

Choose  
UMSL

And your major.

# 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 U.S. 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 to 2026, which will result in about 43,200 new jobs.

### Future Career Options

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

### Skills developed through 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.**

4-YEAR ACADEMIC MAP

## Bachelor of Arts in Communication

### Emphasis in Strategic Communication

Year

1

#### FALL SEMESTER (16 credit hours)

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

#### SPRING SEMESTER (15 credit hours)

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

Year

2

#### FALL SEMESTER (14 credit hours)

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

#### SPRING SEMESTER (14 credit hours)

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

Year

3

#### FALL SEMESTER (15 credit hours)

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

#### SPRING SEMESTER (15 credit hours)

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

Year

4

#### FALL SEMESTER (16 credit hours)

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

#### SPRING SEMESTER (15 credit hours)

COMM 4920: Communication Practicum or COMM 4950: Internship (3)  
Elective (3)  
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**Degree completed!**

2020-2021

## 4-YEAR ACADEMIC MAP

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

is required for all first-year students and those with less than 24 credit hours.



### – 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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an UMSL Triton?  
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