



STRATEGIC COMMUNICATION

TRACK OUTCOMES

Students in the Strategic Communication Track will be prepared for careers in public relations, social media, content marketing, advertising, nonprofit and internal marketing communications.

- Students will develop flexible skills in strategic thinking, research and data analysis, project management and planning, writing, and multimedia production.
- Throughout the track, students will learn to develop creative communication that reaches diverse audiences and helps organizations meet their goals.

BUILD YOUR SKILLS

Hone your strategic communication in skills in small, hands-on classes that focus on key professional areas.

Choose **two Writing/Storytelling** classes. You'll take Strategic Communication Writing, then one other class from options like Content Marketing, Political Public Relations, and Multimedia Narratives.

Choose **two Designing/Producing** classes, from options like Graphic Design, Photography, Video Production, and Audio Production.

In your **Capstone** class, you'll bring all your skills together to create professional-quality media for a client or publication.



Cindy Garcia '18

Communications Manager
at the ACLU of Iowa

"I am part of a small communications department, so I often take various roles like being a writer, editor, videographer, and photographer. This means I'm never bored and constantly challenged to grow and evolve."

SHARPEN YOUR SKILLS

Engage in experiential learning and extracurricular opportunities.

Fulfill your **SCRIPT** requirement with opportunities like taking a community-engaged course, creating content for clients with the Adler Agency, or studying abroad in Italy with CIMBA.

Participate in student media, student organizations and internships.

SECOND AREAS OF STUDY

Potential second areas of study:

- Event Management
- Nonprofit Leadership and Philanthropy
- Marketing
- Public Health
- Psychology
- Sport and Rec Management
- Entrepreneurial Management

CAPSTONE COURSES

Capstone classes Strategic Communication include:

- Advanced Strategic Storytelling
- Strategic Communication Campaigns
- Multimedia Production for Publication

EXTRACURRICULAR ACTIVITIES

You can choose to:

- Join the Public Relations Student Society of America (PRSSA)
- Work with nonprofit clients with the Coralville Media Collaborative
- Join the American Advertising Federation Student Division
- Complete an internship