

Strategic Communication

A major or minor in strategic communication prepares students to conduct research and design messages in order to communicate effectively with various publics. After completing the core courses in the major or minor, students can specialize in advertising, health communication, or public relations.

Major Requirements

Major: Strategic Communication

Degree Type: B.A. or B.S.

Required Degree Credits to Graduate: 122

Arts, Humanities, and Social Sciences

Degree Requirements

Bachelor of Science (B.S.) Degree – The completion of a minor program of study, a second major, or a second degree is required.

Bachelor of Arts (B.A.) Degree – Second year language proficiency at college level required.

General Education Requirements

First Year Experience (F):

UNIV 189	Skills For Academic Success (Students transferring in 24 or more credits do not need to take UNIV 189.)	1
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Communication (C):

ENGL 110	College Composition I	3
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ENGL 120	College Composition II	3
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Select one of the following:		3
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ENGL 320	Business and Professional Writing	
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ENGL 321	Writing in the Technical Professions	
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ENGL 323	Creative Writing	
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ENGL 324	Writing in the Sciences	
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ENGL 325	Writing in the Health Professions	
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ENGL 357	Visual Culture and Language	
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ENGL 358	Writing in the Humanities and Social Sciences	
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ENGL 459	Researching and Writing Grants and Proposal	
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COMM 110	Fundamentals of Public Speaking	3
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Quantitative Reasoning (R): Select from current education list		3
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Science & Technology (S):		10
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A one-credit lab must be taken as a co-requisite with a general education science/technology course unless the course includes an embedded lab experience equivalent to a one-credit course. Select from current general education list.

Humanities & Fine Arts (A): Select from current general education list		6
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Social & Behavioral Sciences (B):		6
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Courses needed to fulfill this category will be completed as part of the pre-communication requirements.

Wellness (W): Select from current general education list		2
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Cultural Diversity (D):

COMM 216	Intercultural Communication	3
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Global Perspective: Select from current general education list		
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Total Credits		40
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Arts, Humanities and Social Sciences College Requirements

An additional 9 credits are required by the College of Arts, Humanities and Social Sciences for all Bachelor of Science and Bachelor of Arts degree programs of study, except the Bachelor of Fine Arts degree, the Bachelor of Music degree, Bachelor of Landscape Architecture degree, and the Bachelor of Science in Architecture degree:

Code	Title	Credits
AH&SS College Requirements		

Courses used to satisfy any general education requirement cannot be used to also count toward the AH&SS College Requirements. A minimum of three credits is required in each of the 3 following areas for a total of 9 credits. Choose only those courses with the prefixes listed for each area. A course with the WGS prefix can only be used in one area.

Area One: Humanities	3
ARB, ENGL, FREN, GERM, HIST, HUM, PHIL, RELS, SPAN, or WGS	
Area Two: Social Sciences	3
ANTH, CJ, COMM, EMGT, POLS, SOC, or WGS	
Area Three: Fine Arts	3
ARCH, ART, ENVD, LA, MUSC, or THEA	
Total Credits	9

Major Requirements

General Education Requirements	40
AH&SS College Requirements	9

Pre-Communication Requirements:

Students must complete the following 21 credits of selected courses with a grade of 'B' or 'A' to be a communication major. These courses may be repeated only once for grade improvement..

ENGL 120	College Composition II	3
COMM 110	Fundamentals of Public Speaking	3
COMM 112	Understanding Media and Social Change	3
COMM 114	Human Communication	3
COMM 212	Interpersonal Communication	3
COMM 216	Intercultural Communication	3
Select one of the following:		3
CJ 201	Introduction to Criminal Justice	
POLS 110	Introduction to Political Science	
PSYC 111	Introduction to Psychology	
SOC 110	Introduction to Sociology	

Professional Strategic Communication Major

COMM 200	Introduction to Media Writing	3
COMM 301	Rhetorical Traditions	3
or COMM 321	Introduction to Communication Theory	
COMM 375	Principles of Strategic Communication	3
COMM 431	Communication Ethics and Law	3
COMM 465	Convergence Media (Capstone)	3
COMM 470	Research for Strategic Communication	3
COMM 474	Communication Campaigns	3
COMM 496	Field Experience	3

Major Electives

12 credits of 300-400 level COMM courses directed toward area(s) of specialization - Advertising, Health Communication, or Public Relations. Additional specializations may be added in the future. Consult with your advisor for current options and recommended electives.

Degree Requirements: Potential of 28 credits to reach 122.	28
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Total Credits	122
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NOTES:

- Students specializing in Health Communication can apply up to 9 credits in Applied Health areas - Health, Nutrition, and Exercise Science; Nursing; Pharmacy Practice; Psychology - toward major electives. These credits must be distinct from those being applied to the student's Minor requirements.
- No more than 6 credits from this communication major may be applied to any minor in the Department of Communication.

Minor Requirements

Strategic Communication Minor

Minor Requirements

Required Credits: 21

Required Courses

COMM 112	Understanding Media and Social Change	3
COMM 200	Introduction to Media Writing	3
COMM 375	Principles of Strategic Communication	3
Professional Specialization		12
COMM 310	Advanced Media Writing	
COMM 376	Advertising Creative Strategies	
COMM 377	Advertising Media Planning	
COMM 431	Communication Ethics and Law	
COMM 465	Convergence Media	
COMM 474	Communication Campaigns	
COMM 484	Organizational Advocacy and Issue Management	
COMM 485	Risk and Crisis Communication	

Total Credits

21

Minor Requirements and Notes

- Students must earn a minimum GPA of 2.75 in courses applied to the minor.
- No more than 6 credits from this communication minor may be applied to any major in the Department of Communication.
- A minimum of 9 credits must be taken at NDSU.