

STRATEGIC COMMUNICATION - CERTIFICATE

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