### Basic Requirements

<table>
<thead>
<tr>
<th>Units</th>
<th>Basic Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>English Composition (U11 101, 203, and one 300-level composition course)</td>
</tr>
</tbody>
</table>

- **Transfer Credits**

  Max 84 (66 from a 2 year college)

- **Completed at WU**

- **In Progress**

<table>
<thead>
<tr>
<th>Distribution Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>Major Requirements</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td><strong>18</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>12</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>3</strong></td>
</tr>
<tr>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

General Electives

Matriculation Date:  GPA:  Total earned units (120 required for the Bachelor of Science):
Basic Requirements

**English:** (9 credits) Principles of Writing (EComp 101), Critical and Researched Writing (EComp 203), one Advanced Writing course (any 3 credit 300-level or higher English Composition course). EComp 203 and the Advanced Writing course are required of all undergraduate degree candidates, and these courses must be taken at Washington University.

**Numerical Applications:** (3 credits with a minimum grade of C-) choose from the following: Econ 231 (Economic Statistics), Math 1011 (Intro to Statistics), Math 123 (Programming in C), Math 141 (Pre-Calculus I), Math 142 (Pre-Calculus II), Math 155 (Calculus I), Math 156 (Calculus II), Math 205 (Applied Statistics Online), Math 210 (The Art of Mathematical Thinking), Math 212 (Sports and Statistics), Math 255 (Calculus III), Math 256 (Calculus IV), and 300-level and higher math classes, PolSci 323 (Introduction to Quantitative Methods) or Psych 300 (Psychological Statistics).

**Non-Western Culture:** (3 credits) Courses that satisfy the non-Western culture requirement focus on the study of cultures in societies outside of English-speaking North America and Western Europe, including Africa, East Asia, South Asia, Europe, Latin America, or the Middle East, and encourage students to explore issues of human diversity within such cultures. Courses that count toward the Major also may count toward Basic Requirements for Numerical Applications or Non-Western Culture, but if applied in this manner, they may not count toward Distribution Requirements.

Distribution Requirements

**Humanities:** (9 credits) Courses from Art History, Classics, History*, Literature, Philosophy, and Religious Studies.

**Social Sciences:** (9 credits) Courses from Anthropology, Economics, History*, Political Science, and Psychology.

**Natural Sciences and Mathematics:** (9 credits) Courses from Biology, Chemistry, Earth and Planetary Sciences, Mathematics, Physics, and Science.

**Languages and the Arts:** (9 credits) Creative Writing, Dance, Drama, Film Studies, Foreign Languages, Music, Speech, and Studio Art.

A maximum of six units from the same discipline may apply toward any distribution requirement.

*History courses may satisfy either the Humanities or Social Sciences requirement but not both.

**GPA requirements:** To receive the Bachelor of Science degree, you must maintain a 2.0 GPA in all courses taken and receive a grade of C- or better in all courses applied to your major.

**Residency Requirement:** You must complete the final 36 units of course work toward the Bachelor of Science degree at Washington University. At least half the credits for the major and at least 30 units of advanced (300-400 level) courses must be completed at Washington University.

### MAJOR IN COMMUNICATIONS

**Concentration in Integrated Marketing Communications**

**Required Core Courses (18 units):**

- U48 203 Writing for Business Communications
- U48 234 Foundations of Communications
- U48 262 Strategic and Integrated Communications
- U48 378 Communications Technology and New Media
- U48 4160 Communications Ethics and Law
- U48 381 The Business of Communications

**Courses for Concentration (12 units):**

- U48 350 Public Relations
- 9 units of advanced level course work in Communications, Business, Journalism, others with approval

**Internship or Independent Study (3 units)**

**Electives (12 units)**

**Recommended:**

- U11 324 Professional Writing, Speaking, and Presentation
- U48 3451 Copy Editing
- U48 368 Media Literacy
- U48 367 Global Communications
- U44 305 Leadership for Organizational Success
- U48 305 Market Research and Communications Strategies
- U44 330 International Management: Leadership Across Cultures
- U44 364 Strategic Planning
- U48 318 Advanced Website Design and Development
- U44 270 Marketing Concepts
- U44 358 Systems Thinking and Decision Analysis
- U44 375 Contemporary Organization and Development
- U44 347 International Marketing
- U44 410 Social Entrepreneurship
- U44 232 Entrepreneurship
- U09 314 Organizational Psychology