

Student ID: _____
Student Name: _____
Adviser Name: _____

Catalog: 2023-2024 Undergraduate Catalog
Program: Strategic Communication, B.A.
Minimum Credits Required: _____

Strategic Communication, B.A.

The 120-hour degree in Strategic Communication will expose students to the techniques and skill sets required to create purposeful information and share it, both on an interpersonal and organizational level using established industry techniques and tactics. The Strategic Communication degree builds a broad understanding of the need for and interplay of media and society while it instills a grounded understanding of how to engage all organizational stakeholders in developing effective messaging strategies using the full range of media, advertising, marketing, public relations, and branding initiatives based in persuasion theory and best practices. This program offers a valuable asset to virtually any organization or business as it is designed to be flexible for working professionals. The courses are delivered in a convenient and flexible online format.

Core Curriculum: 38 - 51 credit hours

Please review the Core Curriculum page for course options.

Required Core Courses

Students majoring in Strategic Communication must take the following liberal arts core requirement regardless of whether the core is otherwise met:

Liberal Arts, Social Science

- PY 101 General Psychology (3)

Core Designations

Strategic Communications majors will meet 3-credit hours of Global Studies by the following course:

Global Studies

- MK 411 - International Marketing (3)

Strategic Communication Foundation (21 - 24 credit hours)

Course Name	Term Taken	Grade	Gen Ed
BL 305 - Legal Aspects of Business I (3)			
CO 212 - Conflict Resolution (3)			
CO 213 - Strategic Presentation in the Digital Environment (3)			
EN 112 - Composition II: Rhetorical Argument (3) (unless taken for Core credit)			
MG 321 - Management (3)			
EC 202 - Principles of Microeconomics (3) or			
EC 203 - Principles of Macroeconomics (3) or			
PY 224 - Psychology of Communication (3)			
EC 240 - Statistical Analysis (3) or			
PY 373 - Diversity in the Workplace (3)			
MG 322 - Organizational Behavior & Development (3) OR			
PY 360 - Applied Industrial/Organizational Psychology (3)			

Major Requirements (36 credit hours)

Course Name	Term Taken	Grade	Gen Ed
BU 350 - Data Science: Business Intelligence & Analytics (3)			
CO 152 - Introduction to Strategic Communication (3)			
CO 225 - Mass Media & Society (3)			
CO 235 - Principles of Advertising (3)			
CO 317 - Promotional Writing (3)			
CO 331 - Public Relations Concepts (3)			
CO 415 - Integrated Brand Management & Communication (3)			
CO 452 - Strategic Communication and Leadership (3)			
CO 495 - Internship (3)			
CO 499 - Senior Seminar (3)			

MK 310 - Marketing (3)			
MK 312 - Consumer Behavior (3)			
Electives (minimum of 16 credit hours)			
Technology Requirement			
Computer competency will be demonstrated by successful completion of CO 213 and CO 225 within the major.			
Outcomes			
In addition to the university-wide outcomes, all graduates from the School of Innovation will demonstrate the following outcomes:			
Outcome 1.			
Develop and analyze innovative solutions for problems using critical and creative reasoning. (EC 202/EC 203, EC 240, MG 321, MG 322)			
Outcome 2.			
Demonstrate the ability to clearly communicate in professional settings using effective interpersonal, teamwork, cultural, presentational, and writing skills. (CO 212, CO 312, CO 321)			
Outcome 3.			
Demonstrate an understanding of ethical frameworks and theories and how to apply them in professional situations. (BL 305, CO 212, CO 321)			
Outcome 4.			
Demonstrate the ability to use technology in managing organizations. (CS 210, EC 240)			
Strategic Communication Outcomes			
Outcome 1.			
Understand the theory of persuasion and rhetoric (CO 225, CO 235, CO 415).			
Outcome 2.			
Communicate an organization's message (CO 317, CO 331, CO 415).			
Outcome 3.			
Use technology to communicate messages (BU 310, CO 235, CO 415).			
Assessment			
Summative outcomes for the Studies program are assessed through a combination of written and performance examinations, written and performance assignments, and a portfolio of completed projects. The portfolio reflects assignments completed throughout the course of the program. The portfolio is constructed in CO 499 Senior Seminar and reviewed by communication faculty members and professionals in the communication community. The portfolio is formally presented at the end of the semester prior to graduation.			
Notes:			