

STRATEGIC COMMUNICATIONS, MINOR

Learn to apply knowledge of social influence, market analysis and the role of advertising in the free enterprise system, among many other communication strategies, with a minor in strategic communications from Saint Louis University. Graduates of this program will be able to enhance their technological literacy through the use of professionally appropriate software programs and communication technologies.

As part of SLU's School for Professional Studies, this 24-credit program offers you a flexible online option to meet your personal career goals. It can be combined with any major toward completion of a bachelor's degree.

Requirements

Code	Title	Credits
Required Courses		
CMMK 1210	Public Speaking in Org. Life	3
CMMK 3010	Strategic Digital Communication	3
CMMK 3250	Strategic Communication Across Professional Settings	3
CMMK 3500	Ethics in Professional Communication	3
CMMK 3650	Professional Communication Between Cultures	3
CMMK 4150	Public Relations Principles and Practices	3
CMMK 4270	Advertising Principles and Practices	3
CMMK 4500	Persuasion in Professional Communication	3
Total Credits		24

Continuation Standards

Students must maintain a minimum 2.00 GPA.

Contact Us

Apply for Admission (<https://www.slu.edu/online/becoming-a-student/apply.php>)

For additional admission questions please call (314) 526-2825 or email sps@slu.edu.