



Central to Crafting Persuasive Messaging.

Central's BA in Strategic Communication teaches how to analyze, craft, and deliver meaningful messages across all types of media, context, and channels. The program focuses on developing and strengthening interpersonal, organizational, problem-solving, speaking, and writing skills.

Students examine organizational communication and public relations case studies, work on campaigns, and undertake projects.



Majoring in Strategic Communication at Central allowed me to explore my interests within a broad subject matter so I could discover my passions. I had the opportunity to develop strong connections with supportive professors who fostered an environment of growth and encouragement. The writing, speaking, and organizational skills I gained from this program are transferable to any job I want to pursue in the future.

**- Isabella Alfano '22
Currently pursuing Central's
MS in Strategic Communication**



Program Features

- Attend full- or part-time
- Classes on-campus or in hybrid format
- Small class sizes
- Engaged, diverse faculty who are experts in their field
- Study abroad opportunities
- Internships in government, nonprofits, and private businesses
- Minor in Strategic Communication is also available
- Financial aid and scholarships available
- Free on-campus child care available



Program Options

Organization Communication develops skills and knowledge for careers in employee communication, human resources, community relations, event planning, and training/development in corporate, nonprofit, and civic organizations. Students learn to identify needs and develop effective strategies to enhance organizational productivity and culture.

Public Relations/Promotions develops the theoretical knowledge and the practical experience needed for a career in promotions and public relations. Students learn to implement strategic communication campaigns and public relations initiatives for organizations in the government, private, and nonprofit sectors.

What You'll Gain

- Explain and differentiate the main theories of strategic communication
- Apply theoretical constructs in the field of public relations and organizational communication to real-world situations
- Design and produce effective spoken, written and digital texts
- Demonstrate knowledge of appropriate research methods



I felt the major in Strategic Communication with a concentration in Public Relations and Promotions would allow me to work anywhere in the future. The global communication skills I learned have been a great fit with my personal social skills. Minorng in journalism has helped further develop my writing abilities. Everyone at Central has made me feel welcome and my professors have all told me to be encouraged, not limited, by my experiences.

- Ndengo Mwilelo '21



Honors

Lambda Pi Eta is the National Communication Association's official honor society. It recognizes outstanding student scholars in communication and has more than 500 active chapters in the United States. Central's Tau Mu Chapter was established in 2012 and each year an induction ceremony includes a festive reception for students, their families, and faculty. Students must maintain at least a 3.25 GPA in all communication courses to qualify.

Career Preparation

Central graduates with a BA in Strategic Communication find success in careers with the following titles:

- Social Media Manager
- Copywriter
- Director of Public Relations
- Digital Strategist
- Research Analyst
- Political Analyst
- SEO Manager
- Marketing Director
- Creative Director
- And many more



DID YOU KNOW?

Keeping pace with changes in the media landscape, Central's BA in Strategic Communication offers COMM 286 "Hustle and Grow" about name, image, and likeness and personal branding.



PROGRAM WEBSITE

ABOUT CENTRAL:

Central Connecticut State University is the largest university within the Connecticut State Colleges and Universities system. Founded in 1849, Central is also the state's oldest publicly funded university. Our campus is located in New Britain, Connecticut. Central is accredited by the New England Commission of Higher Education (NECHE).

