



The **Bachelor of Arts** in

# Communication

## **Every message matters.**

Effective communication is vital. We teach students to communicate competently and with purpose in every line of work, whether in a corporate setting, in health care, interacting with the public or developing engaging, relevant media content.

Communication students can produce high-quality social media, print or video content, apply interpersonal skills to a variety of situations and take diverse perspectives in a variety of professional environments. They can navigate and evolve with a rapidly changing technological environment because they know how to evaluate and interpret information and data. Our graduates are skilled at adapting communication strategies to any number of different situations and audiences.

## **The Bachelor of Arts in Communication**

The BA in Communication is a flexible degree program that students can tailor to meet personal, professional or academic goals. You can pursue a general communication degree or specialize in one of four emphasis areas: interpersonal communication; mass communication; strategic communication or visual communication. To enhance your degree program, students may earn additional credentials through undergraduate certificates in Health Communication, Media Production and Public Relations.

Through core and elective courses, students explore how messages are constructed, delivered and perceived by audiences. Whether the intent is to inform, influence or entertain, students will use research and theory to improve message effectiveness and achieve desired outcomes. In addition, students can find a creative outlet in courses that focus on content creation.

The Communication and Media Department also offers an extensive practicum and internship program that allows students to apply their skills in a real-world environment and to develop their professional networks. Students can also join Lambda Pi Eta, the official communication studies honor society of the National Communication Association, or the Public Relations Student Society of America (PRSSA), the largest association of public relations and communications students in the United States. Students may also serve as interns for The Barnett Agency, our student-run public relations firm.

## **2+3 BA/MA Dual Degree Program**

The Master of Arts in Communication is also offered in a unique 2+3 dual degree program format. This provides a path for students to earn both a bachelor's and a master's degree in communication in fewer credit hours than earning each degree independently. Students who complete this program are awarded both a BA and an MA, enabling them to enter the job market with a competitive edge.

## Transforming Lives

The Bachelor of Arts in Communication at UMSL is earned through our College of Arts and Sciences, the academic core of the University of Missouri–St. Louis. Through academic programs offered on- and off- campus, traditional and nontraditional students gain knowledge, skills and intellectual leadership for a variety of career paths, advanced study and research in many academic disciplines.

Communication graduates are known for their professionalism on the job and their strong sense of civic responsibility. That's because they have spent their time at UMSL engaging in creative and critical thinking, learning to analyze evidence, appreciating patterns of complexity and reflecting on important issues that impact our daily lives. Our students gain skill sets that prepare them for a changing workplace that requires flexible, dynamic and well-educated employees.

## Serious education. Serious value.

The Bachelor of Arts in Communication is designed to provide specialized knowledge, skills and training in a flexible format, with classes available in person, online and in a hybrid format. You'll learn from highly qualified educators and researchers who hold terminal degrees from some of the world's most prestigious academic institutions.

The University of Missouri–St. Louis provides the knowledge, resources, tools, skills and support students need to be successful in our programs. Our comprehensive student support services include workshops, tutoring and career services to help you be successful in the classroom and beyond. UMSL welcomes transfer students and our transfer specialists will help you get the most transfer credits possible. We're also committed to increasing access to higher education, which is why UMSL is consistently ranked number one in affordability in the St. Louis region. Join us!

**Learn more at [comm.umsl.edu](http://comm.umsl.edu)**

The University of Missouri–St. Louis is the largest public research university located in Missouri's most populous and economically important region. UMSL provides high-quality, affordable education to one of the most diverse student bodies in the state. No university is better connected to the surrounding region than UMSL. Seventy-three percent of our graduates stay in St. Louis. The region needs a well-equipped workforce with strong communication skills and UMSL is prepared to help you meet those needs. Choose the University of Missouri–St. Louis for communication.

## Career Opportunities

Advertising Manager  
Broadcast & Sound Engineer  
Communications Coordinator  
Film & Video Editor  
Human Resources Specialist  
Marketing Communications Specialist  
Media Communications Manager  
Media & Event Planner  
Public Affairs Specialist  
Public Relations Specialist  
Reporter  
Social Media Manager  
Speechwriter  
Technical Writer

### College of Arts & Sciences

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### Department of Communication & Media

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### Office of Admissions

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