



COLLEGE OF LETTERS AND SCIENCES

BACHELOR OF ARTS IN STRATEGIC COMMUNICATIONS

Take the Art of Communication to a Professional Level

Learn the top employability skills that employers want. The degree program in strategic communications will help you develop the human communications skills and the strong strategic thinking and messaging skills needed for employment in public relations, advertising, marketing, and corporate communication. You will learn how to help organizations develop a unique voice for use in presentations, print, broadcast, and digital media in a wide variety of professional fields. You will understand the theory behind PR and marketing campaigns and learn to carry them through all stages of execution.

Courses include academic work, case studies, and hands-on experience creating messages across media platforms. Once you complete the program you will be ready to pursue a successful career in positions that require strategic thinking and planning, project management, content creation, and leadership.

Program Highlights:

- Emphasizes top employability and professional communication skills
- Entire program can be completed online in 17-19 months
- Cultivate campaign communication messaging strategies
- Develop targeted, multi-platform message delivery plans
- Apply persuasion theory to campaign and media messaging
- Create effective content that aligns with overall message strategy
- Create mobile apps for PR and marketing
- Explain your communication plans online
- Collaborate with others in creating strong, strategic messaging
- Use research to guide the development of campaigns and messages

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**NATIONAL
UNIVERSITY**

MAJOR IN STRATEGIC COMMUNICATIONS

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The Bachelor of Arts in Strategic Communications prepares students for leadership positions in corporate communication, public relations, advertising, and integrated marketing. The program offers a unique blend of human and professional communication theory and skills so students learn to communicate appropriately and effectively in interpersonal, intercultural, organizational, and mediated settings. Graduates can apply the strategic thinking and message creation skills they acquire to work in most industries. Skills taught will empower students to create print, presentations, and digital media messages. The program covers the theory and skills needed to exercise organizational leadership to produce communication campaigns and materials, disseminated through traditional, digital, internet, social, and emerging media. Students learn through academic work, case studies, and hands-on experience, creating messages across media platforms. Completion of the program enables graduates to succeed in positions that require strategic thinking, planning, project management, content creation, and leadership.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Develop communication campaign messaging strategies.
- Apply persuasion theory to communication campaigns and media messages.
- Create content that fulfills strategic communications campaign objectives.
- Explain strategic communication plans and present them online.
- Working in a group, create strategic communication messages.
- Apply research data to guide the development of strategic communication campaigns and messages.
- Develop multi-platform, multi-public message dissemination plans.
- Identify communication settings and apply appropriate theoretical precepts and practical skills to formulating messages.

Degree Requirements

To receive a Bachelor of Arts in Strategic Communications, students must complete at least 180 quarter units as follows: 76.5 units must be completed at the upper-division level, and 45 units must be completed in online residence through National University. Students must also complete a minimum 70.5 units of the University's General Education requirements. In the absence of transfer credit, additional general electives may be necessary to satisfy total units for the degree. The following courses are specific degree requirements. All students receiving an undergraduate degree in Nevada are required by state law to complete a course in Nevada Constitution.

Prerequisites

(2 courses; 7.5 quarter units)

- ENG 101* Effective College English II (3 quarter units)
Prerequisite: ENG 100
- COM 103* Public Speaking

* May be used to satisfy a General Education requirement.

Requirements for the Major

(17 courses; 76.5 units)

Core Requirements

(14 courses; 63 units)

- COM 300 Interpersonal Communication
Prerequisite: ENG 101
- COM 305 Intercultural Communication
Prerequisite: ENG 101
- COM 310 Communication Theory
Prerequisite: ENG 101
- COM 315 Communication Research Methods
Prerequisite: ENG 101
- COM 324 Critical Thinking and Ethics
Prerequisite: ENG 101
- COM 334 Persuasion
Prerequisite: ENG 101
- COM 402 Communication Technologies
Prerequisite: ENG 101
- COM 344 Organizational Communication
Prerequisite: ENG 101
- COM 354 Professional Presentations
Prerequisite: ENG 101

- COM 385 Interactive Storytelling
Prerequisite: ENG 101
- COM 394 Strategic Writing
Prerequisite: ENG 101
- COM 400 Mediated Messaging
Prerequisite: COM 385 and COM 394
- COM 404 Media Management
Prerequisite: COM 400
- COM 499 Communication Program Capstone
Prerequisite: Completion of 13 core and advanced core courses

Advanced Core Requirements

(3 courses; 13.5 units)

- COM 441 Communication Strategies
Prerequisite: COM 334
- COM 442 Communication Campaigns
Prerequisite: COM 441
- COM 443 Interactive & Mobile Campaigns
Prerequisite: COM 442