

STRATEGIC COMMUNICATION MAJOR (B.S.)

Purpose

The purpose of the strategic communication major is for students to learn to develop effective audience specific cross-platform strategic communication campaigns. This prepares them for careers in advertising, social media management, integrated marketing, communications, digital promotion and interactive marketing, among others.

Program Learning Outcomes

The student will be able to:

- Utilize strategic communication while maintaining a Christian worldview.
- Develop effective, audience appropriate cross-platform strategic communication campaigns.
- Evaluate strategic and tactical communication practices.

Programs of Study

Delivery Format: Residential and Online

- Strategic Communication (B.S.) - Social Media Management - Online
- Strategic Communication (B.S.) - Social Media Management - Resident
- Strategic Communication (B.S.) - Strategic Communications - Online
- Strategic Communication (B.S.) - Strategic Communications - Resident

Career Opportunities

- Advertising manager
- Communication manager
- Customer relationship manager
- E-Business specialist
- Public relations manager
- Social media marketing manager
- Web strategies specialist