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 40-hour undergraduate major (B.A. Communication) offers five areas of study: Advertising & Public Relations; Communication, Culture & Community; Leadership, Organizing and Relating; Journalism & Media Studies; and Communication Studies. All five areas reflect our “technology across the curriculum” endeavor that coincides with our new multi-million-dollar digital media facility. Our curriculum prepares students for careers in PR, Advertising, and Journalism as well as positions in for-profit and not-for-profit organizations such as patient advocates, human resource specialists, training and development managers, and communication directors.

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, and/or Newswriting).

Communication majors may take CMM 100 Human Communication and Culture to fulfill three hours of the College of Arts and Sciences core requirement in social science. The remaining three hours must be taken in an area outside communication.

Communication (BA)
Program Area of Study Summaries:

Advertising and Public Relations
Communication Core (16 hours)
Writing (6 hours)
Required:
CMM 210 Newswriting 3
Choose one:
CMM 361 Public Relations Writing 3
CMM 371 Advertising Writing and Production 3
Foundations Choose one (3 hours):
CMM 360 Principles & Practices of Public Relations 3
CMM 370 Advertising Principles and Practices 3
Production Practices and Applications
Choose two (6 hours)
Research/Applications Choose one (3 hours):
CMM 460 Public Relations Capstone 3
Integrated Campaigns
CMM 470 Advertising Capstone/Strategic Planning 3
Electives Choose two (6 hours)
Total hours: 40

Communication, Culture and Community
Communication Core (16 hours)
Writing (3 hours)
CMM 212 Message Design 3
Foundations (9 hours)
Required:
CMM 330 Intercultural Communication 3
Choose two (6 hours):
CMM 384 Analysis of Popular Culture 3
CMM 409 Theories of Persuasion 3
CMM 422 Conflict, Mediation and Negotiation 3
CMM 430 Gender and Communication 3
CMM 432 Communicating Across Racial Divisions 3
CMM 443 Culture, Technology & Communication 3
Production Practices and Applications (3 hours)
Research/Applications (3 hours)
CMM 493 Research Capstone 3
Electives Choose two (6 hours)
Total hours: 40
### Leadership, Organizing and Relating

**Communication Core** (16 hours)

**Writing** (3 hours)
- CMM 212 Message Design

**Foundations** (9 hours)
Choose two (6 hours):
- CMM 300 Interpersonal Communication
- CMM 320 Organizational Communication
- CMM 420 Leadership and Teams

Choose one additional course from the foundations courses listed above, or from the following (3 hours):
- CMM 309 Health Communication
- CMM 330 Intercultural Communication
- CMM 380 Interviewing and Listening
- CMM 390 Sports Communication
- CMM 400 Family Communication
- CMM 421 Organizational Culture
- CMM 422 Conflict, Mediation & Negotiation
- CMM 424 Training and Development
- CMM 430 Gender and Communication
- CMM 443 Culture, Technology & Communication

**Production Practices and Applications** (3 hours)

**Research/Applications** (3 hours)
- CMM 493 Research Capstone

**Electives** (6 hours)

**Total hours:** 40

### Journalism and Media Studies

**Communication Core** (16 hours)

**Writing** (3 hours)
- CMM 210 Newswriting

**Foundations**
Choose two (6 hours):
- CMM 342 Literary Journalism
- CMM 344 Media Ethics
- CMM 384 Analysis of Popular Culture
- CMM 441 Critical Perspectives on Journalism
- CMM 442 Theory of Free Expression
- CMM 443 Culture, Technology & Communication
- CMM 444 History of Journalism

**Production Practices and Applications** (3 hours)

**Research/Applications/Advanced Area**
Choose two (6 hours) from courses below; at least one (3 hours) must be a writing course (*):
- CMM 255 Photojournalism
- CMM 256 Graphic Design Production
- CMM 311 Feature Writing *
- CMM 312 Media Scriptwriting *

**Electives** (6 hours)

**Total hours:** 40

### Communication Studies

**Communication Core** (16 hours)

**Writing** Choose one (3 hours):
- CMM 210 Newswriting
- CMM 212 Message Design

**Foundations** (12 hours)
Choose 1 course from 3 of the 5 areas listed here (9 hrs)

**Public Communication and Dialogue**
- CMM 305 Argumentation and Debate
- CMM 347 Political Communication
- CMM 409 Theories of Persuasion

**Advertising and Public Relations**
- CMM 360 Principles & Practices of Public Relations
- CMM 370 Advertising Principles & Practices

**Communication, Culture and Community**
- CMM 330 Intercultural Communication
- CMM 430 Gender and Communication
- CMM 432 Communicating Across Racial Divisions

**Leadership, Organizing and Relating**
- CMM 300 Interpersonal Communication
- CMM 320 Organizational Communication
- CMM 420 Leadership and Teams

**Journalism and Media Studies**
- CMM 342 Literary Journalism
- CMM 344 Media Ethics
- CMM 384 Analysis of Popular Culture
- CMM 441 Critical Perspectives on Journalism
- CMM 442 Theory of Free Expression
- CMM 443 Culture, Technology & Communication
- CMM 444 History of Journalism

In addition, choose one additional course (3 hours) from any of the foundations courses listed above.

**Production Practices and Applications** (3 hours)

**Electives** (6 hours)

**Total hours:** 40
### Communication Core Courses
All communications majors must complete the following six courses:
- CMM 100 Human Communication & Culture (3)
- CMM 120 Public Speaking (3)
- CMM 200 Communication Theory (3)
- CMM 206 Media & Society (3)
- CMM 206 Media & Society lab (1)
- CMM 280 Communication Research (3)

### Foundations of Communication Courses
- CMM 300 Interpersonal Communication (3)
- CMM 305 Argumentation and Debate (3)
- CMM 309 Health Communication (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 360 Principles & Practices: Public Relations (3)
- CMM 370 Advertising Principles and Practices (3)
- CMM 380 Interviewing and Listening (3)
- CMM 384 Analysis of Popular Culture (3)
- CMM 390 Sports Communication (3)
- CMM 400 Family 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 and Negotiation (3)
- CMM 424 Training and Development (3)
- CMM 430 Gender and Communication (3)
- CMM 432 Communicating Across Racial Divisions (3)
- CMM 441 Critical Perspectives on Journalism (3)
- CMM 442 Theory of Free Expression (3)
- CMM 443 Culture, Technology, & Communication (3)
- CMM 444 History of Journalism (3)

### Writing Courses
- CMM 210 Newswriting (3)
- CMM 212 Message Design (3)
- CMM 311 Feature Writing (3)
- CMM 312 Media Scriptwriting (3)
- CMM 313 Editorial and Opinion Writing (3)
- CMM 314 Essay Writing (3)
- CMM 315 Reviewing the Arts (3)
- CMM 361 Public Relations Writing (3)
- CMM 371 Advertising Writing and Production (3)
- CMM 416 Editing (3)

### Production Practices and Applications Courses
- CMM 255 Photojournalism (3)
- CMM 256 Graphic Design Production (3)
- CMM 293 Video Design and Production (3)
- CMM 312 Media Scriptwriting (3)
- CMM 356 Publication Design (3)
- CMM 371 Advertising Writing and Production (3)
- CMM 382 Third Places (3)
- CMM 410 Multiplatform Journalism (3)
- CMM 472 NSAC Competition (3)
- CMM 481 Digital Storytelling (3)
- CMM 493 Special Topics: Video Narratives (3)

### Research/Applications/Advanced Area Courses
- CMM 253 Photojournalism (3)
- CMM 256 Principles of Graphic Design (3)
- CMM 356 Publication Design (3)
- CMM 380 Interviewing and Listening (3)
- CMM 393 Student Media Practicum (0-3)
- CMM 410 Multiplatform Journalism (3)
- CMM 460 Public Relations Capstone (3)
  - Integrated Campaigns
- CMM 470 Advertising Capstone / Strategic Planning (3)
- CMM 481 Digital Storytelling (3)
- CMM 491 Internship (0-3)
- CMM 493 Research Capstone (3)

### Communication Electives
All communication majors must take at least six hours of communication electives. These courses may be chosen from the list below or from any courses listed above under Foundations of Communication; Writing; Production Practices and Applications; or Research/Applications/Advanced Area.
- CMM 140 Film Criticism (3)
- CMM 377 Media Buying (3)
- CMM 383 Methods of Rhetorical Analysis (3)
- CMM 385 Qualitative Research in Communication (3)
- CMM 435 Stereotyping and Bias in the Mass Media (3)
- CMM 464 Public Relations Case Studies (3)
- CMM 465 International Public Relations (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 Interdisciplinary Minor Programs: Creative and Professional Writing, Film Studies, Political Journalism, and Visual Communication. See section in this Catalog on “Interdisciplinary Minor Programs” for complete descriptions.

Internships
Internships (CMM 491) 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) have at least junior class standing, 2) be a full-time declared communication major, 3) hold a 2.85 or higher GPA in communication courses and a 2.65 or higher overall GPA, 4) have completed 18 hours in communication courses, including all communication core coursework, and 5) receive written permission from the department’s internship director.

Typical Course of Study
Students planning to major in Communication should ideally have taken CMM 100, 120, 200, and 206 by the end of their sophomore year. Introductory professional courses, such as CMM 360 Public Relations Principles and Practices or CMM 370 Advertising Principles and Practices, should be taken by the end of the junior year. Students should take Foundations courses during their junior and senior years, after having completed CMM 200 Communication Theory and CMM 280 Communication Research. Internships are best taken sometime in the last three semesters of the program. We also encourage our students, when appropriate, to attend classes for one semester at our Saint Louis University Madrid campus. This semester abroad normally Transpires during their third year or after at least 60 hours of earned credits.

Communication Minor
http://www.slu.edu/x14012.xml
Students may earn a minor in communication by taking CMM 100 Human Communication and Culture and CMM 200 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 should be chosen in consultation with the student’s faculty mentor.

Marketing Interdisciplinary Minor
http://www.slu.edu/x16950.xml
The School of Business and Administration allows non-business school majors to earn an Interdisciplinary Minor in Marketing. Completion of the interdisciplinary minor provides an excellent foundation in the marketing areas of promotions and consumer behavior, and allows students to branch out into two additional areas including retail, sales, and marketing research.

Students are responsible for completing any prerequisites as required and a minimum 2.0 cumulative GPA is required in interdisciplinary minor coursework. Eighteen (18) hours as follows:

Required Courses (12 hours)
- ECON 190 Principles of Economics 3
- MKT 300 Intro to Marketing Mgmt 3
- MKT 340 Integrated Marketing Communications 3
- MKT 440 Buyer Behavior 3

Select any two of the following electives (6 hours)
- MKT 350 Sports Marketing 3
- MKT 360 Marketing Research 3
- MKT 430 Retail Management 3
- MKT 444 Personal Selling 3
- MKT 445 Sales Management 3
- MKT 455 International Marketing 3
- MKT 460 Brand Management 3
- MKT 465 Marketing Decision Models 3