

Organizational & Strategic Communication

Major

The Organizational and Strategic Communication major is designed for students who are interested in the communication and relationship component of organizations and have a desire to learn how to communicate strategic messages to fulfill an organization's mission. Students in this major study communication across organizational and business settings, gaining an understanding of how communication is integral to the effective management of people and behaviors in an organizational context. Students will learn how to communicate clear messages in organizations, including through social media. They will gain a foundation of communication theory and practices that will help them interact with, lead, and manage individuals in the organizational process. In addition, a significant component of this major are the interdisciplinary connections made to the disciplines of Art & Design in Visual Studies, English, and Business. Specifically, students majoring in Organizational and Strategic Communication will be required to take courses in either graphic design, digital art (including digital technology and new media), and/or professional writing as well as a course in the content area of marketing, all of which are important for students to understand as they enter today's professional environment.

With an Organizational and Strategic Communication major, students could work in corporations as sales representatives, advertising account executives, communication coaches/ specialists/analysts, human resources, social media managers, event coordinators, trainers, project managers, and recruiters, just to name a few. Similarly, they can find careers in higher education, training and development, public relations, or political communication.

A major in Organizational and Strategic Communication requires the completion of 44 hours of credit beyond CO 101.

Communication & Rhetorical Studies Core Courses

Item #	Title	Credits
CO 195	Introduction to Communication	4.0
CO 230	Organizational Communication	4.0
CO 315	Communication Ethics	4.0
	Sub-Total Credits	12

Organizational and Strategic Communication Courses

Choose two from the following courses:

Item #	Title	Credits
CO 235	Strategic Communication and Social Media	4.0
CO 330	Developing Talent and Intercultural Competence	4.0
CO 353	Communication and Leadership in Teams	4.0
	Sub-Total Credits	8

Public Relations Course

Choose one of the following:

Item #	Title	Credits
CO 214	Advertising and Public Relations	4.0
CO 325	Public Relations in Practice	4.0
	Sub-Total Credits	4

Marketing Course

Choose one from the following:

Item #	Title	Credits
MK 354	Marketing	4.0
MK 356	Integrated Marketing Communications	4.0
	Sub-Total Credits	4

Professional Writing and Digital Media Courses

Choose two from the following:

Item #	Title	Credits
EN 208	Persuasive Writing	4.0
EN 280	Editing and the English Language	4.0
AR 204	Visual Communication	4.0
AR 261	Digital Art	4.0
	Sub-Total Credits	8

Elective Course

Organizational and Strategic Communication majors are required to complete one additional 4-credit hour course at either the 200-level or 300-level that is either a Communication & Rhetorical Studies course or any elective course listed in the Organizational & Strategic Communication major; a 4-credit hour internship may count for this elective requirement.

	Sub-Total Credits	4
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Senior Seminar Course

Double majors in Business may substitute BU 491 – Senior Capstone, taking note of the limit on double counting*

*Students pursuing a double major may double count no more than a maximum of 16 credit hours; students may double count no more than 8 credits toward a major and a minor or two minors.

Item #	Title	Credits
CO 415	Senior Seminar in Communication	4.0
	Sub-Total Credits	4
	Total Credits	44