

Integrated Strategic Communications

Minor

18 Credit Hours

This program is offered by the School of Communications/ Communications and Journalism Department and is only available at the St. Louis main campus.

For information on the general requirements for a minor, see Minor under the Academic Policies and Information section of this catalog.

Students may have a major and a minor within the same department in the School of Communications; they may not major and minor within the same subject matter area.

Program Description

The minor in Integrated Strategic Communications is designed to give students from all academic disciplines within the university an opportunity to explore the basic principles, theory and practice of Strategic Communications that businesses, organizations, and non-profit and charitable entities use to inform persuade and engage multiple stakeholders. Students will have the freedom to take a variety of Integrated Strategic Communications classes to supplement the core requirements of the minor.

Required Courses

- MDST 1050 Media Writing (3 hours)
- PBRL 1010 Fundamentals of Strategic Communications and Public Relations (3 hours)
- ADVT 1940 Introduction to Marketing Communications (3 hours)
- Elective credit hours of ADVT, PBRL, or INTM courses (9 hours)

Special Requirements

All 18 credit hours must be completed at Webster University.