

Bachelor of Arts in Communication  
STRATEGIC COMMUNICATION  
(49 semester hours)

Strategic communication is the study of how organizations and individuals use communication to negotiate their role in society. Public relations is a central aspect of strategic communication, and involves the study of how organizations utilize responsible behavior and two-way communication in order to influence opinions and behavior of key publics (e.g., employees, consumers, government, community, media) as well as to respond and adapt to the concerns of those publics.

**Pre-Major Courses:**

- \_\_\_ COM 134 (3) Introduction to Speech Communication
- \_\_\_ COM 135 (3) Public Expression and Critical Inquiry
- \_\_\_ COM 143 (3) Introduction to Mass Communication

**Communication Theory and Research:**

- \_\_\_ COM 233 (3) Contemporary Theories of Communication **OR** COM 239 (3) Rhetorical Theory
- \_\_\_ COM 259 (3) Introduction to Strategic Communication & Public Relations
- \_\_\_ COM 262 (3) Communication Research (Pre-requisite: STA 261)
- \_\_\_ COM 359 (3) Strategic Communication Planning
- \_\_\_ COM 431 (3) Persuasion Theory and Research **OR** COM 437 Advocacy in Contemporary America
- \_\_\_ COM 459 (3) Capstone in Strategic Communication and Public Relations

**Communication Electives (6 hours required) (Speech Comm. or Mass Comm.)**

**(no more than 4 hours of internship and/or Laws Hall and/or independent study can count in this category)**

- \_\_\_ COM \_\_\_
- \_\_\_ COM \_\_\_

**Related Application Courses – Statistics, Marketing & Journalism**

**(Take all three courses)**

- \_\_\_ JRN 201 (3) News Writing and Reporting for All Media (Pre-requisite of JRN 101 waived for Strat. Comm. majors)
- \_\_\_ MKT 291 (3) Principles of Marketing (Pre-requisite: ECO 201)
- \_\_\_ STA 261 (4) Statistics

**One course chosen from the following:**

- \_\_\_ COM 258 (3) Copywriting for Electronic Media
- \_\_\_ JRN 202 (3) News Writing and Reporting for All Media II
- \_\_\_ JRN 312 (3) Public Affairs Reporting
- \_\_\_ JRN 316 (3) News Presentation
- \_\_\_ JRN 318 (3) Feature Writing
- \_\_\_ JRN 417 (3) Editorial Writing

**Three hours chosen from the following:**

- \_\_\_ IMS 101.F (1) Web Animation
- \_\_\_ IMS 101.G (1) Presentation Graphics/Multimedia
- \_\_\_ IMS 101.H (1) Web Publishing and HTML
- \_\_\_ IMS 101.P (1) Desktop Publishing
- \_\_\_ IMS 101.V Digital Video Editing
- \_\_\_ ENG 411 (3) Visual Rhetoric for Technical and Scientific Communication

(Please note: Some courses other than the ones noted, may have pre-requisites. It is your responsibility to check the catalog for this information.)