

Strategic Communication Concentration

Strategic Communication Concentration. Students interested in audience analysis, communication studies, and promotion of businesses and organizations might be interested in a concentration in Strategic Communication. A concentration requires fewer credits than a major and can be combined with another concentration or two minors to meet degree requirements. This concentration may emphasize advertising and public relations or other communication studies coursework.

The **Strategic Communication Concentration** requires 29 hours of credit including:

Program: Strategic Communication

Type: Concentration

Strategic Communication Concentration

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Item #	Title	Credits
COMM 113	Introduction to Mass Communication	3
COEM 175	Introduction to Electronic Media	2
COMR 363	Advertising Workshop	1
COMM 214	Introduction to Media Writing	3
COSC 231	Strategic Communication	3
COMS 316	Forensics Workshop	1

Take 3 credits from the following:

Item #	Title	Credits
COMM 246	Interpersonal Communication Theory	3
COMR 372	Social Media Communication	3

Take 3 credits from the following:

Item #	Title	Credits
COMR 333	Advertising	3
COMR 352	Public Relations	3

Take 3 credits from the following:

Item #	Title	Credits
COEM 232	Video Production	3
COEM 253	Audio Production	3
COPH 215	Introduction to Photography	2-3
COMD 265	Digital Communication and Analysis	3
COMM 345	Desktop Publishing Design	3

Take 1 credit from the following:

Item #	Title	Credits
COMJ 317	Newspaper Workshop	1
COMF 368	Film Workshop	1
COMB 348	Television and Radio Workshop	1
COMD 358	Multimedia Workshop	1

The remaining 6 credits may be chosen from the communication listings at the 300 or 400 level with permission of the advisor.

Total credits:

29
