

Strategic Communication (BA)

This program is offered by the School of Communications/ Communications and Journalism Department and it is only available at the Vienna campus.

Program Description

The major in Strategic Communication combines coursework and skills in public relations, advertising, media studies, speech communication and more for a robust field of study to prepare students for leadership positions in advertising, public relations, promotions, campaigns and corporate communication, etc. Students will learn and apply theoretical knowledge in written and oral demonstrations and will build a professional toolkit preparing them to understand the nuances of digital media literacies, both as a producer and as a consumer of media texts.

The major in Strategic Communication combines knowledge management, public relations, problem-solving, negotiation, leadership, persuasion, media literacy, communication theory, corporate and crisis communication, promotions and communication campaigns for graduates to apply that knowledge in workforce situations.

Learning Outcomes

Successful graduates of this program will be able to:

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