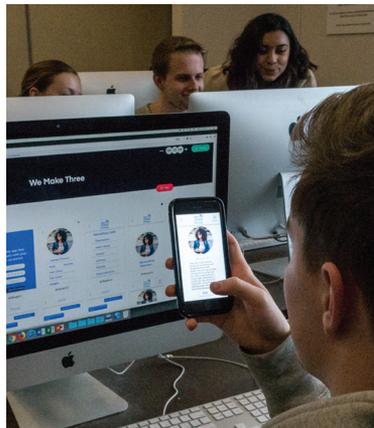


Strategic Communication



Generate ideas and solve problems through a process grounded in analytical and creative thought and expression. Explore how organizations use strategic and creative advertising along with public relations 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 projects. You will take classes from, and network with, industry professionals, scholars and artists—not only in our department, but throughout the college, university and beyond.

- Hands-on classes provide opportunities to work with local brands and nonprofits on real campaigns.
- 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.
- Learn from, and network with, 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:

Strategic advertising | Explore ways to strategically build brands and engage audiences across multiple media platforms. Prepare for careers that combine account and media management with research design and execution, data analysis and 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 public relations campaigns.

Creative advertising | Help consumers understand their choices and make decisions by developing smart and rewarding messages. Build a portfolio that showcases your talent as an art director or copywriter, and prepare for leadership roles in a constantly evolving media landscape.

Sample courses:

Account Management | Communication Platforms | Concepting | Content Strategy and User Engagement | Crisis Communication | Design for Digital | Portfolio | Social Media Strategies | Social Strategies for PR | Story Design | Strategic Communication Analytics | Strategic Planning for PR | Strategic Writing for PR

Career possibilities for strategic communication graduates:

Account manager/planner | Art director | Brand manager | Copywriter | Digital advertising specialist | Media planner/buyer | Public information officer | Public relations writer/editor | Research analyst | Social media manager

bit.ly/cmci-aprd