

Strategic Communication Major

Major Requirements

Degree Type: B.A. or B.S.
Minimum Credits Required: 120

University Degree Requirements

For complete details on these and other university degree requirements, refer to the Degree and Graduation Requirements (<https://catalog.ndsu.edu/academic-policies/undergraduate-policies/degree-and-graduation/>) section in the University Catalog.

1. Minimum of 120 semester credits (some programs may exceed this minimum).
2. Complete the University General Education requirements.
3. Minimum institutional GPA of 2.00 based on work taken at NDSU.
4. Minimum of 30 credits in resident at NDSU.
5. Minimum of 36 upper level credits (courses numbered 300 or higher).
6. Students with transfer credit must meet the NDSU 30 credits in residence (#4). Of these 30 credits in residence, a minimum of 15 credits must be in courses numbered 300 or above, and 15 credits must be in the student's declared major curricula.

University General Education Requirements

A list of university approved general education courses along with the administrative policies governing the requirement and the categories is available here (<https://catalog.ndsu.edu/academic-policies/undergraduate-policies/general-education/>).

Code	Title	Credits
Category C: Communication		12
Category R: Quantitative Reasoning		3
Category S: Science and Technology		10
Category A: Humanities and Fine Arts		6
Category B: Social and Behavioral Sciences		6
Category W: Wellness		2
Category D: Cultural Diversity		
Category G: Global Perspectives		
Category L: Digital Literacy		
Total Credits		39

Major Requirements

Code	Title	Credits
Pre-Communication Requirements:		
Students must complete the following 18 credits of coursework to be admitted to the major.		
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 220	Persuasion	3
Strategic Communication Major Requirements		
COMM 101	Majors and Careers in Communication	1
COMM 200	Introduction to Media Writing	3
COMM 375	Principles of Strategic Communication	3
COMM 377	Media Planning	3
COMM 425	Specialty Writing	3
COMM 431	Communication Ethics and Law	3
COMM 470	Research for Strategic Communication	3
COMM 472	Public Relations Campaigns	3

or COMM 473	Case Study in Public Relations	
or COMM 476	Advertising Campaign Practicum	
COMM 496		3
Select one from the following for upper division writing requirement:		3
ENGL 320	Business and Professional Writing	
ENGL 321	Writing in the Technical Professions	
ENGL 322	Writing and the Creative Process	
ENGL 324	Writing in the Sciences	
ENGL 325	Writing in the Health Professions	
ENGL 326	Writing in the Design 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		
Six COMM courses selected in consultation with one's advisor. Students can specialize in Advertising or Public Relations. Up to 3 additional credits of COMM 496 can be counted toward this requirement.		18
Total Credits		64