

# STRATEGIC COMMUNICATIONS, B.A.

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**Begin Campus:** World Campus

**End Campus:** World Campus

## Program Description

The Strategic Communications online degree, to be offered via the World Campus, explores the theories, methods, and tools used to structure persuasive messages. The major includes an overview of strategic communications principles and concepts that sets the stage for more advanced studies. Students learn about research and analytic techniques used to design and implement effective communication campaigns that are delivered via traditional and new media options. The use of digital technology and social media is emphasized. The program examines the dynamics of the political, legal, social, and cultural environments that interact to define a communication task or problem. Students also learn techniques to benchmark and evaluate the effectiveness of strategic communications programs and understand how they apply to internal and external constituencies. Students studying strategic communications will refine their critical thinking skills and explore the nature and source of the information message content, medium of delivery, and evaluation of the impact of the message on targeted groups. This program will be accredited by the Accrediting Council on Education in Journalism and Mass Communication.

## What is Strategic Communications?

The bachelor's degree in strategic communications explores a number of disciplines needed for developing and delivering effective content. These include generating an impactful, relatable message, selecting the best communication channels for proper message distribution, and evaluating communication efforts against established goals and benchmarks. Students have the opportunity to study psychology, statistics, law, research, and other disciplines that can be used to build a strong foundation for effective communication for any company or organization.

## You Might Like This Program If...

- You're a professional who wants to advance your career in strategic communications.
- You are looking to change to a communication-related career.

Strategic Communications offers an ideal course of study if you want to work in a dynamic environment, gathering and analyzing information to create targeted, comprehensive communication strategies to advance your organization's objectives.

MORE INFORMATION ABOUT STRATEGIC COMMUNICATIONS (<https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-strategic-communications-bachelor-of-arts-degree/>)