

COSC 231: Strategic Communication

Introduces the field of strategic communication. "Strategic communication" identifies the significance of research-driven communication efforts that advance organizational missions. This course introduces students to this field of study and practice and emphasizes research, data-gathering, analysis and evaluation to create strategic communication proposals that effectively and ethically target key audiences to solve problems or leverage opportunities in support of an organization's mission.

Credits: 3

Prerequisites:

COMM 214 or permission of the professor.

Program: Strategic Communication