Strategic Communication-Bachelor of Arts

For more information, please contact the Department of Media, Journalism, and Film, 120 Williams Hall, 513-529-3521.

Strategic communication is the study of how organizations and individuals use communication to negotiate their role in society. Public relations is a central aspect of strategic communication and involves the study of how organizations utilize responsible behavior and two-way communication in order to influence opinions and behavior of key publics (e.g., employees, consumers, government, community, media) as well as to respond and adapt to the concerns of these publics.

Students explore communication contexts, theories, and processes as a means of understanding and critically analyzing social influence. In addition, students learn to evaluate challenges and engage in strategic communication to respond to them. This degree is for those planning to enter graduate school in communication and related disciplines, including law school, and/or to apply this knowledge to their chosen career (e.g., public relations, corporate, nonprofit, public sector, social issues, public affairs or related areas that call for a strong liberal arts background).

You are encouraged to join Miami University's chapter of the Public Relations Student Society of America (PRSSA), a national organization for students. PRSSA members learn more about public relations and strategic communication, network with other students and professionals across the country, gain practical hands-on experience through a variety of committee activities and a student-run public relations firm, locate job and internship opportunities, serve their community and develop strong leadership skills. More information is available in the Department of Media, Journalism and Film.

Program Requirements
(39 semester hours)

The Strategic Communication major requires students to choose and complete a second major outside the Department of Media, Journalism and Film.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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</thead>
<tbody>
<tr>
<td>MAC 143</td>
<td>Introduction to Media</td>
<td>3</td>
</tr>
<tr>
<td>MAC 146</td>
<td>Media Aesthetics</td>
<td>3</td>
</tr>
<tr>
<td>STC 135</td>
<td>Principles of Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>STC 259</td>
<td>Introduction to Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td>JRN 201</td>
<td>Reporting and News Writing I</td>
<td>3</td>
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<tr>
<td>STC 262</td>
<td>Empirical Research Methods</td>
<td>3</td>
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<tr>
<td>STC 359</td>
<td>Strategic Communication Planning</td>
<td>3</td>
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<tr>
<td>STC 339</td>
<td>Introduction to Organizational Communication</td>
<td></td>
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<tr>
<td>STC 431</td>
<td>Persuasion Theory and Research</td>
<td></td>
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<tr>
<td>STC 437</td>
<td>Advocacy in Contemporary America</td>
<td></td>
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<tr>
<td>MAC 446</td>
<td>Media Globalization</td>
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</tr>
<tr>
<td>MAC 461</td>
<td>Gender, Sexuality and Media</td>
<td></td>
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<tr>
<td>STC 436</td>
<td>Intercultural Communication</td>
<td></td>
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Communication and Issues of Diversity:
Select one of the following: 3
- STC 239 Theories of Communication
- STC 339 Introduction to Organizational Communication
- STC 437 Advocacy in Contemporary America

Communication and Media Elective:
Select one of the following: 3
- AMS 303 Consumer Culture
- AMS 305 American Icons
- JRN 301 Journalism Law and Ethics
- MAC 209 Advertising in Consumer Culture
- MAC 215 Media History
- MAC 325 Social Media Cultures
- MAC 353 Audience Studies
- MAC 355 Media Technology & Culture
- MAC 443 Media Economics
- MAC 445 Electronic Media Policy and Regulation

Select any MAC, JRN, or STC course at 200-level or above

Creation and Practice

Advanced Writing Requirement:
Select one of the following: 3
- MAC 213 Writing for Media
- MAC 258 Copywriting for Electronic Media

Select any JRN course at 300-level or above

Advanced Media Practice Requirement:
Select one of the following: 3
- JRN 316 Editing and Design
- MAC 353 Audience Studies
- MAC 425 Inside Hollywood
- MAC 426 Inside Washington
- MAC 443 Media Economics
- STC 439 Advanced Organizational Communication
- STC 499 Inside New York or Inside Chicago

Senior Experience

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<tr>
<td>STC 459</td>
<td>Advanced Public Relations ¹</td>
<td>3</td>
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Total Credit Hours 39

¹ May also use special topics as approved by chair or CDA.

Note: Students seeking the Bachelor of Arts in Strategic Communication meet the College of Arts and Science writing in the major requirement by completing the following course: JRN 201.