

Strategic Communication Undergraduate Roadmap

Freshman

PBRL 1010
Fundamentals of Strategic Communication and Public Relations

ADVT 1940
Introduction to Marketing Communications

MDST 2100
Media Literacy

MDST 1050
Media Writing

POLT 1070
Introduction to Political Theory

SPCM 1280
Interpersonal Communication

Sophomore

SPCM 2400
Persuasion

MDST 2200
Ethics in the Media

ANSO 2060
Culture and Communication

ADVT 2350
Introduction to Visual Communications for Advertising and Public Relations

PBRL 2400
New Media Messaging

MDST 2800
Media, Diversity and Society

PBRL 2920
Writing for Public Relations

PBRL 2800
Organizational Internal Communication

Junior

PBRL 4300
Crisis Communications and Issues Management

MDST 4200
Media Research

MNGT 3500
Marketing

MNGT 3510
Advertising

PBRL 3600
Public Relations Case Studies, U.S. and Global

MDST 4950
Practicum

MDST 3260
Global Media Practice

SPCM 3500
Presentations for Media Professionals

SPCM 3600
Rhetoric

Senior

SPCM 4500
Conflict Resolution

Required Courses 100 ECTS

MDST 4500
Political Communications

SPCM 4600
Communication Theory

Degree electives 64 ECTS

MDST 3300 Media Law, Ethics, and Policy

MDST 3599
Independent Study

Practical Applications:
MDST 4950 and MDST 3599, 16 ECTS

MDST 4110
Digital Culture & Media

Global Citizenship Program 44 ECTS

MDST 4620
Senior Thesis

Free Electives 16 ECTS

PBRL 4250
Media Relations

PBRL 4960
Global Strategic Communication Campaigns

Successful graduates of this program will be able to:

- Demonstrate knowledge of the fundamental theories and ethical best practices of strategic communication.
- Apply the acquired knowledge, skills and research methods to the completion of an original thesis in strategic communication.
- Gain exposure to global connectivity and interactivity through the exploration of corporate, social and political environments across borders.
- Apply current communication and media technologies to address clients' problems related to advocacy and/or reputation management.