

Strategic Communication Major (Advertising Promotion & Public Relations Track)

The Strategic Communication major with the Advertising, Promotion & Public Relations track requires 44 credits, including:

Three credits chosen in media production are required. A maximum of 4 credits of workshops may be applied to the major. Only 2 credits of any specific workshop may be applied toward the major. COMM 113, 205, and 211 are also required as part of general education requirements.

The Communication Studies track is designed to meet the needs of students interested in strategic communication but who want a more generalized degree that prepares the student for work outside of mass media contexts, emphasizing human interaction in its various forms. This track is particularly applicable to students who want to go on to graduate work in another related field such as speech, communication research, politics or law.

Program: Strategic Communication

Type: Major

Required Courses

Required Courses

Item #	Title	Credits
COMM 214	Introduction to Media Writing	3
COMM 246	Interpersonal Communication Theory	3
COMM 470	Capstone Project in Communication Studies	1
COMM 496	Senior Seminar	1
COEM 175	Introduction to Electronic Media	2
COMD 265	Digital Communication and Analysis	3
COMR 333	Advertising	3
COMR 352	Public Relations	3
COMR 372	Social Media Communication	3
COMR 443	Cases and Campaigns in Advertising and Public Relations	3
COSC 231	Strategic Communication	3
MRKT 239	Principles of Marketing	3
COMR 363	Advertising Workshop	1
COMJ 317	Newspaper Workshop	1

Take 3 credits from the following:

Item #	Title	Credits
COMM 345	Desktop Publishing Design	3
COEM 232	Video Production	3
COMD 355	Web Design and Development	3

Electives

Electives

Choose 2 credits of additional workshops:

The remaining 6 credits may be chosen from the communication course offerings at the 300 or 400 level with the permission of the student's advisor or select MRKT courses, which may include MRKT 341, 389, or 446.

Total credits:

44