

# STRATEGIC COMMUNICATION - CERTIFICATE

COMM 446 Communication, Organizations and  
Society

Total Semester Credit Hours

15

Strategic communication is the process that supports public relations, promotions, public information, marketing, corporate communication, public affairs and advertising. Strategic communication is creation of the plan as well as the tools or tactics used to implement that plan effectively. The value of effective strategic communication is acknowledged by both profit and nonprofit corporations and by governmental agencies. The effect of strategic communication failures on the bottom line, on employee and stakeholder satisfaction, and on the efficient use of resources, is well documented. Gathering and interpreting appropriate information, audience analysis, as well as harnessing the power of accurate language in message crafting, are further noted as key strategic communication functions. Tactics available for implementing strategic communication are expanding exponentially as digital communication and new media evolve. Mastery of the integration of these tactics in strategic plans augment the effectiveness of internal and public issues management while mitigating corporate frustration, offensive messages, and overspending. Although effective strategic communication is critical to organizational success, many companies and agencies continue to need support and assistance in this arena. The U.S. Department of Labor Occupational Outlook Handbook notes that careers in various strategic communication areas are growing "faster than average" to "much faster than average." The Certificate in Strategic Communication will prepare Communication majors, Telecommunication Media Studies majors, and University Studies-Journalism Studies majors to plan and execute communication strategically and to coordinate the integration of appropriate tactics to enhance commerce, government, and to further political, religious and social goals, as they lead us into the future. Specific certificate requirements are available in the Undergraduate Studies Office of the Department of Communication and Journalism. Details are also available on the Department of Communication and Journalism (<http://communication.tamu.edu>) website.

## Program Requirements

Students must earn a grade of B or better in each course used to meet the requirements. Students who pursue the SCC must complete all requirements prior to graduation.

Code	Title	Semester Credit Hours
<b>Required Courses</b>		
COMM 321	Strategic Communication Case Studies	3
COMM 322	Communication Tactics	3
COMM 323	Strategic Communication	3
<b>Prescribed Elective Courses</b>		
Select two of the following:		6
COMM 320 Organizational Communication		
COMM 325 Persuasion		
COMM 375 Media Audiences		
COMM 438 Propaganda		
COMM 440 Political Communication		