

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

General Education Requirements for Baccalaureate Degree

- A list of approved general education courses is available here (<http://bulletin.ndsu.edu/past-bulletin-archive/2017-18/academic-policies/undergraduate-policies/general-education/#genedcoursestext>).
- General education courses may be used to satisfy requirements for both general education and the major, minor, and program emphases, where applicable. Students should carefully review the major, minor, and program emphases requirements for minimum grade restrictions, should they apply.

Code	Title	Credits
Communication (C)		12
ENGL 110	College Composition I	
ENGL 120	College Composition II	
COMM 110	Fundamentals of Public Speaking	
Upper Division Writing [†]		
Quantitative Reasoning (R) [†]		3
Science and Technology (S) [†]		10
Humanities and Fine Arts (A) [†]		6
Social and Behavioral Sciences (B) [†]		6
Wellness (W) [†]		2
Cultural Diversity (D) ^{**†}		
Global Perspectives (G) ^{**†}		
Total Credits		39

* May be satisfied by completing courses in another General Education category.

† May be satisfied with courses required in the major. Review major requirements to determine if a specific upper division writing course is required.

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.

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

Code	Title	Credits
Pre-Communication Requirements:		
Students must complete the following 19 credits of coursework with a minimum GPA of 3.0 to be admitted to the professional 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 189	Skills for Academic Success	1
COMM 212	Interpersonal Communication	3
COMM 214	Persuasive Speaking	3
Professional Strategic Communication Major		
COMM 200	Introduction to Media Writing	3
COMM 216	Intercultural Communication	3
COMM 375	Principles of Strategic Communication	3
COMM 377	Advertising Media Planning	3
COMM 425	Specialty Writing	3
COMM 431	Communication Ethics and Law	3
COMM 472	Public Relations Campaigns	3
or COMM 476	Advertising Campaign Practicum	
or COMM 480	Health Communication II	
COMM 496	Field Experience	3
Select one from the following:		3
ENGL 320	Business and Professional Writing	
ENGL 321	Writing in the Technical Professions	
ENGL 323	Creative Writing	
ENGL 324	Writing in the Sciences	
ENGL 325	Writing in the Health Professions	
ENGL 357	Visual Culture and Language	
ENGL 358	Writing in the Humanities and Social Sciences	
ENGL 459	Researching and Writing Grants and Proposal	
Electives:		18
Six COMM courses or approved Applied Health courses selected in consultation with one's advisor. Students can specialize in Advertising, Public Relations, or Health Communication.		
Total Credits		64

Program Note: Student enrollment is limited to one degree program offered by the Department of Communication.

Minor Requirements

Strategic Communication Minor

Minor Requirements

Required Credits: 21

Code	Title	Credits
COMM 112	Understanding Media and Social Change	3
COMM 200	Introduction to Media Writing	3

COMM 375	Principles of Strategic Communication	3
Professional Specialization Electives:		12
COMM 308	Business and Professional Speaking	
COMM 330	Photography for the Media	
COMM 362	Principles of Design For Print	
COMM 376	Advertising Creative Strategies	
COMM 377	Advertising Media Planning	
COMM 380	Health Communication I	
COMM 381	Patient-Provider Communication	
COMM 425	Specialty Writing	
COMM 435	Critical Approaches to Popular Culture	
COMM 442	Digital Media and Society	
COMM 465	Convergence Media	
COMM 472	Public Relations Campaigns	
COMM 476	Advertising Campaign Practicum	
COMM 480	Health Communication II	
COMM 485	Risk and Crisis Communication	
<hr/> Total Credits		21

Minor Requirements and Notes

- Students must earn a minimum GPA of 2.75 in courses applied to the minor.
- Student enrollment is limited to one degree program offered by the Department of Communication.
- A minimum of 9 credits must be taken at NDSU.