

STRATEGIC COMMUNICATION

Strategic Communication is one of four majors offered by the Department of Communication. Students may choose from professional emphases in advertising or public relations.

Why Choose a Major in the Department of Communication?

Our programs are designed to meet the needs and interests of today's students. We provide:

- **More time to explore your interests.** The introductory courses are the same for all four of our majors, making it possible to switch between our programs without extending your graduation timeline.
- **Personalized guidance on choosing a career.** Our Majors and Careers in Communication course helps you meet others in your major, learn more about possible careers, and navigate the program with your professional goals in mind.
- **Hands-on learning.** You'll have multiple ways to apply what you are learning through course projects, consulting for local organizations, and participating in national competitions.
- **Built-in communities.** You can connect with other students by joining any of the eight student organizations affiliated with our majors.
- **Field experience.** Our internship coordinator helps you acquire professional experience and a stronger sense of your future career.

Strategic Communication Major

A public relations emphasis will orient students to the principles and practices of public relations, an advertising emphasis to the principles and practices of advertising. Students will complete an applied capstone course in their final semester. Students majoring in strategic communication may earn a Bachelor of Science degree (includes an approved minor) or a Bachelor of Arts degree (includes a modern language proficiency).

Admission to the Major

Students complete 18 credits of Pre-Communication courses with a minimum 3.00 GPA to be admitted to the professional program in strategic communication. These courses include COMM 110, COMM 112, COMM 114, COMM 212, COMM 220, and ENGL 120.

Internship Requirement

Internships offer practical experience for strategic communication students. Three credits (120 hours) of field experience are required for the major, and many students complete more than one internship. Students have interned with advertising/marketing firms, non-profits, and media companies in the Fargo-Moorhead area and beyond. Internships often lead to jobs.

Career Opportunities

Coursework in the strategic communication major prepares students for careers that include graphic design, copy writing/editing, client services, event planning, promotion, evaluation, publicity and media relations, creative design, professional business consulting, and corporate training. The courses in each emphasis area promote written and oral communication skills and prepare students to communicate in meaningful and effective ways with a variety of audiences.

Extra-Curricular Activities

Students majoring in strategic communication are encouraged to gain experience by joining the Advertising Club or the department's chapter of the Public Relations Student Society of America (PRSSA). NDSU has two honoraries for top students majoring in a degree program offered by the Department of Communication. Pi Kappa Delta is a national honor fraternity for students involved in human communication activities. Lambda Pi Eta is a national honorary for communication majors with high academic achievement.

High School Preparation

A well-rounded high school education with experiences in high school music, forensics, theater, journalism, FFA, or scouting serves as good preparation for the strategic communication major. Students with interests in science and art, business and service, and publicity and promotion will find a major in this department to be a good fit.

Scholarships

The Department of Communication awards a number of scholarships to students who excel in academics and who have demonstrated career potential. Applications are due by March 1. Visit the department website for details.

The Faculty

Faculty members in the Department of Communication are dedicated teachers, scholars, and practitioners who are committed to providing high-quality courses, hands-on learning experiences, and opportunities for undergraduate research. We encourage students who want to learn more about strategic communication to reach out via email or schedule an appointment via Navigate.

Strategic Communication Plan of Study

Please note this is a sample plan of study and not an official curriculum. Actual student schedules for each semester will vary depending on start year, education goals, applicable transfer credit, and course availability. Students are encouraged to work with their academic advisor on a regular basis to review degree progress and customize an individual plan of study.

First Year			
Fall	Credits	Spring	Credits
COMM 101 Majors and Careers in Communication	1	COMM 110 Fundamentals of Public Speaking	3
COMM 112 Understanding Media and Social Change	3	COMM 200 Introduction to Media Writing	3
COMM 114 Human Communication	3	ENGL 120 College Composition II	3
ENGL 110 College Comp I (or placement into ENGL 120)	4	Gen Ed Humanities & Fine Arts	3
Gen Ed Quantitative Reasoning	3	Gen Ed Science & Technology	3
Gen Ed Wellness	2	Gen Ed Science & Technology Lab	1
	16		16
Second Year			
Fall	Credits	Spring	Credits
COMM 212 Interpersonal Communication	3	COMM 375 Principles of Strategic Communication	3
COMM 220 Persuasion	3	Major Elective	3
Minor or Language Coursework	3	Minor or Language Coursework	3
Gen Ed Global Perspectives	3	Gen Ed Humanities & Fine Arts	3
Gen Ed Science & Technology	3	Gen Ed Science & Technology	3
	15		15
Third Year			
Fall	Credits	Spring	Credits
COMM 377 Media Planning	3	COMM 425 Specialty Writing	3
Major Elective	3	COMM 496 Field Experience	3
Minor or Language Coursework	3	Major Elective	3
AHSS Requirement	3	Minor or Language Coursework	3
Gen Ed Upper Division Writing	3	AHSS Requirement	3
	15		15
Fourth Year			
Fall	Credits	Spring	Credits
COMM 431 Communication Ethics and Law	3	COMM 472 Public Relations Campaigns	3
COMM 470 Research for Strategic Communication	3	or 473 Case Study in Public Relations	
Major Elective	3	or 476 Advertising Campaign Practicum	
Minor or Language Coursework	3	Major Elective	3
Additional Coursework or Internship	3	Major Elective	3
		Minor or Language Coursework	3
		Additional Coursework May Be Required to Reach 120 Credits	1
	15		13
Total Credits: 120			

View NDSU equivalencies of transfer courses at: www.ndsu.edu/transfer/equivalencies

For Further Information

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This publication will be made available in alternative formats upon request. Contact the Office of Admission (701) 231-8643 or 800-488-NDSU or ND Telecommunications Relay Service 800-366-6888 (TTY) or 800-366-6889 (voice).

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