

Integrated Strategic Communications (BA)

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

Program Description

The Integrated Strategic Communications degree is specifically designed to integrate the critical strategies and tactics of advertising and public relations. Students study all forms of communications including traditional mass media, digital, social, and mobile media executions. Creative strategies, strategic writing, and data analytics drive skills development in crafting persuasive messaging.

In today's fast-paced and evolving communications field, the lines

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