

STRATEGIC COMMUNICATION ONLINE DEGREE

Degree Requirements - 120 credit hour degree requires:

30 credits hours
Marquette Core Curriculum

12 credit hours
College Requirements

48 credit hours
Major Requirements

30 credit hours
General Electives

Major Courses

60 Credit Hours

In addition to the courses listed below, students must also complete 30 elective credits and fulfill the requirements of the [Marquette Core Curriculum](#). Students should first complete 1000- and 2000-level courses before taking advanced courses at higher levels.

College Requirements

COMM 1000

Foundations of Human Connection
3 credit hours

COMM 1100

Professional Communication
3 credit hours

COMM 1200

Media and Society
3 credit hours

COMM 2500

Introduction to Communication Research Methods
3 credit hours

ADPR Courses

ADPR 2200

Media Writing
3 credit hours

ADPR 4300

Emerging and Social Media in a Dynamic Marketplace
3 credit hours

ADPR 4350

Social Media Analytics and Measurement
3 credit hours

BUAD Course

BUAD 2100

Accounting/Finance Non-Business
3 credit hours

CMST Courses

CMST 2000

Small Group Communication
3 credit hours

CMST 3200

Organizational Communication
3 credit hours

CMST 4230

Managerial Communication
3 credit hours

MATH Course

MATH 1700

Modern Elementary Statistics
3 credit hours

STCM Courses

STCM 2400

Business Essentials for Strategic Communication
3 credit hours

STCM 4800

Ethics and Corporate Social Responsibility
3 credit hours

Choose one of:

HURE 3001

Management of Human Resources
3 credit hours

MANA 3001

Behavior and Organization
3 credit hours

PURE Courses

PURE 1800

Public Relations Principles
3 credit hours

PURE 3600

Public Relations Writing
3 credit hours

PURE 3800

Public Relations Strategies
3 credit hours

PURE 3850

Crisis Communication and Reputation Management
3 credit hours

Choose one of:

ADPR 4600

International Advertising and Public Relations
3 credit hours

ADPR 4750

Strategic Communication in a Diverse Marketplace
3 credit hours

CMST 4140

Intergenerational Communication
3 credit hours

CMST 4410

Intercultural Communication
3 credit hours

STRATEGIC COMMUNICATION ONLINE DEGREE

Overview

Chairperson: Kati Tusinski Berg, Ph.D.

Academic Advisor: Scott C. D'Urso, Ph.D.

The Strategic Communication [online] major prepares graduates for professional success by studying contemporary issues at the intersection of advertising, public relations, and digital communication. The curriculum is designed to develop skills related to strategic communication and the development of data-driven strategic planning to manage organizational relationships with stakeholders and to create effective messages for organizational success.

The program integrates theoretical perspectives on strategic communication with practical project-based approaches leading to creative strategic problem solving. Students develop an understanding of data analytics, business acumen, and ethical decision-making to position them for success in the ever-changing industry that is strategic communication.

Strategic Communication [Online] Major

A total of 60 credits of course work are required for completion of the major in strategic communication. In addition to the major courses listed below, students must also complete 30 elective credits and fulfill the [requirements of the Marquette Core Curriculum](#).

No minor is required of students accepted into the Strategic Communication [online] program.

ADPR 2200 - Media Writing, 3 cr. hrs.

ADPR 4300- Emerging and Social Media in a Dynamic Marketplace, 3 cr. hrs.

ADPR 4350 - Social Media Analytics and Measurement, 3 cr. hrs.

BUAD 2100 - Accounting and Finance Fundamentals for Non-business Majors, 3 cr. hrs.

COMM 1000 - Foundations of Human Connection, 3 cr. hrs.

COMM 1100 - Professional Communication, 3 cr. hrs.

COMM 1200 - Media and Society, 3 cr. hrs.

COMM 2500 - Introduction to Communication Research Methods, 3 cr. hrs.

CMST 2000 - Small Group Communications, 3 cr. hrs.

CMST 3200 - Organizational Communication, 3 cr. hrs.

CMST 4230 - Managerial Communication, 3 cr. hrs.

HURE 3001 - Management of Human Resources **-or-**
MANA 3001 - Behavior and Organization, 3 cr. hrs.

MATH 1700 - Modern Elementary Statistics, 3 cr. hrs.

PURE 1800 - Public Relations Principles, 3 cr. hrs.

PURE 3600 - Public Relations Writing, 3 cr. hrs.

PURE 3800 - Public Relations Strategies, 3 cr. hrs.

PURE 3850 - Crisis Communication and Reputation Management, 3 cr. hrs.

Choose one of the following:

ADPR 4600 - International Advertising and Public Relations, 3 cr. hrs.

ADPR 4750 - Strategic Communication in a Culturally Diverse Marketplace, 3 cr. hrs.

CMST 4140 - Intergenerational Communication, 3 cr. hrs.

CMST 4410 - Intercultural Communication, 3 cr. hrs.

Full course descriptions are available via the College of Communication section of the Undergraduate Bulletin.

Strategic Communication Courses

STCM 2400 - Business Essentials for Strategic Communication, 3 cr. hrs.

To have a voice or seat at the table and maximize their full value, a strategic communicator must be able to speak the language and understand business goals, issues, and trends. Students will learn the essentials of financial statements and terminology, the stock market, public companies, and more—all with an eye on how this knowledge helps them do their jobs better as communication professionals.

STCM 4800 - Ethics and Corporate Social Responsibility, 3 cr. hrs.

This course explores various approaches to ethical decision-making and applies them to diverse aspects of strategic communication in professional settings. Students will be exposed to a variety of ethical perspectives in theoretical contexts and will learn to apply these theoretical concepts to professional situations. It also analyzes the range of public debates about the social responsibilities of corporations.