

# 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 BS 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 BS in Communication and the MS 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](https://wilmu.edu/Apply).



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

**\$1,257**  
per course

Cost of a typical 3-credit course.



Classes start  
every 8 weeks.



**WILMINGTON**  
**UNIVERSITY™**

**TECHNOLOGY**

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## 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 ✓
- COM 300 Communication Theory
- COM 310 Legal Aspects of Communication ✓
- COM 314 Technical Communications and Project Management ✓
- COM 332 Managing Crisis Communications ✓
- COM 344 Writing and Reporting for the News Media ✓
- COM 431 Media and Society
- COM 499 Communication Ethics ✓

## Free Electives (18 Credits)

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
- VFP 222 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 FYE 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
- 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 ✓ to 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](mailto:recruiting@wilmu.edu)

Get Started Today!  
[wilmu.edu/Apply](https://wilmu.edu/Apply)



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