

STRATEGIC COMMUNICATION - CERTIFICATE

Strategic communication is the process that supports public relations, promotions, public information, marketing, corporate communication, public affairs and advertising.

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
Required Courses		
COMM 321	Strategic Communication Case Studies	3
COMM 322	Communication Tactics	3
COMM 323	Strategic Communication	3
Prescribed Elective Courses		
Select two of the following:		6
COMM 320 Organizational Communication		
COMM 325 Persuasion		
COMM 375 Media Audiences		
COMM 438 Propaganda		
COMM 440 Political Communication		
COMM 446 Communication, Organizations and Society		
Total Semester Credit Hours		15