

Strategic Communication

Bachelor of Arts

2024-2025

General Areas of Service:

Strategic Communication is a flexible, highly valued degree. Students majoring in Strategic Communication learn skills in multimedia advertising, fundraising, media and technical writing, public relations, and digital and print publishing. They are prepared for careers in advertising, print and visual media (including social media managers), public relations, as well as being writers and/or editors for corporate, non-profit, and healthcare communications. Graduates of this program are well prepared to enter the workforce or continue their education in graduate program.

Professional Training:

Students graduate with a variety of highly employable job skills making them attractive for entry into advertising, corporate and nonprofit communication, journalism, marketing, media, and public relations jobs.

Denominational Opportunities:

Opportunities exist within SDA universities, conference offices, and for college teaching. Strategic Communication students who aspire to edit a major church magazine or serve as a conference or union communication secretary would be advised to also complete a major in religion. A Ph.D. is typically essential for employment as a college or university professor.

Job Outlook:

According to the Bureau of Labor Statistics (BLS), “Employment in media and communication occupations is projected to grow 6 percent from 2021 to 2031, about as fast as the average for all occupations, and will result in about 114,300 new jobs. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.” (See www.bls.gov)

Earnings: In their May 2023 salary survey, the Bureau of Labor Statistics reports the median annual wage for public relations specialists was \$66,320 and for business, professional, labor, political, and similar organizations earned \$53,850. The need for organizations to maintain their public image will continue to drive employment growth. (See www.bls.gov)

Note: Before graduation, all students must complete a senior project.

DEPARTMENT OF COMMUNICATION

Canaday Technology Center
(509) 527-2832

Websites

[Walla Walla University](#)
[University Bulletin](#)

[Department of Communications](#)

Faculty

Chair
[Nancy Semotiuk](#)

Advisor

[Nancy Semotiuk](#)

Professional Organizations

[American Society of News Editors](#)

[News Media Alliance](#)

[International Association of Business
Communicators](#)

[Public Relations Society of America](#)

[National Communication Association](#)

[Society of Adventist Communicators](#)

Suggested Degree Path

TOTAL CREDITS REQUIRED: 192 cr. GENERAL STUDIES REQUIREMENTS: 60 cr. [See the Undergraduate Bulletin for Details](#)

The chart below details one suggested path a student may take to complete a bachelor's degree in Strategic Communication.

All B.A. degrees require a minor

Cognates are listed in *italics*.

Freshman Year

Fall Courses	Hours
Essentials of Filmmaking (COMM/VISF 135)	4
College Writing I (ENGL 121)	3
General Studies	9
Total	16

Winter Courses	Hours
Creativity & Innovation (COMM 148)	3
College Writing II (ENGL 122)	3
General Studies	10
Total	16

Spring Courses	Hours
Media and Culture (COMM 145)	4
Fundamentals of Speech Comm. (SPCH 101)	4
General Studies	8
Total	16

Sophomore Year

Fall Courses	Hours
Media Writing (JOUR 245)	4
Foreign Language	4
Graphic Design Studio I (GRPH 124)	4
General Studies	4
Total	16

Winter Courses	Hours
Foreign Language	4
Research Writing (ENGL 223)	3
General Studies	9
Total	16

Spring Courses	Hours
Copy Editing (JOUR 247)	3
Foreign Language	4
Principles of Photography (VISD 156)	3
Graphic Design Studio II: Digital Imaging (GRPH 136)	4
General Studies	2
Total	16

Junior Year

Fall Courses	Hours
Public Relations (PREL 481)	4
Colloquium (COMM 495)	0
Communication Theory (COMM 475)	3
General Studies	9
Total	16

Winter Courses	Hours
Communication Law and Ethics (COMM 357)	4
Digital Writing (JOUR 315)	4
Communication Research I (COMM 496)	3
Colloquium (COMM 495)	0
General Studies	5
Total	16

Spring Courses	Hours
Social Media Strategies (JOUR 349)	3
Social and Spiritual Influences through Media (COMM 360)	3
Communication Research II (COMM 497)	1
Colloquium (COMM 495)	0
General Studies	9
Total	16

Senior Year

Fall Courses	Hours
Senior Project (COMM 487)	1
Colloquium (COMM 495)	0
General Studies	15
Total	16

Winter Courses	Hours
*Internship (COMM 490)	0
Colloquium (COMM 495)	0
General Studies	16
Total	16

Spring Courses	Hours
Publication Dsg. & Editing (PREL 451)	4
Colloquium (COMM 495)	0
General Studies	12
Total	16

* Offered even years only

- Offered odd years only

*Minimum of 120 Hours

*[COMM 495](#): Six Colloquiums Required