

STRATEGIC COMMUNICATION, B.A.

Program Learning Outcomes

Students who complete the Strategic Communication program will be able to:

1. Learn basic theory and application or performance skills about and within the discipline of communication.
2. Use communication competently in a variety of complex environmental and social contexts.
3. Participate in the disciplines of communication in the collective community around them.
4. Display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.
5. Demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages.

Code	Title	Units
Required Courses		
BST 3004 (B,C,J,L, Biblical Perspectives (GE)		4
CMT 1010	Foundations in Communication (GE)	3
CMT 1090	Elements of Interpersonal Communication	3
CMT 2000	Media and Society	3
CMT 2020	Small Group Communication	3
CMT 2050	Communication and Culture	3
CMT 2065	Investigating Communication	3
CMT 3030	Persuasion	3
CMT 3040	Organizational Communication	3
CMT 3045	Communicating Leadership	3
CMT 3080	Strategic Communication	3
CMT 3090	Public Relations	3
CMT 4000	Digital Communication	3
CMT 4021	Communication Internship	3
CMT 4040	Advanced Strategic Communication	3
Total Units		46