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