

Strategic Communication

Department Information

- **Department Location:**
Minard Hall
- **Department Phone:**
701-231-7705
- **Department Web Site:**
www.ndsu.edu/communication/
- **Credential Offered:**
B.S.; B.A.
- **Official Program Curriculum:**
bulletin.ndsu.edu/undergraduate/program-curriculum/strategic-communication/

Strategic Communication is one of four majors offered by the Department of Communication. Students may choose from professional emphases in advertising or public relations.

The Program

Students interested in pursuing an undergraduate degree offered by the Department of Communication must first complete all courses associated with the Pre-Communication requirements. Once all Pre-Communication courses and requirements are met, students submit the transition form, available on the department's website, to their advisor. After verification of accuracy, the student is accepted into the professional program and can continue pursuing a degree in the Department of Communication.

Admission to the Major

Students must complete 19 credits of Pre-Communication courses with a minimum 3.0 GPA to become a strategic communication major. The courses are COMM 110, COMM 112, COMM 114, COMM 189, COMM 212, COMM 220, and ENGL 120.

Strategic Communication Major

Students majoring in strategic communication may earn a Bachelor of Science degree (includes an approved minor) or a Bachelor of Arts degree (includes a modern language proficiency). A public relations emphasis will orient students to the principles and practices of public relations, an advertising emphasis to the principles and practices of advertising. Students will complete an applied capstone course in their final semester.

Career Opportunities

Coursework in the strategic communication major prepares students for careers that include copy design and editing, client services, event planning, promotion, evaluation, publicity and media relations, creative design, professional business consulting, and corporate training. The courses in each emphasis area promote written and oral communication skills and prepare students to communicate in meaningful and effective ways with a variety of audiences.

Strategic Communication Minor

Many other majors offered at North Dakota State University can be greatly enhanced by a strategic communication minor. The 21-credit minor includes a nine-credit core and 12 credits of communication professional specialization.

Internship Requirement

Internships offer practical experience for strategic communication students. After securing an internship, students must gain approval from the departmental internship coordinator, have an on-site evaluation, and report on the internship experience. Three credits (120 hours) of this field experience are required for the major, and many students complete more than one internship. Students have interned with advertising/marketing firms, non-profits, and media companies in the Fargo-Moorhead area and beyond. Internships often lead to jobs.

Scholarships

The Department of Communication awards a number of scholarships to students who excel in academics and who have demonstrated career potential. Applications are due by March 1. Visit the department website for information.

Extra-Curricular Activities

Students majoring in strategic communication are encouraged to gain experience by joining the Advertising Club or the department's chapter of the Public Relations Student Society of America (PRSSA). NDSU has two honoraries for top students majoring in a degree program offered by the Department of Communication. Pi Kappa Delta is a national honor fraternity for students involved in human communication activities. Lambda Pi Eta is a national honorary for communication majors with high academic achievement.

High School Preparation

A well-rounded high school education with experiences in high school music, forensics, theater, journalism, FFA, or scouting serves as good preparation for the strategic communication major. Students with interests in science and art, business and service, and publicity and promotion will find a major in this department to be a good fit.

The Faculty

Faculty members in the Department of Communication are dedicated teachers, scholars, and practitioners who are committed to providing high-quality courses, hands-on learning experiences, and opportunities for undergraduate research. We encourage students who want to learn more about our faculty to reach out via email or schedule an appointment via Navigate.

Plan of Study

Please note this is a sample plan of study and not an official curriculum. Actual student schedules for each semester will vary depending on start year, education goals, applicable transfer credit, and course availability. Students are encouraged to work with their academic advisor on a regular basis to review degree progress and customize an individual plan of study.

First Year			
Fall	Credits	Spring	Credits
COMM 112	3	COMM 110	3
COMM 114	3	COMM 200	3
COMM 189	1	ENGL 120	3
ENGL 110 (or placement)	4	Humanities/Arts GE	3
Quantitative Reasoning GE	3	Science/Technology GE	3
Wellness GE	2	Science/Technology Lab GE	1
	16		16
Second Year			
Fall	Credits	Spring	Credits
COMM 212	3	COMM 375	3
COMM 220	3	Major Elective	3
Minor or Language Coursework	3	Minor or Language Coursework	3
Global Perspectives GE	3	Humanities/Arts GE	3
Science/Technology GE	3	Science/Technology GE	3
	15		15
Third Year			
Fall	Credits	Spring	Credits
COMM 377	3	COMM 425	3
Major Elective	3	COMM 496	3
Minor or Language Coursework	3	Major Elective	3
AHSS Requirement	3	Minor or Language Coursework	3
Upper Division Writing	3	AHSS Requirement	3
	15		15
Fourth Year			
Fall	Credits	Spring	Credits
COMM 431	3	COMM 472 or 476	3
COMM 470	3	Major Elective	3
Major Elective	3	Major Elective	3
Minor or Language Coursework	3	Minor or Language Coursework	3

Additional Coursework or Internship	3 Additional Coursework May Be Required to Reach 120 Credits	1
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	15	13

Total Credits: 120