

Bachelor of Arts in Strategic and Corporate Communication

The B.A. in Strategic and Corporate Communication emphasizes an evidence-driven approach to advance an organization's mission, services and vision through persuasive messaging. This approach involves a rigorous application of communication theory and practice. The goal is to train students to gather evidence relevant to organizational or corporate goals, design and communicate effective messages and analyze the data associated with the outcomes. Students will learn to deploy theory-driven strategic messages in organizational and corporate settings, including for-profit, non-profit and government organizations. The competencies obtained apply to a broad variety of industries and settings.

Program requirements

- Substitutions for required courses are not permitted without approval of the Director of Undergraduate Studies.
- Majors must maintain a GPA of 2.500 or higher in the major. All courses in the major must be taken for a letter grade with a "C" or higher.
- To enroll in 300 level courses for COM and SCC, students require a minimum of grades in: SCC 100 (B-), SCC 295 (C) or be enrolled in SCC 295 as a co-requisite.
- To enroll in 400 level courses for COM and SCC, students require a minimum of grades in: SCC 100 (B-) and SCC 295 (C). Other prerequisites as noted on the course description.

Students are strongly encouraged to consult with an advisor to construct a sequence of study.

requirements (33 credits)

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| SCC 100 | Introduction to Strategic and Corporate Communication | 3 |
| COM 151 | Mass Communication | 3 |
| ECON 200 | Principles of Microeconomics | 3 |
| SCC 200 | Message Design I | 3 |
| COM 210 | Theories of Persuasion | 3 |
| COM 211 | Intercultural Communication | 3 |
| SCC 295 | Research Methods for Strategic and Corporate Communication..... | 3 |
| SCC 305 | Marketing Through the Communicator's Lens | 3 |
| COM 310 | Business and Professional Communication | 3 |
| SCC 498 | Senior Seminar in Strategic and Corporate Communication..... | 3 |

one of the following (3 credits)

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| COM 490 | Independent Internship..... | 3 |
| INTI 490A | International Internships via International Studies Abroad | 3 |
| SCC 491 | Student-Faculty Research/Creative Activity..... | 3 |
| SCC 499 | Individual Study | 3 |

electives (12 credits)

four upper division COM or SCC courses (12 credits)

total credits..... 45