

STRATEGIC COMMUNICATION AND MEDIA

Programs

Majors

- Strategic Communication and Media, Bachelor of Arts (BA) (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/strategic-communication-media-ba/>)
- Strategic Communication and Media, Bachelor of Science (BS) - Concentration in Advertising (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/strategic-communication-media-bs-concentration-advertising/>)
- Strategic Communication and Media, Bachelor of Science (BS) - Concentration in Digital Media Production (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/strategic-communication-media-bs-concentration-digital-media-production/>)
- Strategic Communication and Media, Bachelor of Science (BS) - Concentration in Health Communication (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/strategic-communication-media-bs-concentration-health-communication/>)
- Strategic Communication and Media, Bachelor of Science (BS) - Concentration in Integrated Marketing Communication (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/strategic-communication-media-bs-concentration-integrated-marketing-communication/>)
- Strategic Communication and Media, Bachelor of Science (BS) - Concentration in Multimedia Journalism (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/strategic-communication-media-bs-concentration-multimedia-journalism/>)
- Strategic Communication and Media, Bachelor of Science (BS) - Concentration in Public Relations (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/strategic-communication-media-bs-concentration-public-relations/>)

Minors

- Communication - Graphic Design, Minor (Art Majors Only) (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/communication-graphic-design-track-art-majors-minor/>)
- Strategic Communication and Media, Minor (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/strategic-communication-media-minor/>)

Certificates

- Global and Intercultural Communication, Certificate (<https://catalog.sru.edu/undergraduate/business/strategic-communication-media/global-intercultural-communication-certificate/>)