

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/>)

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 30 credits must be NDSU resident credits. Resident credits include credits registered and paid for at NDSU.
6. At least 36 credits presented for graduation must be in courses numbered 300 or higher.
7. Students presenting transfer credit must meet the NDSU residence credits and the minimum upper level credit. Of the 30 credits earned in residence, a minimum of 15 semester credits must be in courses numbered 300 or above, and 15 semester credits must be in the student's curricula for their declared major.

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

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>).

Code	Title	Credits
Category C: Communication		12
ENGL 110	College Composition I	
ENGL 120	College Composition II	
COMM 110	Fundamentals of Public Speaking	
Upper Division Writing [†]		
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 ^{*†}		
Total Credits		39

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Courses for category D & G are satisfied by completing D & G designated 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.

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	Field Experience	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

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.