

# COMMUNICATION-BA STRATEGIC COMMUNICATION (SCM)

2021-2022 Academic Year



This program leads to a Bachelor of Arts degree. Requirements for students admitted to the major SU21 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 how to develop campaign goals and think strategically to influence stakeholders, the public, and other audiences in order to accomplish an organizational objective. This specialization integrates theory, real-world practice, and skills training, and examines communication through public relations, marketing, crisis communication, advertising, persuasion theory, and communication campaigns.

Students train for careers such as public relations specialists, communication specialists, marketing, communication campaign and information managers, and as communication consultants.

**REQUIRED PRE-MAJOR COURSES:** 6 credit hours (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](http://comm.osu.edu) for application deadlines.*

	Credits	Grade	Term
COMM 1100: Communication in Society	3		
COMM 1101: History of Communication	3		

**1. CORE MAJOR REQUIREMENTS:** 16 credit hours. All five courses are required.

	Credits	Grade	Term
COMM 2321: Writing for Strategic Communication	3		
COMM 2331: Strategic Communication Principles	3		
COMM 3333 or 3444: Crisis Communication or Advertising & Society	3		
COMM 3334: Strategic Message Design	3		
COMM 4337: Public Communication Campaigns	4		

**2. RESEARCH METHOD REQUIREMENT:** 4 credit hours. One course required.

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

**3. ORAL COMMUNICATION SKILLS:** 3 credit hours. One course required.

	Credits	Grade	Term
COMM 2110: Public Speaking	3		
COMM 2131: Business and Professional Speaking	3		
COMM 2367: Persuasive Communication	3		



**4. FOCUS AREA ELECTIVES:** 9 credit hours. Choose at least 3 courses within or across clusters.

**STRATEGIC PLANNING IN PR/ADVERTISING**

- COMM 2511: Visual Communication Design
- COMM 3332: Risk Communication
- COMM 3340: Principles of Environmental Campaigns
- COMM 3345: Strategic Media Planning
- COMM 3414: Sports Media Relations
- COMM 3444: Advertising & Society
- COMM 3558: Social Media
- COMM 3628: Contemporary Persuasion Theory
- COMM 4445: Stereotypes in Media
- COMM 4558: Social Media Analytics

**STRATEGIC COMMUNICATION CONTEXTS**

- COMM 2367(H): Persuasive Communication
- COMM 3325: Introduction to Organizational Communication
- COMM 3330: Communication and Conflict Management
- COMM 3333: Crisis Communication
- COMM 3340: Principles of Environmental Campaigns
- COMM 3668: Intercultural Communication

Elective Selections:

	Credits	Grade	Term
COMM	3		
COMM	3		
COMM	3		

**5. EXPERIENTIAL LEARNING:** 3 credit hours. One course required.

	Credits	Grade	Term
COMM 3188: The PRactice	1-3		
COMM 3800: Career Development in Communication	3		
COMM 4191: Internship	1-3		
COMM 4998: Undergraduate Research	1-3		
COMM 4999: Thesis Research	1-3		

**ADD CREDITS FROM SECTIONS 1, 2, 3, 4 AND 5:** Minimum 35 credit hours.

TOTAL HOURS:	
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**(H)** = Honors course offered

**Internship:** To reinforce the fit between coursework and real-world applications and to improve career opportunities, students are strongly 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.

Revised 12/2019

**CONTACT INFORMATION:**

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

614-292-8444  
comm.osu.edu