

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.