

# Strategic Communication- Bachelor of Arts

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

The major in Strategic Communication prepares students for communication- and media-related careers in a range of corporate, non-profit, and public service fields. Students specialize in analyzing and influencing cultural trends and crafting messages on behalf of organizations, policies, brands, products, and social causes. This major equips students with the essential skills in communication, research, and campaign design to thrive as independent thinkers and creative and ethical problem solvers in a rapidly changing industry. Students explore strategic communication as dynamic arrangements of technologies, institutions, and individual practices, understanding how campaigns circulate alongside diverse cultural forms, across media platforms, and in a global and multicultural society.

## Program Requirements

(39 semester hours; plus a minor, co-major, or second major)

The Strategic Communication major requires students to choose and complete a minor/co-major/second major. No more than 9 credit hours from a co-major/major or 6 credit hours from a minor may also count toward the completion of the Strategic Communication program requirements—regardless of inside or outside of MJF. Students majoring in Strategic Communication cannot major in Communication Studies through the College of Liberal Arts and Applied Science.

Code	Title	Credit Hours
<b>Core Courses</b>		<b>18</b>
JRN 102	Precision Language for News Writing <sup>1</sup>	
MJF 105	Media, Culture and You	
MJF 146	Foundations of Production	
MJF 205	Introduction to Comm & Tech	
STC 135	Principles of Public Speaking	
STC 262	Research Methods <sup>2</sup>	
<b>Campaign Sequence</b>		<b>9</b>
STC 259	Foundations of Campaign Design	
STC 359	Advanced Strategic Communication Writing <sup>3</sup>	
STC 459	Strategic Communication Campaigns <sup>4</sup>	
<b>Advanced Diversity and Inclusion</b>		<b>3</b>
Select one of the following:		
FST 206	Diversity and Culture in American Film	
FST 282	Sexualities and Film	
MAC 212	Media, Representation, and Society	
MAC 446	Media Globalization	
MAC 461	Gender, Sexuality and Media	
STC 236	Intercultural Communication	
<b>Electives</b>		<b>9</b>
Select three of the following:		
ATH 345	Global Media Ethnography	

JRN 310	Topics in Journalism Studies
JRN 316	Editing and Design
JRN 313	True Stories in Sound: Digital Audio Journalism
JRN 314	Digital Video Reporting
JRN 318	Advanced Storytelling in Journalism
JRN 333	International Journalism
JRN 350	Specialized Journalism
JRN 412	Data Journalism
JRN 418	Critical Writing in Journalism
MAC 309	Advertising in Consumer Culture
MAC 325	Social Media Cultures
MAC 344	Sound and Music in Media Cultures
MAC 351	Media Ethnography
MAC 353	Audience Studies
MAC 355	Media Technology & Culture
MAC 358	Working in Media
MAC 362	Advertising and the Attention Economy
MAC 443	Media Industries and Economics
MJF 301	Media Law and Ethics
MJF 405	Practicum in Media Literacy and Leadership
STC 311	Communication in Everyday Life
STC 331	Branding in Politics
STC 340	Internship
STC 421	Managing Crisis & Reputation
STC 422	Trendsetters & Coolchasers
STC 431	Persuading Audiences
STC 437	Media, Advocacy & Social Change
STC 450	Topics in Communication
Any Media, Journalism & Film "Inside" Program. Only one may count toward the nine elective hours.	
MAC 425	Inside Hollywood
MAC 426	Inside Washington
STC 478	Inside New York City- Study Away
STC 482	Inside Chicago
Other Journalism Electives Requiring JRN 201 Prerequisite	
JRN 303	Multimedia Journalism
JRN 313	True Stories in Sound: Digital Audio Journalism
JRN 314	Digital Video Reporting
JRN 350	Specialized Journalism
JRN 412	Data Journalism
JRN 418	Critical Writing in Journalism

**Total Credit Hours 39**

<sup>1</sup> Or JRN 201 before Fall 2021.

<sup>2</sup> Prerequisite: STA 261.

<sup>3</sup> Meets MP & CAS-W Advanced Writing requirements. Prerequisite: JRN 102.

<sup>4</sup> Prerequisite: STC 359 and STC 262.

**Note:** Students seeking the Bachelor of Arts in Strategic Communication meet the Miami Plan Advanced Writing and the College of Arts and Science writing in the major requirement by completing the following course: STC 359. Independent Studies (STC 177, STC 277, STC 377, and STC 477) do not fulfill any specific Strategic Communication curriculum requirement, but may fill one elective with advisor or CDA approval.