

STRATEGIC COMMUNICATION

The Bachelor of Science in Strategic Communication program combines the study of human communication with a focus on the ways individual organizations can develop a cohesive and purposeful communication strategy. Students learn theories of communication while gaining practical skills—writing, data analysis, leadership—that will help advance their career and meet organizational needs.

Degrees Offered

- Strategic Communication, BS (<https://catalogs.northwestern.edu/sps/undergraduate/strategic-communication/strategic-communication-bscs/>)

Strategic Communication Courses

COMM_ST 205-DL Theories of Persuasion (1 Unit)

Survey of major theories that explain how to change another person's attitudes and behaviors. Applications to persuasion within a variety of contexts, including relationships, organizations, legal campaigns, and the mass culture.

COMM_ST 225-DL Communication and Culture (1 Unit)

How the concept of "culture" is constituted and disseminated through practices, processes, and mechanisms of "communication." Theories of myriad forms of mediation (interpersonal, off- and online, popular, and mass-mediated) shaping our relationships with ourselves and the world around us are covered.

COMM_ST 250-DL Team Leadership and Decision Making (1 Unit)

Theories and research relating to communication in small groups and group decision making.

COMM_ST 360-CN Theories of Organizational Communication (1 Unit)

Theories and research dealing with communication in formal organizations and institutions.

COMM_ST 392-DL Global Culture, Commerce, and Communication (1 Unit)

Examination of current topics and events to familiarize students with the cultural dimensions of globalization and the critical importance of culture and communication in understanding the globalized world.

COMM_ST 394-DL Research Seminar (1 Unit)

Small seminars in research topics led by different members of the department faculty. Students complete a research paper on a topic related to the seminar theme.

Prerequisite: completion of COMM_ST 294-CN First Year Seminar is recommended.

COMM_ST 395-DL Topics in Communication Studies (1 Unit)

Topics vary. May be repeated for credit with different topic.

COMM_ST 261-DL Introduction to Corporate Strategic Communication (1 Unit)

Exploration of modern corporate communication environment and why it requires an integrated approach to strategic communication.

MKTG 320-DL Brand Management (1 Unit)

In this dynamic brand management course, you'll explore the importance of brands, and learn about core branding components and brand equity. Topics will include integrated marketing, branding in the digital era of social media, long-term brand management, crisis communication, personal branding, and the impact of AI. You will engage in practical exercises, current case studies, and discussions to apply your learning to real-world brand management scenarios. Whether your future lies

in marketing, business management, or entrepreneurship, this course provides a strong foundation for navigating the evolving world of brand management.

MKTG 370-DL Introduction to Public Relations (1 Unit)

Public relations is a core management function for every type of organization, whether public or private. Public relations spans a wide range of marketing disciplines including media relations, corporate reputation, community affairs, issues/crisis management, investor relations, and government affairs. PR is one of the primary tools used to reinforce a company's brand and support its competitive position. Students learn the essential components of an effective PR strategy; how to evaluate and manage outside PR counsel; essentials of media relations and crisis management; and how to draft PR messages.

ORG_BEH 301-DL Organization Behavior (1 Unit)

Examination of aspects of organizations from an integrated perspective, including how the formal organization, culture, people and work can all connect to transform inputs to outputs. Emphasis on understanding individual differences as the foundation of our interpersonal and managerial effectiveness.

ORG_BEH 307-DL Leadership Principles (1 Unit)

This course introduces the theory and practice of leadership: the capacity to mobilize group resources to affect fundamental change in organizations. Topics include understanding organizations as complex social systems; the difference between leadership and managerial authority; navigating the politics of competing factions within organizations to achieve shared goals; emotional intelligence and the role of building and maintaining relationships of trust to drive optimal performance and continuous improvement; and the role of leadership in creating an environment in which risk-taking and innovative solutions are encouraged, learned from, and rewarded. The classroom, as well as students' experiences, will serve as foundational learning and ultimately become case studies in leadership.

ORG_BEH 310-DL Organizational Change (1 Unit)

In-depth investigation of the forces driving organizational change and their impact on people and structure.

ORG_BEH 391-DL Topics in Management: (1 Unit)

Topics vary. May be repeated for credit with different topic.

COMM_ST 201-DL Research Methods in Communication Studies (1 Unit)

Evaluation of the quality and meaning of social scientific research; principles of effective research put into professional practice.

COMM_ST 352-DL Social Network Analysis (1 Unit)

Use of social network analysis to understand the growing connectivity and complexity in the world around us on different scales, ranging from small groups to the web.

MKTG 350-DL Market Research (1 Unit)

This course will introduce students to marketing research and the marketing research process. Students will examine the fundamental concepts and techniques used in marketing research and learn the value of marketing research with respect to decision-making in marketing and in business. During this 10-week course, we'll discuss problem formulation, research design, survey design, sampling, data collection, and data analysis as well as how to effectively present the data and insights uncovered during the marketing research process. We'll also explore qualitative and quantitative research methods, primary and secondary research, exploratory and causal research, and data visualization techniques. Throughout the course, students will gain

hands-on experience in conducting, analyzing, and presenting both qualitative and quantitative research.

SOCIOL 226-DL Sociological Analysis (1 Unit)

Logic and methods of social research, qualitative and quantitative analysis of social data, and ethical, political, and policy issues in social research. Foundation for further work in social research.