

# 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 and through the Public Relations Society of America (PRSA) Bateman Competition.
- Get real-world insights from regular PRSA chapter meetings.
- Develop a strong portfolio and industry connections while specializing in one of three undergraduate tracks:

**Advertising** | Learn principles of brand building, audience engagement, research and creative strategy development.

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

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### 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 Communication Capstone | 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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