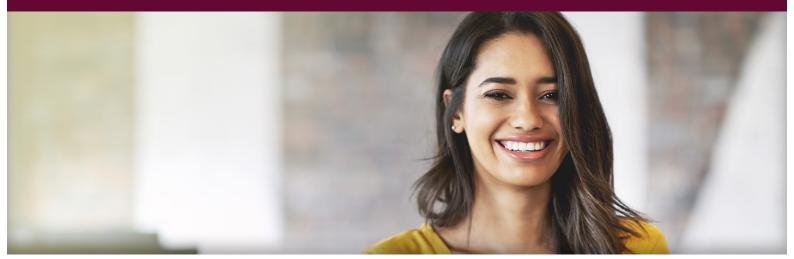
Bachelor of Science in Communication



A Communication Degree That Matches Today's Business and Media Landscape

Modern communicators must be more well rounded than ever, conveying information and ideas artfully through a variety of platforms. In WilmU's B.S. in Communication program, you'll learn effective, strategic communication; branding; and storytelling from leading practitioners.



Customize Your Bachelor's in Communication With a Concentration

Tailor your Communication degree to meet your goals. The **Digital Journalism** degree concentration prepares you to use print, broadcast and digital channels to inform and persuade target audiences. The **Public Relations and Strategic Communication** degree concentration focuses on the use of marketing, advertising and public relations to craft unforgettable brands. The **Visual Communication** degree concentration prepares you to visually communicate ideas and messages for commercial or promotional purposes.



Dual-Credit ADVANTAGE™ Options

Use elective courses in this program to earn a related certificate. Students may also be eligible to incorporate five graduate-level Digital Communication courses into this undergraduate course of study — and at the undergraduate tuition rate! These courses and their credits would apply to both the B.S. in Communication and the M.S. in Digital Communication.



Build Your Resume and Network With Your Communication Degree

Communication courses blend with on-the-job skills in a required cooperative learning experience. Add tangible assets to your resume and increase your professional connections prior to graduation in this versatile and affordable business communication degree program.



Earn a Technical Communicator Certification as Part of Your Degree

Courses like Advanced Technical Communication give you a triple advantage: solid skills and experience, credits toward your degree, and preparation for the optional Certified Professional Technical Communication (CPTC™) exam, administered by the Society for Technical Communication.

Get started today at wilmu.edu/Apply.



40 courses | **120** total credits Finish your Communication degree faster by transferring credits.

\$1,287
per course
Cost of a typical 3-credit course



Classes start every 8 weeks.



Bachelor of Science in Communication

General Education Requirements (39 Credits) ☐ English Composition (12 Credits) ☐ Humanities (6 Credits) ☐ Social Science (6 credits) ☐ Mathematics (3 Credits) ■ Natural Science (3 or 4 Credits)* ☐ Computer Operations (3 Credits) ☐ Critical Analysis (3 Credits) ☐ Citizenship (3 Credits) **Communication Core (24 Credits)** ☐ **COM 255** Communication Editing 0 ☐ **COM 300** Communication Theory ☐ **COM 310** Legal Aspects of Communication 0 COM 314 Technical Communications 0 and Project Management

Free Electives (18 Credits)

☐ **COM 332** Managing Crisis Communications

for the News Media

COM 344 Writing and Reporting

☐ **COM 431** Media and Society

☐ COM 499 Communication Ethics

Choose electives to complete the degree requirements of 120 credit hours.

☐ Free Electives (18 Credits)**

In addition to the Communication core and electives, students must complete ONE of the following concentrations:

Digital Journalism Concentration (39 credits)	
□ COM 250	Technical Writing
□ COM 355	Advanced Technical Communication
□ CSC 100	Web Design & Development
☐ DSN 105	Visual Communication
☐ DSN 121	Basic InDesign
	Story Design Methods
OR □ VFP 307	Streaming Media

👽 = Typical Completion Degree Course

Students who complete these courses will earn the associated certificate.

- SCI 308 excluded.
- Students with fewer than 16 transfer credits are required to take FYF 101 as one of their electives

Digital Journalism Concentration Continued (39 credits)

- ☐ **BBM 201** Principles of Management
- ☐ **COM 365** Advanced Reporting
- ☐ **COM 400** Co-Op Experience
- ☐ **COM 402** Co-Op Experience

☐ **COM 495** Communication Capstone

- ☐ **DSN 210** Basic Photoshop
- ☐ **TEC 215** Basic Photography

Public Relations and Strategic Communication Concentration (39 credits)

- ☐ **COM 260** Social Media Management
- ☐ **COM 390** Current Trends in Social Media
- ☐ BMK 320 Consumer Behavior
- ☐ BMK 355 Internet Marketing

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- ☐ **BMK 410** Integrated Marketing Communications
- ☐ **COM 365** Advanced Reporting
- ☐ **COM 400** Co-Op Experience
- ☐ **COM 402** Co-Op Experience
- ☐ **COM 495** Communication Capstone
- ☐ BMK 305 Marketing
- ☐ **BMK 306** Principles of Advertising
- BMK 307 Public Relations
- ☐ **TEC 215** Basic Photography

Visual Communication Concentration (39 credits)

- ☐ **COM 400** Co-Op Experience
- ☐ **COM 402** Co-Op Experience
- ☐ **COM 495** Communication Capstone
- ☐ **CSC 100** Web Design & Development
- DSN 105 Visual Communication
- □ **DSN 121** Basic InDesign
- ☐ **DSN 210** Basic Photoshop
- ☐ **DSN 220** Concept Development
- □ **DSN 235** Vector Drawing
- □ **DSN 307** Intermediate InDesign
- ☐ **TEC 215** Basic Photography
- □ VFP 222 Story Design Methods
- ☐ VFP 307 Streaming Media

Three Specialized **Degree Concentrations** With Embedded **Dual-Credit Certificates®:**

- Digital Journalism + Technical **Communication Certificate**
- Public Relations and Strategic Communication + Social Media Certificate
- Visual Communication + **Graphic Design Certificate**

Already have an associate degree?

A WilmU completion degree provides just the courses you need to earn your bachelor's degree.

Look for the voto see typical completion degree courses.

Prerequisite and additional courses not listed here may be required.

Have questions? We're here to help!

Academic Recruiters:

(302) 213-3916



recruiting@wilmu.edu

Get Started Today! wilmu.edu/Apply



TECHNOLOGY

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