### Communication (U48)

<table>
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<tr>
<th>Units</th>
<th>Course Description</th>
<th>Transfer Credits</th>
<th>Completed at WU</th>
<th>In Progress</th>
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<tbody>
<tr>
<td><strong>BASIC REQUIREMENTS</strong> – in effect Spring 2019</td>
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<tr>
<td>9</td>
<td>English Composition</td>
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<td></td>
<td>• U11 111 Analytical Writing</td>
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<td></td>
<td>• U11 203 Critical and Researched Writing</td>
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<td></td>
<td>• Advanced writing course (300 or 400-level) – choose one:</td>
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<td></td>
<td>o U11 3120 Argumentation</td>
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<td></td>
<td>o U11 324 Writing for Public Speaking</td>
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<td></td>
<td>o U11 304 Exposition</td>
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<tr>
<td>3</td>
<td>Cultural Diversity</td>
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<td>Designated by CD attribute on course listing</td>
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<td>3</td>
<td>Moral Reasoning</td>
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<td>3</td>
<td>Numerical Applications</td>
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**DISTRIBUTION REQUIREMENTS** - A maximum of six units of credit from the same discipline may apply toward any distribution requirement.

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<tr>
<th>Units</th>
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<th>Transfer Credits</th>
<th>Completed at WU</th>
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<tbody>
<tr>
<td>9</td>
<td>Humanities</td>
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<tr>
<td></td>
<td>Courses from Art History, Classics, History, Literature, Philosophy, and Religious Studies</td>
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<td>9</td>
<td>Social Sciences</td>
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<tr>
<td></td>
<td>Courses from Anthropology, Economics, History, Political Science, Psychology, and Sociology</td>
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<tr>
<td>9</td>
<td>Natural Sciences and Mathematics</td>
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<td></td>
<td>Courses from Biology, Chemistry, Earth &amp; Planetary Sciences, Mathematics, Physics, and other Sciences</td>
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<tr>
<td>Languages and the Arts</td>
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<tr>
<td>Courses from Creative Writing, Dance, Drama, Film Studies, Foreign Languages, Music, Speech, and Studio Art</td>
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</table>
### Units | Course Description | Transfer Credits | Completed at WU | In Progress
---|---|---|---|---
| **ADDITIONAL REQUIREMENTS** - 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. | | | |
| 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) | Max 84 (66 from a 2 year college) | | |
| 3 | **Internship or Capstone** Students enroll in U56 352 (Integrated Studies Capstone course) or an internship for academic credit | | | |
### 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 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

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

**Option E - Journalism (15 units)**
- U49 211 Introduction to Journalism: Research to Writing
- U49 345 Effective Editing
- U49 327 Audio Storytelling: From Podcasts to Newscasts, or U49 330 Photojournalism
- One Journalism Elective
| General Electives |  |  |  |

**UNOFFICIAL EVALUATION**

Total earned units of credit (120 required for the Bachelor of Science):
**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 Research Writing
- Advanced Writing course*
  - U11 3120 Argumentation
  - U11 324 Professional Writing, Speaking, and Presentation
  - U11 304 Exposition
*other courses with advisor approval

**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

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- U48 350 Public Relations Principles and Social Media
- U48 372 Crisis Communications
- U48 203 Writing for Business Communication, or U49 345 Effective Editing
- U48 3090 Social Media for Public Relations
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**C. Applied Media Practice (13 units)**
- U48 218 Website Design and Development
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- 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
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- U49 211 Introduction to Journalism: Research to Writing
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- Two upper-level writing electives from English Composition or Journalism

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

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

**Effective summer semester 2019**