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**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 112</td>
<td>Understanding Media and Social Change</td>
<td>3</td>
</tr>
<tr>
<td>COMM 200</td>
<td>Introduction to Media Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM 375</td>
<td>Principles of Strategic Communication</td>
<td>3</td>
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**Professional Specialization Electives:**

- 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.