

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 239 (3) Theories of Communication
- ___ 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) Reporting and News Writing I
- ___ 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 (Pre-requisite: COM 146)
- ___ JRN 202 (3) Reporting and News Writing II
- ___ JRN 312 (3) Public Affairs Reporting
- ___ JRN 316 (3) Editing and Design
- ___ JRN 318 (3) Advanced Storytelling in Journalism

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.)