# University College Bachelor of Science in COMMUNICATIONS (U48)

<table>
<thead>
<tr>
<th>Units</th>
<th>Course Description</th>
<th>Transfer Credits</th>
<th>Completed at WU</th>
<th>In Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASIC REQUIREMENTS</strong> – in effect Spring 2019</td>
<td></td>
<td>Max 84 (66 from a 2 year college)</td>
<td></td>
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</table>
| 9 | **English Composition**  
  - U11 111 Analytical Writing  
  - U11 203 Critical and Researched Writing  
  - Advanced writing course– choose one:  
    - U11 304 Exposition  
    - U11 3120 Argumentation  
    - U11 324 Writing for Public Speaking  
    - U11 331 Technical Writing | | | |
| 3 | **Cultural Diversity**  
  Designated by CD attribute on course listing | | | |
| 3 | **Moral Reasoning**  
  Designated by ML attribute on course listing | | | |
| 3 | **Numerical Applications** | | | |

**DISTRIBUTION REQUIREMENTS** - A maximum of six units of credit from the same discipline may apply toward any distribution requirement.

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| 9 | **Humanities**  
  Courses from Art History, Classics, History, Literature, Philosophy, and Religious Studies | | | |
| 9 | **Social Sciences**  
  Courses from Anthropology, Economics, History, Political Science, Psychology, and Sociology | | | |
| 9 | **Natural Sciences and Mathematics**  
  Courses from Biology, Chemistry, Earth & Planetary Sciences, Mathematics, Physics, and other Sciences | | | |
| 9 | **Languages and the Arts**  
  Courses from Creative Writing, Dance, Drama, Film Studies, Foreign Languages, Music, Speech, and Studio Art | | | |
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| 18    | **Required Courses**  
  - U48 234 Foundations of Communications  
  - U48 305 Market Research and Communications Strategies  
  - U48 378 Communications Technology and New Media  
  - U48 381 The Business of Communications  
  - U48 4160 Communications Ethics and the Law  
  - Digital Communication Analytics (course number TBD)                                                                                               |                                                   |                |             |
| 3     | **Internship or Capstone** Students enroll in U56 352 (Integrated Studies Capstone course) or an internship for academic credit                                                                                       |                                                   |                |             |
| 13-15 | **Concentration – Choose one from options A-E:**  
  **Option A-Integrated Marketing Communication (13 units)**  
  - U44 270 Marketing Concepts  
  - U48 262 Integrated Strategic Communications  
  - U48 3090 Social Media for Public Relations  
  - U48 350 Public Relations Principles and Social Media  
  - U44 364 Strategic Planning  
  **Option B-Public Relations (13 units)**  
  - U48 350 Public Relations Principles and Social Media  
  - U48 372 Crisis Communications  
  - U48 203 Writing for Business Communication, or U48 3451/U49 345 Effective Editing  
  - U48 3090 Social Media for Public Relations  
  - U44 364 Strategic Planning  
  **Option C-Applied Media Practice (13 units)**  
  - U48 218 Website Design and Development  
  - U48 318 Advanced Website Development  
  - U49 308 Making the Cut: Editing Digital Video, or U49 346 Shoot, Cut and Upload: Create Media like a Pro  
  - U49 330 Photojournalism, or U48 326 Social Media: Blogs, Wikis, and the Virtual Community, or U49 327 Audio Storytelling: From Podcasts to Newscasts  
  - U48 3090 Social Media for Public Relations                                                                                                         |                                                   |                |             |
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<th>Option D-Professional Writing (15 units)</th>
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<tr>
<td>• U49 211 Introduction to Journalism: Research to Writing</td>
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<td>U48 3451/U49 345 Effective Editing</td>
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<td>• U11 331 Technical Writing, or U76 470 Grantwriting</td>
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<td>• Two upper-level writing electives from English Composition or Journalism</td>
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<th>Option E-Journalism (15 units)</th>
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<td>U48 3451/U49 345 Effective Editing</td>
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<tr>
<td>• U49 327 Audio Storytelling: From Podcasts to Newscasts, or U49 330 Photojournalism</td>
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<tr>
<td>• U11 340 The Magazine Feature: Idea to Finished Product, or U49 356 Freelance Writing: Process, Publishing, and Platform, or U11 357 Writing for Online Publication: Writing Blogs and Columns</td>
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<td>• One Journalism Elective</td>
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<th>General Electives</th>
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<th>UNOFFICIAL EVALUATION</th>
<th>Total earned units of credit (120 required for the Bachelor of Science):</th>
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**Basic Requirements** (in effect Spring 2019)

A single course can count toward any two of the following categories: major requirements; basic requirements for numerical applications, cultural diversity, or moral reasoning; distribution requirements.

**English Composition** (9 units of credit)
All required English Composition courses must be completed at Washington University with a minimum grade of C.
- U11 111 Analytical Writing
- U11 203 Critical and Researched Writing
- Advanced writing course—choose one:
  - U11 304 Exposition
  - U11 3120 Argumentation
  - U11 324 Writing for Public Speaking
  - U11 331 Technical Writing

**Cultural Diversity** (3 units of credit)
Courses that satisfy the cultural diversity explore issues of global human diversity and the interactions among cultures, with a focus on societies of Africa, East Asia, South Asia, Latin America, or the Middle East, or indigenous peoples of the Americas. Designated by CD on course listings.

**Moral Reasoning** (3 units of credit)
Designated by ML on course listings.

**Numerical Applications** (3 units of credit)
Numerical Applications course must be completed with a minimum grade of C-.
- Any course from the Math department, including statistics and programming courses, except U20 140 Algebra
- U03 117 Quantitative Reasoning
- U07 231 Economic Statistics
- U09 300 Introductory Psychological Statistics
- U25 323 Introduction to Quantitative Methods

**Distribution Requirements**
A maximum of six units of credit from the same discipline may apply toward any distribution requirement. A given History course may satisfy either the Humanities or Social Sciences requirement, but not both. Please seek advisor approval if you are unsure whether a course satisfies a particular requirement.

**Humanities** (9 units of credit)
Art History, Classics, History, Literature, Philosophy, and Religious Studies

**Social Sciences** (9 units of credit)
Anthropology, Economics, History, Political Science, Psychology, and Sociology

**Natural Sciences and Mathematics** (9 units of credit)
Biology, Chemistry, Earth and Planetary Sciences, Mathematics, Physics, and Science

**Languages and the Arts** (9 units of credit)
Creative Writing, Dance, Drama, Film Studies, Foreign Languages, Music, Speech, and Studio Art

**Additional Degree Requirements**
GPA requirements: To receive the Bachelor of Science degree, you must maintain a 2.0 cumulative GPA and receive a grade of C- or better in all courses applied to your major. At least half the credits for the major and at least 30 units of advanced (300-400 level) courses must be completed at WU.

**Major in Communications**

**Required Courses**
- U48 234 Foundations of Communications
- U48 305 Market Research and Communications Strategies
- U48 378 Communications Technology and New Media
- U48 381 The Business of Communications
- U48 4160 Communications Ethics and the Law
- Digital Communication Analytics (course number TBD)

**Internship or Capstone** (3 units of credit) Can be U56 352

**Concentration – Choose one from options A-E:**

**A. Integrated Marketing Communication (13 units)**
- U44 270 Marketing Concepts
- U48 262 Integrated Strategic Communications
- U48 3090 Social Media for Public Relations
- U48 350 Public Relations Principles and Social Media
- U44 364 Strategic Planning

**B. Public Relations (13 units)**
- U48 350 Public Relations Principles and Social Media
- U48 372 Crisis Communications
- U48 203 Writing for Business Communication, or U48 3451/U49 345 Effective Editing
- U48 3090 Social Media for Public Relations
- U44 364 Strategic Planning

**C. Applied Media Practice (13 units)**
- U48 218 Website Design and Development
- U48 318 Advanced Website Development
- U48 3090 Social Media for Public Relations
- U49 308 Making the Cut: Editing Digital Video, or U49 346 Shoot, Cut and Upload: Create Media like a Pro
- U49 330 Photojournalism, or U48 326 Social Media: Blogs, Wikis, and the Virtual Community, or U49 327 Audio Storytelling: From Podcasts to Newscasts

**D. Professional Writing (15 units)**
- U49 211 Introduction to Journalism: Research to Writing
- U48 3451/U49 345 Effective Editing
- U11 331 Technical Writing, or U76 470 Grantwriting
- Two upper-level writing electives from English Composition or Journalism

**E. Journalism (15 units)**
- U49 211 Introduction to Journalism: Research to Writing
- U48 3451/U49 345 Effective Editing
- U49 327 Audio Storytelling: From Podcasts to Newscasts, or U49 330 Photojournalism
- One Journalism Elective

**Residency Requirement:** You must complete the final 36 units of credit work toward the Bachelor of Science degree at Washington University.

Updated September 2019
Effective Fall 2019