

# STRATEGIC COMMUNICATION

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## Overview

**Degrees Offered:** AAS

**Program Begins:** Fall, Spring, Summer

**Delivery Method:** Online, On Campus

**Phone:** 701-224-5486

**Email:** bsc.has@bismarckstate.edu

## Description

The Associate of Applied Science (AAS) program in Strategic Communication focuses on preparing students for careers in communication, media, and digital technologies. The program is designed to provide both practical skills and theoretical knowledge in various communication fields, such as public relations, social media, journalism, marketing, and digital media.

## Preparation

Students should have an interest in communication, business, marketing, public relations, and working with people.

## Requirements

Students who complete the curriculum requirements receive an Associate in Applied Science in Strategic Communication.

## Program Pathways

The Associate in Applied Science degree may stack into the following Bachelor of Applied Science degree:

- Integrated Marketing and Communication

## Career Opportunities

Media and communication workers are up over 50%. The average is 28.5% increase in all areas. There are over 4,000 job openings in the region. In the USA, there are over 152,000 job openings with an overall increase of over 34%.

## Degree Plans

- Strategic Communication Associate in Applied Science

## Program Learning Outcomes

Upon graduation, Strategic Communication students will be able to:

- Apply communication strategies in a variety of professional contexts, including business, media, and interpersonal communication.
- Develop oral communication skills for presentations, interviews, and media interactions.
- Analyze and critically evaluate media messages, advertisements, and news for accuracy and objectivity.
- Integrate marketing communication strategies into business operations.