

In addition to internships, our students participate in many activities outside the classroom, such as:

- Student media organizations, including KSLU radio, SLU-TV and The University News
- Student clubs, including Ad Club and PR Club

The strength of our communication program is defined by the successes of our graduates. More than 90 percent of graduates from our undergraduate program begin a career in their chosen fields. SLU students majoring in communication continue on to 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:

- Breaking news reporter
- Broadcast news reporter
- Digital marketing manager
- Agency account executive
- Media relations specialist
- Social media coordinator
- School district community liaison
- Corporate responsibility manager
- Community relations specialist
- Grassroots communication associate
- Corporate giving director
- Event coordinator
- Copy writer
- Creative director
- Graphic designer
- Public information officer
- Customer service specialist
- Teacher
- Market researcher
- Human resources specialist
- Lawyer
- Web content manager
- Volunteer coordinator

Scholarships and Financial Aid

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

- Scholarships: awarded based on academic achievement, service, leadership and financial need.
- Financial Aid: provided in the form of grants and loans, some of which require repayment.

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

For information on other scholarships and financial aid, visit the student financial services office online at finaid.slu.edu.