

# Strategic Communication

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## Department Information

- **Department Web Site:**  
[www.ndsu.edu/communication/](http://www.ndsu.edu/communication/) (<http://www.ndsu.edu/communication/>)
- **Credential Offered:**  
B.S.; B.A.; Minor
- **Official Program Curriculum:**  
[catalog.ndsu.edu/undergraduate/program-curriculum/strategic-communication/](http://catalog.ndsu.edu/undergraduate/program-curriculum/strategic-communication/) (<http://catalog.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.

## Why Choose a Major in the Department of Communication?

Our students pursue degrees in Communication because they are interested in fast-paced careers where every day brings something new. They want to make a difference in the world while doing something they love – whether that’s reporting breaking news, designing advertisements, running social media campaigns, promoting organizations, or leading others in the workplace.

As a Strategic Communication major, you will get:

- **More time to explore your interests.** We give you the first year to explore your options, making it possible to switch between **four different COMM majors** without extending your graduation timeline.
- **Guidance on choosing a career.** In COMM 101: Majors and Careers in Communication, you will meet others in your major, learn more about possible careers, and find campus resources that help you achieve your professional goals.
- **Hands-on learning.** You’ll have multiple ways to apply what you are learning through course projects, consulting for local organizations, and participating in national competitions.
- **Built-in communities.** You can connect with other students - while building your resume - through the **eight student organizations** affiliated with our department.
- **Professional experience.** We help you find and benefit from internships in your field through our relationships with local and regional employers.

## Strategic Communication Major

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. Students majoring in strategic communication may earn a Bachelor of Science degree (includes minor) or a Bachelor of Arts degree (includes language proficiency at second-year level).

## ADMISSION TO THE MAJOR

Students are admitted to the strategic communication major after completing 18 credits of pre-communication courses: COMM 110, COMM 112, COMM 114, COMM 212, COMM 220, and ENGL 120.

## Internship Requirement

Internships offer practical experience for strategic communication students. Three credits (120 hours) of 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.

## Career Opportunities

Coursework in the strategic communication major prepares students for careers that include graphic design, copy writing/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.

## 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.

## 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 details.

## 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.