

# Strategic Communication

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## Department Information

- **Department Location:**  
Minard Hall
- **Department Phone:**  
701-231-7705
- **Department Web Site:**  
[www.ndsu.edu/communication/](http://www.ndsu.edu/communication/) (<http://www.ndsu.edu/communication/>)
- **Credential Offered:**  
B.S.; B.A.
- **Plan Of Study Sample:**  
[bulletin.ndsu.edu/programs-study/undergraduate/strategic-communication/](http://bulletin.ndsu.edu/programs-study/undergraduate/strategic-communication/) (<http://bulletin.ndsu.edu/programs-study/undergraduate/strategic-communication/>)

## Major Requirements

### Major: Strategic Communication

**Degree Type:** B.A. or B.S.

**Minimum Degree Credits to Graduate:** 120

### University Degree Requirements

1. Satisfactory completion of all requirements of the curriculum in which one is enrolled.
2. Earn a minimum total of 120 credits in approved coursework. Some academic programs exceed this minimum.
3. Satisfactory completion of the general education requirements as specified by the university.
4. A minimum institutional GPA of 2.00 based on work taken at NDSU.
5. At least 36 credits presented for graduation must be in courses numbered 300 or higher.
6. Transfer Students: Must earn a minimum of 60 credits from a baccalaureate-degree granting or professional institution.
  - a. Of these 60, at least 36 must be NDSU resident credits as defined in #7.
  - b. Within the 36 resident credits, a minimum of 15 must be in courses numbered 300 or higher and 15 credits in the major field of study.
7. At least 36 credits must be NDSU resident credits. Resident credits include credits registered and paid for at NDSU.

For complete information, please refer to the Degree and Graduation Requirements (<http://catalog.ndsu.edu/academic-policies/undergraduate-policies/degree-and-graduation/>) section of this Bulletin.

### University General Education Requirements

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

- \* May be satisfied by completing courses in another General Education category.
  - † 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 major requirements to determine if specific courses can also satisfy these general education categories.
- A list of university approved general education courses and administrative policies are available here (<http://catalog.ndsu.edu/academic-policies/undergraduate-policies/general-education/#genedcoursestext>).

## Arts, Humanities, and Social Sciences

### Degree Requirements

**Bachelor of Science (B.S.) Degree** – The completion of a minor program of study.

**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 a student whose primary degree is a Bachelor of Science or Bachelor of Arts degree in a major from the College of AHSS. These additional 9 credits are not required for the Bachelor of Science in Architecture degree, Bachelor of Science degree with a major in Environmental Design, Bachelor of Fine Arts degree, Bachelor of Music degree, for any student whose primary major or degree is not in the College of AHSS, or the student is earning two majors or two different degrees.

Code	Title	Credits
<b>AH&amp;SS College Requirements</b>		
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.		
<b>Area One: Humanities</b>		<b>3</b>
ARB, ENGL, FREN, GERM, HIST, HUM, PHIL, RELS, SPAN, or WGS		
<b>Area Two: Social Sciences</b>		<b>3</b>
ANTH, CJ, COMM, EMGT, POLS, SOC, or WGS		
<b>Area Three: Fine Arts</b>		<b>3</b>
ARCH, ART, ENVD, LA, MUSC, or THEA		
<b>Total Credits</b>		<b>9</b>

### Major Requirements

Code	Title	Credits
<b>Pre-Communication Requirements:</b>		
Students must complete the following 18 credits of coursework with a minimum GPA of 3.00 to be admitted to the professional 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
<b>Professional Strategic Communication Major</b>		
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	Field Experience	3

Select one of 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:** 18

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.

**Total Credits** 64

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

- Student enrollment is limited to one degree program offered by the Department of Communication.
- A minimum of 9 credits must be taken at NDSU.