



STRATEGIC COMMUNICATION

OVERVIEW

Strategic Communication is one of four majors offered by the Department of Communication. Students may choose from professional emphases in advertising or public relations. 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 minor) or a Bachelor of Arts degree (includes language proficiency at second-year level).

Students can also choose to obtain NDSU's interdisciplinary, 12-credit Advertising and Design Certificate. This certificate allows students to customize their advertising education to meet industry trends by combining individualized course offerings in communication, visual arts, retail business and English.

As a strategic communication student, you will get:

- **More time to explore your interests-** We give you the first year to explore your options, making it possible to switch between four different COMM majors without extending your graduation timeline.
- **Guidance on choosing a career-** In your Majors and Careers in Communication class, you will meet others in your major, learn about possible careers and find campus resources that will help you achieve your goals.

- **Hands-on learning-** You'll have multiple ways to apply what you are learning through course projects, consulting your local organizations and participating in national competitions.
- **Built in communities-** You can connect with other students, while building your resume, through the eight student organizations affiliated with the communication department, including PRSSA and Ad Club.
- **Public Relations Student Society of America (PRSSA)** is an academic student organization supported by the Department of Communication offering opportunities for students to gain insight from professionals both on and off campus.
- **AD Club** is an interdisciplinary academic student organization supported by the Department of Communication and Visual Arts offering opportunities for students interested in advertising, graphic design and other creative industries.
- **Professional experience-** We help you find and benefit from internships in your field through relationships with local and regional employers.

CAREER OUTCOMES



» In 2022, graduates from NDSU had a 93% success rate, meaning 72% reported being employed and 21% of graduates are continuing their education within 6 months of graduating. For detailed career outcomes by specific program, visit career-advising.ndsu.edu/career-outcomes-report

CAREER PATHS

WHERE COULD I GO AFTER GRADUATION?

DEGREE TYPE

Major, Minor

On Campus

- Account Executive/Sales Representative
- Advertising/Marketing Manager
- Advertising Sales Representative
- Brand Manager
- Communication Manager (Nonprofit)
- Digital Copywriting
- Digital Marketing Specialist
- Government Information Officer
- Graphic Designer
- Marketing Content Manager
- Market Research Analyst
- Media Strategist
- Meeting/Event Planner
- Nonprofit Communication Coordinator
- Political Strategist
- Public Information Coordinator
- Public Relations Specialist
- Real Estate Sales
- Social Media Specialist



ACCREDITATION

NDSU is accredited by the Higher Learning Commission (HLC), also known as regional accreditation, which provides assurance to current and prospective students and their stakeholders that credits degrees earned from NDSU meet quality standards of higher education. Learn more: www.ndsu.edu/accreditation

SAMPLE COURSES

IMPORTANT DISCLAIMER: A Sample Program Guide provides an unofficial guide of program requirements and should be used by prospective students who are considering attending NDSU in the future. It is NOT an official curriculum and should NOT be used by current NDSU students for official degree planning purposes. Note that the official curriculum used by current NDSU students can vary from the Sample Program Guide due to a variety of factors such as, but not limited to, start year, education goals, transfer credit and course availability. To ensure proper program completion, enrolled students should utilize Degree Map and Schedule Planner in Campus Connection and consult regularly with their academic advisor.

FIRST YEAR Majors and Careers in Communication; Fundamentals of Public Speaking; Understanding Media and Social Change; Introduction to Media Writing; Human Communication; College Composition I & II; Gen Ed Humanities/Arts; Gen Ed Quantitative Reasoning; Gen Ed Science/Technology and Lab; Gen Ed Wellness

SECOND YEAR Interpersonal Communication; Persuasion; Principles of Strategic Communication; Major Elective; Minor or Language Coursework; Gen Ed Global Perspectives; Gen Ed Humanities/Arts; Gen Ed Science/Technology

THIRD YEAR Media Planning; Specialty Writing; Field Experience; Major Elective; Minor or Language Coursework; AHSS Requirement; Upper Division Writing

FOURTH YEAR Communication Ethics and Law; Research for Strategic Communication; Major Elective; Minor or Language Coursework; Internship and Public Relations Campaigns or Case Study in Public Relations or Advertising Campaign Practicum



VIEW OFFICIAL CURRICULUM GUIDE



VIEW NDSU TRANSFER EQUIVALENCIES

Location: Minard Hall 338

701.231.7705