

# Minor in Strategic Communication

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Strategic communication involves the identification, establishment, and maintenance of mutually beneficial relationships between an organization and the various publics on whom it depends. The Minor in Strategic Communication prepares students in both traditional and digital communication skills, thereby readying them for careers in the global workforce.

## Requirements for a minor in Strategic Communication (18 units)

### Required Courses (15)

COMM 2301	Newswriting and Reporting	3
COMM 3401	Introduction to Strategic Communication	3
COMM 3402	Writing for Public Relations	3
COMM 4401	Strategic Communication Campaigns	3
COMM 5401	Crisis Communication	3

### Elective Course (3)

Three units chosen from:		3
COMM 3403	Business Literacy for Strategic Communication	
COMM 3419	Topics in Strategic Communication	
COMM 5419	Advanced Topics in Strategic Communication	
ECON 2201	Principles of Microeconomics	
MKTG 3050	Marketing Principles	
ADMN 1500	Introduction to Administration	
ENTR 3000	Entrepreneurship and Innovation	
MGMT 3900	Principles of Strategy	

<b>Total Units</b>		<b>18</b>
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