

STRATEGIC COMMUNICATIONS, BS

Contact

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Program Description

The Strategic Communications BS degree, provided by the S.I. Newhouse School of Public Communications at Syracuse University, offers a comprehensive and contemporary undergraduate education through an exclusive online platform. This program caters to students seeking to advance their education, fostering an interdisciplinary approach to communication. The Strategic Communications program combines essential courses from public relations, advertising, and visual communications, forming a foundational curriculum rooted in broader communication principles. This curriculum covers crucial aspects like data-driven insights, ethics, storytelling, and theoretical applications.

The primary objective of delivering this program online is to extend the exceptional educational offerings of Newhouse to non-traditional students who are unable to participate in on-campus classes. This approach ensures that a wider range of learners can benefit from the academic excellence Newhouse is renowned for.

Major Requirements

Code	Title	Credits
Major Requirements		
BPS 144	Orange Immersion	2
STC 101	Writing and Grammar for Strategic Communicators	1
STC 108	Introduction to Media	3
STC 118	Multimedia Production for Communications	3
STC 206	Fundamentals of Strategic Communications	3
STC 207	Graphic Design for Strategic Communicators	3
STC 214	Writing for Strategic Communications	3
STC 319	Digital Analytics for Strategic Communications	3
STC 345	Media, Ethics and Social Responsibility	3
STC 348	Principles of DEIA in Communications	3
STC 401	Foundations of Media, Content and Planning	3
STC 402	Trends and Tech in Media	3
STC 411	Advanced Media Production	3
STC 425	Strategic Communications Campaign	3
STC 501	Fundamentals of Communications Law	3
Required Minor		
Students are required to choose one minor from the following choices in the College of Professional Studies.		18
Creative Leadership (https://coursecatalog.syracuse.edu/undergraduate/professional-studies/creative-leadership-minor/)		
Knowledge Management (https://coursecatalog.syracuse.edu/undergraduate/professional-studies/knowledge-management-minor/)		
Project Management (https://coursecatalog.syracuse.edu/undergraduate/professional-studies/project-management-minor/)		
Liberal Arts Requirements		

The Liberal Studies Core gives a foundation in writing, language or quantitative skills, humanities, social science, natural science, and critical reflections. It draws upon lower-division courses in the College of Arts and Sciences.

Other online liberal arts courses can be used to satisfy these requirements under the guidance of the program.

Basic Writing

WRT 105	Studio 1: Practices of Academic Writing	3
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Writing Intensive

HST 111	Early Modern Europe, 1350-1815	3
or HST 112	Modern Europe: Napoleon to the Present	

Global Requirement/Writing Intensive

ANT 185	Global Encounters: Comparing World Views & Values Cross-Culturally	3
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Foreign Language or Quantitative Skills

Students will take two courses from the options below. 8

Note: Students need to take a sequence in either language or quantitative skills.

SPA 101 & SPA 102 & SPA 201	Spanish I and Spanish II and Spanish III	
MAT 121 & MAT 122	Probability and Statistics for the Liberal Arts I and Probability and Statistics for the Liberal Arts II	
MAT 221 & MAT 222	Elementary Probability and Statistics I and Elementary Probability and Statistics II	

Humanities

Select two of the following: 6

ENG 107	Living Writers	
HST 111	Early Modern Europe, 1350-1815	
HST 112	Modern Europe: Napoleon to the Present	
REL 101	Religions of the World	
REL 103	Religion and Sports	

Natural Sciences

Select one of the following: 3

CHE 103	Chemistry in the Modern World	
CHE 113	Forensic Science	
GEO 155	The Natural Environment	

Social Sciences

Select two of the following: 6

ECN 101	Introductory Microeconomics	
ECN 102	Introductory Macroeconomics	
PSC 121	American National Government and Politics	
PST 101	An Introduction to the Analysis of Public Policy	
PSY 205	Foundations of Human Behavior	
PSY 374	Social Psychology	
SOC 101	Introduction to Sociology	
SOC 102	Social Problems	

Liberal Arts Electives

Select nine additional courses from the liberal arts options offered online. 27

University Requirement

FYS 101	First Year Seminar	1
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Total Credits 120

Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)