All students must complete the following core and electives, along with the requirements in one of three areas of specialization: Advertising & Public Relations, Journalism & Media Studies or Communication Studies.

**CORE (13 hours)**

- 1000 Human Communication & Culture (3)
- 1200 Public Speaking (3)
- 2800 Communication Research (3)
- 2400 Media & Society (3)
- 2500 Media & Society Lab (1)

**ELECTIVES** Select any two courses (6 hours)

**ADVERTISING & PUBLIC RELATIONS**

- 2100 Journalism: Newswriting
- 3610 Writing for Public Relations --or-- 3710 Advertising Writing and Production

**FOUNDATIONS (3 hours)**

- 3600 Public Relations Principles & Practices --or-- 3700 Advertising Principles & Practices

**PRODUCTION (6 hours)**

Any 2 Communication courses designated as a Production/Technology course may be taken to fulfill this requirement.

**RESEARCH/APPLICATIONS (3 hours)**

- 4600 Integrated Communication Campaigns --or-- 4700 Advertising Research and Strategic Planning

**JOURNALISM & MEDIA STUDIES**

**WRITING (6 hours)**

- 2100 Journalism: Newswriting

**FOUNDATIONS Choose 6 hours from**

- 3420 Literary Journalism
- 3440 Media Ethics
- 3840 Analysis of Popular Culture
- 4350 Stereotyping & Bias in the Mass Media
- 4410 Critical Perspectives on Journalism
- 4420 Free Expression
- 4430 Culture, Technology & Communication
- 4440 History of Journalism

**PRODUCTION PRACTICES & APPLICATIONS (3 hours)**

Any Communication course designated as a Production/Technology course may be taken to fulfill this requirement.

**RESEARCH/APPLICATIONS Advanced Area Courses (6 hours)**

Choose 6 hours from the courses below; at least 3 hours must be a writing course (*)

- *3110 Feature Writing
- *3120 Media Scriptwriting
- *3130 Editorial & Opinion Writing
- *3140 Essay Writing
- *3150 Reviewing the Arts
- *4160 Editing
- 2510 Video Production and Design
- 2550 Photojournalism
- *3510 Studio Production
- 3520 Sports Documentary
- 3560 Publication Design
- 3800 Interviewing & Listening
- 4100 Multiplatform Journalism
- 4590 Advanced Media Practicum
- 4810 Digital Storytelling
- 4910 Internship - with permission of department chair
COMMUNICATION STUDIES

WRITING (3 hours)

2120 Message Design

FOUNDATIONS (9 hours)

Choose two from:

- 3000 Interpersonal Communication
- 3070 Communication & Public Life
- 3200 Organizational Communication
- 3300 Intercultural Communication

AND one additional course from those above or below:

- 3050 Argumentation & Debate
- 3060 Political Communication
- 3080 Sport Communication
- 3090 Health Communication
- 3840 Analysis of Popular Culture
- 4000 Family Communication
- 4050 Theories of Persuasion
- 4200 Leadership & Teams
- 4220 Conflict Mediation and Negotiation
- 4240 Training and Development
- 4300 Gender & Communication
- 4320 Communication Across Racial Divides
- 4430 Culture, Technology and Communication

PRODUCTION PRACTICES & APPLICATIONS (3 hours)

Any Communication course designated as a Production/Technology course may be taken to fulfill this requirement.

RESEARCH (3 hours)

4960 Capstone in Communication

For more information contact

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