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
http://www.slu.edu/x14013.xml
- 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
http://www.slu.edu/x14683.xml
- 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 communications majors must complete the following five courses:
- CMM 100 Introduction to Human Communication: 3
- CMM 120 Public Speaking: 3
- CMM 200 Communication Theory: 3
- CMM 210 Journalism: News writing: 3
- CMM 280 Communication Research: 3

Principles of Communication Courses
All communication majors must choose two courses from the following:
- CMM 206 Media and Society: 3
- CMM 300 Interpersonal Communication: 3
- CMM 305 Argumentation and Debate: 3
- CMM 320 Organizational Communication: 3
- CMM 330 Intercultural Communication: 3
- CMM 342 Literary Journalism: 3
- CMM 344 Media Ethics: 3
- CMM 347 Political Communication: 3
- CMM 409 Theories of Persuasion: 3
- CMM 420 Problem Solving in Small Groups: 3
- CMM 421 Organizational Culture: 3
- CMM 422 Conflict Mediation, Negotiation, and Bargaining: 3
- CMM 430 Gender and Communication: 3
- CMM 432 Communicating Across Racial Divisions: 3
- CMM 435 Stereotyping and Bias in the Mass Media: 3
- CMM 440 Mass Communication and Society: 3
- CMM 442 Theory of Free Expression: 3
- CMM 443 Culture, Technology, and Communication: 3
- CMM 444 History of Journalism: 3
- CMM 447 Rhetoric of Political Campaigns: 3
Advanced Writing Courses
Communication Professions students must choose one course from the following:

- CMM 311 Feature Writing 3
- CMM 312 Audio Visual Script Writing 3
- CMM 313 Editorial and Opinion Writing 3
- CMM 314 Essay Writing 3
- CMM 315 Reviewing the Arts 3
- CMM 361 Writing for Public Relations 3
- CMM 371 Advertising Writing & Prod 3
- CMM 416 Editing 3
- CMM 425 Report Writing for Communications Professions 3

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

- CMM 377 Advertising Media Buying 3
- CMM 380 Interviewing and Listening 3
- CMM 382 Third Places 3
- CMM 383 Methods of Rhetorical Analysis 3
- CMM 384 Analysis of Popular Culture 3
- CMM 385 Qualitative Research Methods in Communication 3
- CMM 460 Integrated Communication Campaigns 3
- CMM 470 Advertising Research and Strategic Planning 3
- CMM 480 Evaluation Methods in Orgs 3

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

- CMM 253 Computer-Based Design 3
- CMM 255 Photo Imaging and Digital Manipulation 3
- CMM 256 Principles of Graphic Design 3
- CMM 353 Multimedia Design and Prod. 3
- CMM 355 Digital Imaging Studio 3
- CMM 356 Publication Design 3

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.

- CMM 140 Film Criticism 3
- CMM 360 Public Relations Principles and Practices 3
- CMM 370 Advertising Principles and Practices 3
- CMM 464 Public Relations Case Studies 3
- CMM 465 International Public Relations 3
- CMM 472 AAF Competition 3
- CMM 491 Field Contract: Internship 3
- CMM 493 Special Topics 3
- CMM 498 Advanced Independent Study 3

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
http://www.slu.edu/x14012.xml
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:
ECON 190 Principles of Economics 3
MKT 300 Intro to Marketing Mgmt 3

Required courses
MKT 340 Integrated Marketing Communications 3
MKT 440 Buyer Behavior 3

Elective courses
Two courses from the following:
MKT 360 Marketing Research*
MKT 430 Retail Management
MKT 444 Personal Selling
MKT 445 Sales Management
MKT 455 International Marketing
MKT 460 Brand Management
MKT 465 Marketing Decision Models**

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