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 integrates the study of human communication, journalism, and strategic communication in innovative ways to prepare students for careers 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. Students develop skills to be culturally competent and ethically responsible communicators in their fields.

Think Critically
+ Students learn about communication theories and research methods. 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.

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.

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.

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. Several faculty also bring professional experience to the classroom, and faculty draw on a network of connections with professionals in the St. Louis community. Faculty members guide students through their programs of study and challenge them to exceed their own expectations.

CURRICULUM
Students choose from one of three 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 Studies
+ 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 for functioning effectively in both informal and formal leadership roles in a variety of settings. These skills include working in teams, solving problems, managing conflict, engaging in advocacy 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 needed skills to evaluate and adapt to changes in media during their careers.

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.

DEGREE(S)
+ Bachelor of Arts (B.A.) in communication
+ Minor in communication

OFFICE OF ADMISSION, ONE NORTH GRAND BLVD., ST. LOUIS, MO 63103
(800) SLU-FOR-U • (314) 977-2500 • admitme@slu.edu • www.slu.edu • beabilliken.com

Contact
Department of Communication
314-977-3510
comdept@slu.edu

Graduate Programs
+ Master of Arts (M.A.) in communication
For a full listing of graduate programs, visit graduate.slu.edu.

Revised March 2018
WHY CHOOSE THIS PROGRAM?

+ Small class sizes and close connections to faculty.
+ Communication for social justice and well-being.
+ International campus connections.

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

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.

ADMISSION.SLU.EDU

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