

BACHELOR OF ARTS IN COMMUNICATION

STRATEGIC COMMUNICATION



OLD DOMINION
UNIVERSITY

Department of Communication and Theatre Arts

SELECT YOUR MAJOR IN COMMUNICATION (24 HOURS MINIMUM)

Eight of the ten courses required for the degree must be your major. One-half of all department requirements must be completed at the 300-400 level. You must earn a grade of C (2.00) or better in all Major courses.

CORE COURSES 9 HOURS

COMM 200S Intro to Human Communication
COMM 260 Understanding Media

COMM 335W Rhetorical Criticism
OR

COMM 445 Communication Analysis & Criticism

FOUNDATIONS Choose 3 courses

COMM 303 Intro to Strat COM
COMM308W Strat COM Writing
OR

COMM478 Principles of Media
Marketing/Promotion

COMM 490 Advanced Strat COM
OR

COMM 368 Internship with a Strat COM Firm/
Department (with approval of director)

FOUNDATIONS: CHOOSE THREE COURSES

You are strongly encouraged to review the course description and prerequisites in the University Catalog for all classes into which you wish to enroll. Failure to do so may lead to problems in registering for classes.

APPLIED THEORIES: CHOOSE FIVE COURSES

APPLIED THEORIES Choose 5 courses

COMM 309 Media Relations
COMM 310 Strat COM Campaigns
COMM 323 Leadership & Events Management
COMM 333 Persuasion

COMM 336 Field Study in Strategic
Communication

COMM 395/495 Special Topics
(with approval of director)

COMM 403 Strat COM in Crisis Communication
COMM 404 Strat COM & Emergency

Management
COMM 445 Communication Analysis and
Criticism (with approval of director)

COMM 454 Strat COM Case Studies

COMM 455 Critical Analysis of Journalism
OR

ENGL 383 Digital Journalism

COMM 456 Organizations and Social Influence

COMM 457 Market Research

COMM 460 Social Marketing

COMM 472 New Media Topics: Theory & Practice

COMM 484 Strategic Media Design & Production

COMM 491 Communication and Activism

COMM 494 Entrepreneurship & Strat COM

MKTG 402 Consumer Behavior

SPECIAL TOPICS CLASSES

Special Topics in Communication courses (Comm 395, 396, 495) and Communication Tutorials courses (COMM 497) may be included in a given concentration when and where appropriate. Special topics can be counted as Applied Theory classes with a major only with permission from the program director.

INTERNSHIPS & PRACTICA

Students may apply only three (3) credit hours of COMM 368 Internship toward the major in Communication. In addition, students may apply only six (6) credits total from the following

classes toward the major:

COMM 367 Cooperative Education

COMM 368 Internship

COMM 369 Research Practicum

COMM 469 Communication
Education Practicum

SPECIAL TOPICS

INTERNSHIPS & PRACTICA ELECTIVES

COMMS ELECTIVES OPTIONS

A COMM elective may be any COMM class that is NOT in a student's major:

COMM 103R • COMM 112R • COMM
195/196 • COMM 225 • COMM

270A • COMM 271 • COMM 272G •

COMM 280T • COMM 295 • COMM

304 • COMM 307 • COMM 321 •

COMM 324 • COMM 325 • COMM

331 • COMM 332 • COMM 337 •

COMM 341 • COMM 349 • COMM

354 • COMM 356 • COMM 357 •

COMM 364 • COMM 365 • COMM

366 • COMM 367 • COMM 369 •

COMM 370 • COMM 382 • COMM

453 • COMM 461 • COMM 469

COMMUNICATE your intent to graduate in the semester PRIOR TO the semester when you are aiming to graduate.

Minimum total number of hours to graduate is 120.

GRADUATION APPLICATION DEADLINES:

May graduation – Nov. 30

Aug. graduation – Feb. 28

Dec. graduation – June 30

**FOR MORE INFORMATION:
Contact Your Advisor**

www.odu.edu/commtheatre/academics

CAREER POSSIBILITIES: Publicity Manager, Advertising Manager, Marketing Specialist, Lobbyist, Corporate Public Affairs Specialist, Account Executive, Development Officer, Media Analyst, Media Planner, Creative Director, Digital Strategist, Social Media Director, News Writer, Public Opinion Researcher

BACHELOR OF SCIENCE IN COMMUNICATION

STRATEGIC COMMUNICATION

SELECT YOUR MAJOR IN COMMUNICATION (24 HOURS MINIMUM)

Eight of the ten courses required for the degree must be your major. One-half of all department requirements must be completed at the 300-400 level. You must earn a grade of C (2.00) or better in all Major courses.

FOUNDATIONS Choose 3 courses

COMM 303 Intro to Strat COM
COMM308W Strat COM Writing
OR

COMM478 Principles of Media
Marketing/Promotion

COMM 490 Advanced Strat COM
OR

COMM 368 Internship with a Strat COM Firm/
Department (with approval of director)

CORE COURSES 9 HOURS

COMM 2005 Intro to Human Communication
COMM 260 Understanding Media
COMM 302 Research Methods I

FOUNDATIONS: CHOOSE THREE COURSES

You are strongly encouraged to review the course description and prerequisites in the University Catalog for all classes into which you wish to enroll. Failure to do so may lead to problems in registering for classes.

APPLIED THEORIES: CHOOSE FIVE COURSES

APPLIED THEORIES Choose 5 courses

COMM 309 Media Relations
COMM 310 Strat COM Campaigns
COMM 323 Leadership & Events Management
COMM 333 Persuasion
COMM 336 Field Study in Strategic
Communication

COMM 395/495 Special Topics
(with approval of director)

COMM 403 Strat COM in Crisis Communication
COMM 404 Strat COM & Emergency
Management

COMM 445 Communication Analysis and
Criticism (with approval of director)

COMM 454 Strat COM Case Studies

COMM 455 Critical Analysis of Journalism
OR

ENGL 383 Digital Journalism

COMM 456 Organizations and Social Influence

COMM 457 Market Research

COMM 460 Social Marketing

COMM 472 New Media Topics: Theory & Practice

COMM 484 Strategic Media Design & Production

COMM 491 Communication and Activism

COMM 494 Entrepreneurship & Strat COM

MKTG 402 Consumer Behavior

SPECIAL TOPICS CLASSES

Special Topics in Communication courses (Comm 395, 396, 495) and Communication Tutorials courses (COMM 497) may be included in a given concentration when and where appropriate. Special topics can be counted as Applied Theory classes with a major only with permission from the program director.

INTERNSHIPS & PRACTICA

Students may apply only three (3) credit hours of COMM 368 Internship toward the major in Communication. In addition, students may apply only six (6) credits total from the following classes toward the major:
COMM 367 Cooperative Education
COMM 368 Internship
COMM 369 Research Practicum
COMM 469 Communication Education Practicum

SPECIAL TOPICS

INTERNSHIPS & PRACTICA ELECTIVES

COMMS ELECTIVES OPTIONS

A COMM elective may be any COMM class that is NOT in a student's major:
COMM 103R • COMM 112R • COMM 195/196 • COMM 225 • COMM 270A • COMM 271 • COMM 272G • COMM 280T • COMM 295 • COMM 304 • COMM 307 • COMM 321 • COMM 324 • COMM 325 • COMM 331 • COMM 332 • COMM 337 • COMM 341 • COMM 349 • COMM 354 • COMM 356 • COMM 357 • COMM 364 • COMM 365 • COMM 366 • COMM 367 • COMM 369 • COMM 370 • COMM 382 • COMM 453 • COMM 461 • COMM 469

COMMUNICATE your intent to graduate in the semester PRIOR TO the semester when you are aiming to graduate.

Minimum total number of hours to graduate is 120.

GRADUATION APPLICATION DEADLINES:

May graduation – Nov. 30

Aug. graduation – Feb. 28

Dec. graduation – June 30

FOR MORE INFORMATION:
Contact Your Advisor

www.odu.edu/commtheatre/academics

CAREER POSSIBILITIES: Publicity Manager, Advertising Manager, Marketing Specialist, Lobbyist, Corporate Public Affairs Specialist, Account Executive, Development Officer, Media Analyst, Media Planner, Creative Director, Digital Strategist, Social Media Director, News Writer, Public Opinion Researcher