

# STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN INTEGRATED MARKETING COMMUNICATION

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## PROGRAM LEARNING OUTCOMES

### Strategic COMMUNICATION and Media - INTEGRATED MARKETING COMMUNICATION, BS

- **Targeted Materials:** Produce appropriately targeted media materials in a variety of formats.
- **Understand the Roles of Marketing Tools:** Understand the role of public relations, advertising, and other promotional marketing tools in the integrated marketing communication mix.
- **Strategic Campaigns:** Demonstrate the ability to develop a research-based strategic integrated marketing communication plan tailored to a designated consumer profile.

## STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data.

## RELATED LINKS

Strategic Communication and Media - Integrated Marketing Communication, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-integrated-marketing/>)

Strategic Communication and Media Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/communication/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)