

COMMUNICATION-BA STRATEGIC COMMUNICATION (SCM)

2019-2020 Academic Year

Revised 9/2019



*This program leads to a Bachelor of Arts degree.
Requirements for students admitted to the major SU12 and later.
Eleven (11) COMM courses totaling at least 35 credits are required.
A grade of C- or better is required in all courses in the major.
Maintaining a 2.0 GPA in the major is required after admission to the program.*

Program Area Description

Strategic Communication teaches you the ways in which organizations communicate with employees, the public, and other audiences in order to accomplish a goal. This major includes courses that examine communication through public relations, marketing communication, advertising, audience analysis, persuasion and public theory, and communication campaigns.

Students will train for careers in business and management or as communication specialists in organizations. They can find employment as public relations specialists, communication campaign and information managers, and communication consultants.

Required Pre-Major courses: 6 credit hours (these courses do not count in the major). All students must complete two pre-major courses. **A grade of C- or better is required in both courses** for a Major & Specialization Application to be considered. Admission is competitive and an online application is required. Please see comm.osu.edu for application deadlines.

COMM 1100	Communication in Society
COMM 1101	History of Communication

Credits	Grade	Term
3		
3		

1. Core Requirements (16 credit hours). All five courses are required.

COMM 2321	Writing for Strategic Communication
COMM 2331	Strategic Communication Principles
COMM 2367(H)	Persuasive Communication
COMM 3325	Introduction to Organizational Communication
COMM 4337	Public Communication Campaigns

Credits	Grade	Term
3		
3		
3		
3		
4		

2. Research Methods Requirement (4 credit hours). One course required.

COMM 3163	Communication Industry Research Methods (prereq: Stat 1350, 1450, or equiv.)
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Credits	Grade	Term
4		

(H) = Honors course offered.

Internship – To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are encouraged to complete an internship for at least one semester.

Minor – Students are encouraged to complete a minor. Depending on individual interests, students may wish to consider a minor in one of the following areas: Business, Capital Program, Consumer Sciences, Economics, Leadership Studies, or Professional Writing.

Contact Information: School of Communication Advising Office, 3033 Derby Hall, 154 N. Oval Mall, Columbus, OH 43210



THE OHIO STATE UNIVERSITY
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3. Focus Area Electives (9 credit hours). Choose at least 3 from the list below.

COMM 3330(H)	Communication and Conflict Management
COMM 3331	Communication and Decision Making
COMM 3333	Crisis Communication
COMM 3334	Strategic Message Design
COMM 3340	Principles of Environmental Campaigns
COMM 3345	Strategic Media Planning
COMM 3444	Advertising and Society
COMM 3628	Contemporary Persuasion Theory
COMM 3668	Intercultural Communication
COMM 4558	Social Media Analytics
COMM 4737	Health Communication in Mass Mediated Contexts
COMM 4820(H)	Public Opinion and Communication

Credits	Grade	Term
3		
3		
3		
3		
3		
3		
3		
3		
3		
3		
3		
3		

4. Special Topic Electives (6 credit hours). Choose at least 2 additional COMM courses that fit your career goals. Up to 3 credits each of Internship (COMM 4191) or Undergraduate Research Experience (COMM 4998) may count toward this requirement.

COMM 2131*	Business and Professional Speaking
COMM 2110*	Public Speaking
	<i>*Only one COMM speaking course may be used in this category</i>
COMM 2511	Visual Communication Design
COMM 3332	Risk Communication
COMM 4191	Internship
COMM 4445	Stereotypes in Media
COMM 3558	Social Media
COMM 4556	Information Tech and Organizational Communication
COMM 4635	Small Group Communication
COMM 4998	Undergraduate Research Experience
COMM _____	_____
COMM _____	_____
COMM _____	_____

Credits	Grade	Term
3		
3		
3		
3		
1-3		
3		
3		
3		
3		
1-3		

TOTAL HOURS (minimum 35 credit hours) _____
(Add credits from sections 1, 2, 3, and 4)

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614-292-8444 comm.osu.edu