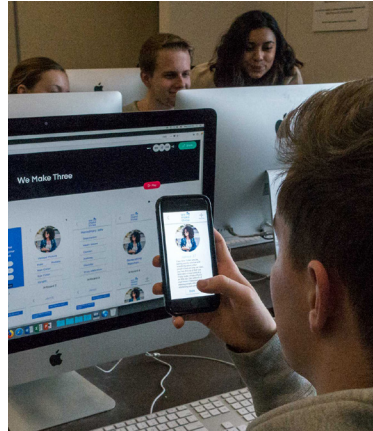


Strategic Communication



Generate ideas and solve problems. Explore how organizations use strategic and creative advertising, public relations, and media design to accomplish their communication goals.

The Department of Advertising, Public Relations and Media Design offers a BS in Strategic Communication.



College of Media, Communication
and Information

UNIVERSITY OF COLORADO **BOULDER**

WHAT MAKES US DIFFERENT

Strategic communication students work on client-based, real-world campaigns. You will take classes from and network with industry professionals, scholars and artists.

- Compete and network on a national stage, including at The One Club's prestigious Young Ones Student Awards showcase held annually in New York City, and at the National Student Advertising Competition.
- Meet professionals through our chapter of the Public Relations Student Society of America (PRSSA).
- Stand out by developing a strong portfolio and industry connections while specializing in one of three undergraduate tracks:

Advertising | Students in this track can focus on strategic or creative advertising.

- Strategic: Learn principles of brand building, audience engagement, research and creative strategy development.
- Creative: Focus on the development of smart and rewarding messages that can be used across all media.

Public relations | Learn to work effectively with news organizations, create content for traditional and emerging media platforms, build relationships with multiple stakeholders, and manage public relations campaigns.

Media Design | Learn how to apply design thinking and design practices for social media strategies, packaging design, app development and user experience to amplify strategic communication initiatives.

Sample courses:

Art Direction Seminar | Brand Solutions | Communication Platforms | Concept Design | Consumer Insights | Copywriting Seminar | Digital Storytelling for PR | Portfolio Development | PR Strategy and Implementation | Story Design | Strategic Writing for PR | Visual Design

Career possibilities for strategic communication graduates:

Account manager | Account planner | App designer | Art director | Copywriter | Digital advertising specialist | Digital producer | Event planner | Interaction designer | Media planner/buyer | Public information officer | Publicist | Public relations writer/editor | Social media manager | User experience strategist

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