

Strategic Communications, BSIS

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Degree Requirements

All School of Continuing & Professional Studies undergraduate students must satisfy the same general-education requirements.

Students in BSIS programs must complete a certificate, tailoring their degree to their educational and professional goals. In some cases, students with extensive work experience and/or a significant number of transfer credits may have the certificate requirement waived. Requests for waiving the certificate requirement are reviewed and approved by the Vice Dean on a case-by-case basis.

Students in BSIS programs must also complete a Community Engagement course. A designated CAPS course will fulfill this requirement.

Required courses: 18 units

Code	Title	Units
CAPS-COMM 2000	Foundations of Communications	3
CAPS-COMM 2010	Writing for Business Communication	3
CAPS-COMM #TBD	Oral Communication	3
CAPS-COMM 2230	Integrated Strategic Communications	3
CAPS-COMM 3031	Organizational Communication	3
CAPS-ISLA 3980	Integrated Studies Capstone: Professional Track	3
Total Units		18

Elective courses: 12 units

Selections include the following:

Code	Title	Units
CAPS-COMM 3010	Market Research and Communications Strategies	3
CAPS-COMM 3440	Public Relations Principles and Practices	3
CAPS-COMM 3630	Crisis Communications	3
CAPS-COMM 3650	Communications Technology and New Media	3
CAPS-COMM 3710	Digital Communications Analytics	3
CAPS-COMM 4161	Communications Ethics and the Law	3
CAPS-JRN 3450	Effective Editing	3

Note: At least 15 units in the field of study must be in upper-level (3000-level and higher) courses.

This program is offered either mostly or fully online. Students entering the U.S. on an F-1 or J-1 Visa must enroll in a program full time. F-1 students are only permitted to enroll in one online course per semester and J-1 students may only enroll in non-credit online courses that do not count toward their degree program. WashU Continuing & Professional Studies (CAPS) cannot guarantee face-to-face enrollment options each semester of full time enrollment, therefore cannot issue an I-20 or DS 2019 to F-1 and J-1 students for this program. If you are an F-1 or J-1 student and wish to enroll in a CAPS program while here on a Visa, please contact our recruitment team to discuss your options for face-to-face program enrollment. F-1 and J-1 students should not enroll in online courses or programs without first consulting the university's Office for International Students and Scholars (OISS).