

STRATEGIC COMMUNICATION

What is it?

This multidisciplinary minor demonstrates how strategic communication works in a variety of industries, exposing students to the core foundation of **strategic communication as a process that involves communication, graphic design, and finance**. Students will use their foundational experiences to analyze and examine specific areas of communication (e.g. corporate communications).



Why do it?

The communication industry presents many **opportunities to integrate multiple areas of learning**. This minor prepares students for the reality that, in the **growing 21st century workforce**, there are few jobs that have no communication components to them.



Who is it for?

The Strategic Communication minor targets students from **across multiple majors**. **STEM majors** who do not have a focus on discourse, critical thinking in the humanities, or critique and practice in design and the arts as part of their major might be particularly interested in this minor. **Non-STEM majors** might also be interested in this minor as it will complement their own majors' curriculum.

Pathways Core Concepts

- 1f - Foundational Discourse
- 1a - Advanced Discourse
- 3 - Reasoning in the Social Sciences
- 5f - Foundational Quantitative and Computational Thinking
- 6 - Critique and Practice in Design and the Arts

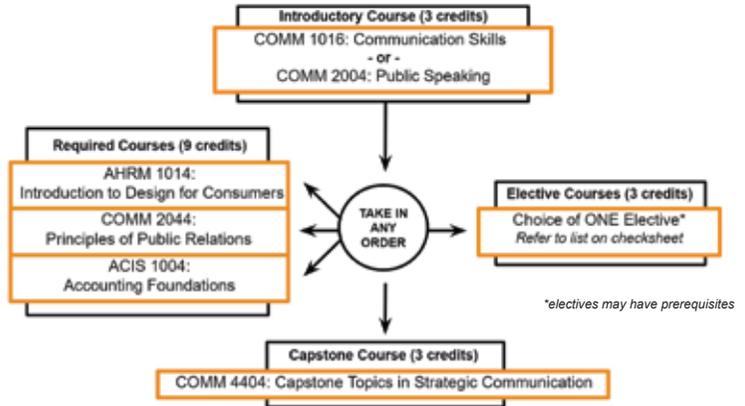
Pathways Integrative Concepts

- Ethical Reasoning
- Intercultural and Global Awareness

PATHWAYS MINORS STRATEGIC COMMUNICATION

Requirements

The 18-credit Strategic Communication minor requires 4 foundational Pathways courses, an upper level elective course in the minor, and a capstone course (3 credits each).



Required courses

COMM 1016: Communication Skills* *-or-* COMM 2004: Public Speaking

COMM 2044: Principles of Public Relations

AHRM 1014: Introduction to Design for Consumers

ACIS 1004: Accounting Foundations

COMM 4404: Capstone Topics in Strategic Communication

* prerequisite: COMM 1015

Elective courses

Students complete the 3 remaining elective credits by choosing from an approved list of upper level courses in the minor. For a complete list of elective courses, consult the checklist at <https://registrar.vt.edu/graduation-multi-brief/index1.html>.



Use foundational experiences in interdisciplinary courses to examine and analyze the process of strategic communication. Explore issues in specific areas of communication through upper level communication courses. Participate in a capstone experience that is limited to students in the minor. Engage with students who share the same foundational course experiences but have differences in their upper-level elective courses in the minor.

www.pathways.prov.vt.edu/minors

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