



Communication BA

with an emphasis in Strategic Communication

Strategic communication aims to persuade and inform. Corporations, nonprofits, government agencies, and small businesses use strategic communication tactics to deliver messages to the public in order to encourage individuals to take action. It is an interdisciplinary approach that can incorporate elements from public relations, advertising, health, and organizational communication. Courses in this emphasis area target the skills students need to communicate with audiences through writing, content development, and strategic messaging. Professions that may apply strategic communication principles include advertising, public relations, or any profession that communicates with the public for a specific purpose.

Career Outlook

According to the US Bureau of Labor Statistics, “the median annual wage for strategic communication occupations was \$57,530 in May 2018, which was higher than the median annual wage for all occupations of \$38,640.”

Employment in this area is projected to grow 6 percent from 2016-2026, which will result in about 43,200 new jobs.

Future Career Options

- Advertising Creative
- Brand Manager
- Communications Director
- Content Developer
- Corporate Communications Specialist
- Healthcare Public Relations and
- Public Relations Practitioner
- Social Media Coordinator

Skills Developed By Degree Completion

- Create high-quality print, digital, and video products
- Design high-impact messages tailored to specific audiences
- Learn the fundamental skills necessary to be competitive in the ever-changing communication field
- Interpret and apply strategic communication principles to design, research, and plan strategic communication campaigns
- Compose written materials in a clear and concise format following the appropriate style utilizing the best communication channel
- Create ethically sound, legally and socially responsible strategic communication tactics


Successful alumni have gone on to fulfill many of the opportunities above. Additional possibilities are taken from the Bureau of Labor Statistics. Contact an advisor to discuss additional future career options.


2024-2025 4-YEAR ACADEMIC MAP



IT STARTS RIGHT NOW

This is a sample academic map for the courses to take each academic semester/session. This map is not a substitute for academic advisement. Contact your advisor when making final selections.

 **UNIVERSITY STUDIES**
University studies is required for all first-year students and those with less than 24 credit hours.

 **MILESTONE COURSES**
Milestone courses should be taken in the order shown to ensure you stay on a timely and accurate path toward graduation.

 **SUMMER AND INTERSESSION COURSES**
Don't forget that summers and winter breaks are a way to fast-track your route to degree completion – and lighten your load during fall and spring!

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314-516-5451
admissions.umsl.edu

Bachelor of Arts in Communication with an emphasis in Strategic Communication

Year
1

FALL SEMESTER (16 credit hours)

GOMM 1030: Interpersonal Communication (3)
GOMM 1050: Introduction to Mass Communication (3)
ENGL 1100: First-Year Writing (3)
GEN ED CORE: Mathematics Proficiency (3)
GEN ED CORE: US History and Government I (3)
INTDSC 1003: University Studies (1)

SPRING SEMESTER (15 credit hours)

COMM 2231: Communication in the Organization (3)
GEN ED EXPLORE: Humanities and Fine Arts (3)
GEN ED EXPLORE: Humanities and Fine Arts (3)
GEN ED EXPLORE: Math and Life/Natural Sciences (3)
Elective (3)

Year
2

FALL SEMESTER (14 credit hours)

GOMM 2235: Professional Communication (3)
FGN LANG 1001: Language and Culture I (5)
GEN ED CORE: Information Literacy (3)
GEN ED EXPLORE: Math and Life/Natural Sciences (3)

SPRING SEMESTER (14 credit hours)

COMM 2332: Intercultural Communication (3)
FGN LANG 1002: Language and Culture II (5)
GEN ED EXPLORE: Humanities and Fine Arts (3)
GEN ED EXPLORE: Math and Life/Natural Sciences (3)

Year
3

FALL SEMESTER (15 credit hours)

GOMM 3330: Research Methods in Communication (3)
ENGL 3100: Junior-Level Writing (3)
FGN LANG 2101: Language and Culture III (3)
Cultural Diversity Requirement (3)
Elective (3)

SPRING SEMESTER (15 credit hours)

COMM 3XXX: Strategic Communication Emphasis Course (3)
COMM XXXX: Strategic Communication Emphasis Course (3)
COMM XXXX: Strategic Communication Emphasis Course (3)
Elective (3)
Elective (3)

Year
4

FALL SEMESTER (16 credit hours)

GOMM 1950: Finding an Internship in Communication/Media (1)
GOMM 3XXX: Strategic Communication Emphasis Course (3)
GOMM XXXX: Strategic Communication Emphasis Course (3)
Elective (3)
Elective (3)
Elective (3)

SPRING SEMESTER (15 credit hours)

COMM 4920: Communication Practicum or COMM 4950: Internship (3)
Elective (3)
Elective (3)
Elective (3)
Elective (3)

Check once completed

