Communication

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http://www.slu.edu/colleges/AS/CMM/

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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 12 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). The curriculum’s required courses in Communication Theory, Communication Research, and Principles of Communication must be taken at the Frost campus.

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
CMM301 Language and Linguistics
CMM305 Argumentation and Debate
CMM320 Organizational Communication
CMM330 Intercultural Communication
CMM342 Literary Journalism
CMM344 Media Ethics
CMM347 Political Communication
CMM400 Dialogue and Community in Public Life
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  
CMM315   Reviewing the Arts  
CMM314   Essay Writing  
CMM361   Writing for Public Relations  
CMM371   Advertising Writing and Production  
CMM415   Nonfiction Writers’ Workshop  
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
- CMM453  Multimedia Scripting and 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.

- CMM323  Business and Professional Communication
- CMM360  Public Relations Principles and Practices
- CMM370  Advertising Principles and Practices
- CMM460  Integrated Communication Campaigns
- 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 advisor, 15 hours of courses in an area that complements the student’s interests. The Department of Communication participates in two College of Arts and Sciences Certificate Programs: Creative and Professional Writing and Political Journalism. 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 department chair, who advises all minors.

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 Promotional Strategy
- MKT440 Buyer Behavior

Elective courses
Two courses from the following:

- MKT360 Marketing Research*
- MKT430 Retail Management
- MKT445 Sales Management
- MKT455 International Marketing
- MKT465 Marketing Decision Models**

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