

BA in Public Relations & Strategic Communication CONCENTRATIONS



Corporate Communication

COMM-300 Interpersonal Communication
 COMM-310 Public Speaking
 COMM-401 Communication Law
 COMM-447 Multicultural Strategic Communication Campaigns
 COMM-496 Collaboration & Team Communication
 COMM-521 Opinion Writing
 COMM-533 Ethics in Strategic Communication
 COMM-539 International Strategic Communication
 COMM-541 Crisis Communication
 COMM-542 Media Relations
 COMM-552 Social Media Strategies and Tactics
 COMM-573 Visual Strategies in Public Relations



Health, Science & Environ. Communication

COMM-496 Collaboration & Team Communication
 COMM-533 Ethics in Strategic Communication
 COMM-540 Social Marketing
 COMM-541 Crisis Communication
 COMM-580 Strategic Health Communication
 COMM-589 Communication, Culture and the Environment



Social Change & Advocacy Communication

COMM-447 Multicultural Strategic Communication Campaigns
 COMM-512 Social Documentary
 COMM-533 Ethics in Strategic Communication
 COMM-539 International Strategic Communication
 COMM-540 Social Marketing
 COMM-551 Grassroots Digital Advocacy
 COMM-552 Social Media Strategies and Tactics
 COMM-564 Documentary Storytelling for Social Change
 COMM-596 Digital Storytelling for Strategic Communication



Political Communication

COMM-327 The PR Presidency
 COMM-509 Politics and the Media
 COMM-521 Opinion Writing
 COMM-531 Political Communication
 COMM-533 Ethics in Strategic Communication
 COMM-541 Crisis Communication
 COMM-542 Media Relations
 COMM-543 Speechwriting
 COMM-551 Grassroots Digital Advocacy
 COMM-552 Social Media Strategies and Tactics
 COMM-579 Political Advertising
 Presidential Election Courses



Lifestyle & Culture Communication

COMM-447 Multicultural Strategic Communication Campaigns
 COMM-533 Ethics in Strategic Communication
 COMM-536 Entertainment Communication
 COMM-537 Sports Communication
 COMM-539 International Strategic Communication
 COMM-540 Social Marketing
 COMM-541 Crisis Communication
 COMM-552 Social Media Strategies and Tactics
 COMM-573 Visual Strategies in Public Relations
 COMM-596 Digital Storytelling for Strategic Communication



Digital Strategies

COMM-105 Visual Literacy
 COMM-330 Principles of Photography
 COMM-365 Digital Media and Culture
 COMM-533 Ethics in Strategic Communication
 COMM-551 Grassroots Digital Advocacy
 COMM-552 Social Media Strategies and Tactics
 COMM-573 Visual Strategies in Public Relations
 COMM-596 Digital Storytelling for Strategic Communication

** Please note that these concentrations will not be listed on diplomas, transcripts, or your degree audit.
 They are an ideal way for students to develop areas of expertise
 and showcase that expertise on their resume, online portfolios, LinkedIn profiles, etc.

Please talk to your SOC Academic Advisor about how COMM-X96 Selected Topics courses (COMM-X96) will apply to your concentration