Communication

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http://www.slu.edu/x13966.xml

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The Department of Communication offers both a bachelor’s and a master’s degree. The 36-hour undergraduate major (B.A. Communication) offers two options, Communication Professions or Communication Technology. The Communication Professions option prepares students for a wide range of careers in fields such as journalism, public relations, advertising, organizational communication, and political communication. The Communication Technology option prepares students for careers that rely upon new computer technologies, such as multimedia design, publication design, and instructional technology.

Transfer students from other universities, the Madrid campus of Saint Louis University, or junior colleges may ask that up to 15 hours of previous course work in speech, communication, or mass communication be applied toward their B.A. in communication (students often transfer courses such as introduction to human communication, public speaking, or news writing).

Communication majors may not take communication courses to fulfill the social science core requirement.
Communication (BA)

Program Summaries

Communication Professions
Communication Core - required of all ..... 15 hours
Principles of Communication .................. 6 hours
Advanced Writing ................................ 3 hours
Advanced Research ................................ 3 hours
Communication Electives ..................... 9 hours
Total: 36 hours

Communication Technology
Communication Core - required of all ..... 15 hours
Principles of Communication .................. 6 hours
Communication Technology .................. 9 hours
Communication Electives ..................... 6 hours
Total: 36 hours

Communication Core Courses
All communication majors must complete the following five courses:

CMM100 Introduction to Human Communication .......... 3
CMM120 Public Speaking ............................................. 3
CMM200 Communication Theory
(Prerequisite: CMM100) .............................................. 3
CMM210 Journalism: News writing
(Prerequisite: ENGL190 or OUS-A190) ......................... 3
CMM280 Communication Research
(Prerequisite: CMM100) .............................................. 3

Principles of Communication Courses
All communication majors must choose two courses from the following:

CMM300 Interpersonal Communication
CMM305 Argumentation and Debate
CMM320 Organizational Communication
CMM330 Intercultural Communication
CMM342 Literary Journalism
CMM344 Media Ethics
CMM347 Political Communication
CMM409 Theories of Persuasion
CMM420 Problem Solving in Small Groups
CMM421 Organizational Culture
CMM422 Conflict Mediation, Negotiation, and Bargaining
CMM430 Gender and Communication
CMM432  Communicating Across Racial Divisions
CMM435  Stereotyping and Bias in the Mass Media
CMM440  Mass Communication and Society
CMM442  Theory of Free Expression
CMM443  Culture, Technology, and Communication
CMM444  History of Journalism
CMM447  Rhetoric of Political Campaigns

**Advanced Writing Courses**
Communication Professions students must choose one course from the following:

CMM311  Feature Writing
CMM312  Audio Visual Script Writing
CMM313  Editorial and Opinion Writing
CMM314  Essay Writing
CMM315  Reviewing the Arts
CMM361  Writing for Public Relations
CMM371  Advertising Writing and Production
CMM416  Editing
CMM425  Report Writing for Comm. Professions

**Advanced Research Courses**
Communication Professions students must choose one course from the following:

CMM377  Advertising Media Buying
CMM380  Interviewing and Listening
CMM382  Third Places
CMM383  Methods of Rhetorical Analysis
CMM384  Analysis of Popular Culture
CMM385  Qualitative Research Methods in Communication
CMM460  Integrated Communication Campaigns
CMM470  Advertising Research and Strategic Planning
CMM480  Evaluation Methods in Organizations

**Communication Technology Courses**
Communication Technology students must take CMM312 Audio Visual Script Writing and two courses from the following:

CMM253  Computer-Based Design
CMM255  Photo Imaging and Digital Manipulation
CMM256  Principles of Graphic Design
CMM353  Multimedia Design and Production
CMM355  Digital Imaging Studio
CMM356  Publication Design
Communication Electives
Communication Professions students take at least nine hours of communication electives, and Communication Technology students take at least six hours of communication electives. These courses may be chosen from the list below or from any courses listed above under Principles of Communication, Advanced Writing, Advanced Research, or Communication Technology.

CMM140 Film Criticism
CMM323 Business and Professional Communication
CMM360 Public Relations Principles and Practices
CMM370 Advertising Principles and Practices
CMM464 Public Relations Case Studies
CMM465 International Public Relations
CMM472 AAF Competition
CMM491 Field Contract: Internship
CMM493 Special Topics
CMM498 Advanced Independent Study

Outside Hours
Students majoring in communication must complete at least 15 hours of course work outside of the requirements for their major; at least 6 hours of that course work must be at the 300 or 400 level. Communication majors can satisfy this requirement by completing a double major, a minor in another department, or a certificate program, or by choosing, in consultation with their faculty mentor, 15 hours of courses in an area that complements the student’s interests. The Department of Communication participates in four College of Arts and Sciences Certificate Programs: Creative and Professional Writing, Film Studies, Political Journalism, and Visual Communication. See section in this Catalog on “Certificate Programs” for complete descriptions.

Internships
Internships (CMM491) are available each semester at a wide range of St. Louis-area publications, nonprofit groups, corporations, advertising and public relations agencies, radio and television stations, and sports and entertainment organizations. To qualify, a student must 1) be a full-time declared communication major, 2) hold a 2.85 or higher GPA in communication courses and a 2.65 or higher overall GPA, 3) have completed 18 hours in communication courses, including all communication core coursework, and 4) receive written permission from the department’s internship director.

Typical Course of Study
Students planning to major in Communication should ideally have taken CMM100, 120, 200, and 210 by the end of their sophomore year. Introductory professional courses, such as CMM360 Public Relations Principles and Practices or CMM370 Advertising Principles and Practices, should be taken by the end of the junior year. Students should take Principles of Communication courses during their junior and senior years, after
having completed CMM200 Communication Theory. Internships are best taken sometime in the last three semesters of the program.

**Communication Minor**
Students may earn a minor in communication by taking CMM100 Introduction to Human Communication and CMM200 Communication Theory and 15 hours of communication electives, at least 6 hours of which must be at the 300 or 400 level. The elective hours must be chosen in consultation with the student’s faculty mentor.

**Marketing Certificate for Communication Majors**
The School of Business and Administration allows declared communication majors who are taking course work in advertising and public relations to earn a marketing certificate. Student applications for this certificate will be forwarded from the School of Business office to the Department of Communication for approval.

**Prerequisites for all Marketing courses:**
- **ECON190** Principles of Economics. Prerequisite to MKT300 (This course also fulfills 3 hours of the social/behavioral science core requirement in the College of Arts and Sciences.)
- **MKT300** Introduction to Marketing Management

**Required courses**
- **MKT340** Integrated Marketing Communications
- **MKT440** Buyer Behavior

**Elective courses**
Two courses from the following:
- **MKT360** Marketing Research*
- **MKT430** Retail Management
- **MKT444** Personal Selling
- **MKT445** Sales Management
- **MKT455** International Marketing
- **MKT455** Brand Management
- **MKT465** Marketing Decision Models**

* To be taken only if the student has had DSCI207 Statistics.
**Co-requisite: MKT360 Marketing Research.