07/2017

Department of Communication

S T R A T E G I C C O M M U N I C A T I O N M I N O R

17 -19 Credits

REQUIRED COURSES:

☐ COMM 234 Introduction to Public Relations (or)	3
☐ COMM 253 Introduction to Organizational Communication	3
☐ COMM 334 Public Relations Strategies and Techniques (or)	4
☐ COMM 356 Professional Communication	4
☐ COMM 410 Public Opinion (or)	4
☐ COMM 434 Campaign Development Methods (or)	4
☐ COMM 453 Organizational Communication	4
Total Credit Hours:	11

At least two courses from the following list:

☐ COMM 215 Introduction to Interpersonal Communication	3
☐ COMM 216 Introduction to Intercultural Communication	3
☐ COMM 234 Introduction to Public Relations	3
☐ COMM 253 Introduction to Organizational Communication	3
☐ COMM 301 Critical Thinking	4
☐ COMM 302 Problem-Solving and Decision Making	4
☐ COMM 315 Political Communication	4
☐ COMM 316 Gender and Communication	3
☐ COMM 339 Public Relations and Social Media	4
☐ COMM 341 Signature Events: Public Relations and Media Relations	3
☐ COMM 343 Communication and Social Influence	3
☐ COMM 345 Writing for the Electronic Media	4
☐ COMM 353 Interviewing Theory and Practice	3
☐ COMM 355 Converging Media	4
☐ COMM 406 Case Studies in Public Relations	4
☐ COMM 414 Nonverbal Communication	4
☐ COMM 436 Streaming Media in Web Publishing	4
☐ COMM 439 Social Media Research and Big Data	4
☐ COMM 450 Communication Skills for Training and Development	3
☐ COMM 451 Environmental Communication	3
☐ COMM 452 Health Communication	4
☐ COMM 454 Communication and Social Change	3
☐ COMM 456 Corporate Communication	3
☐ COMM 495 Special Topics in Strategic Communication	3 to 4
☐ COMM 496 Field Studies in Communication	3