

Strategic Communication

Department Information

- **Department Web Site:**
www.ndsu.edu/communication/ (<http://www.ndsu.edu/communication/>)
- **Credential Offered:**
B.S.; B.A.; Minor
- **Sample Program Guide:**
catalog.ndsu.edu/programs-study/undergraduate/strategic-communication/ (<http://catalog.ndsu.edu/programs-study/undergraduate/strategic-communication/>)

Minor Requirements

Minor: Strategic Communication

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 Media	
COMM 376	Advertising Creative Strategies	
COMM 377	Media Planning	
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 485	Risk and Crisis Communication	
Total Credits		21

Minor Requirements and Notes

- A minimum of 9 credits must be taken at NDSU.