

Integrated Strategic Communications (BA)

This program is offered by the School of Communications/ Communications and Journalism Department and is only available at the St. Louis main campus.

Program Description

The Integrated Strategic Communications degree is specifically designed to integrate the critical strategies and tactics of advertising and public relations. Students study all forms of communications including traditional mass media, digital, social, and mobile media executions. Creative strategies, strategic writing, and data analytics drive skills development in crafting persuasive messaging.

In today's fast-paced and evolving communications field, the lines between traditional advertising and public relations have blurred. Employers require communications professional skilled in all areas of content creation and message delivery across **owned media** (websites, social media channels, online blogs and email campaigns), **earned media** (on-line mentions, shared content, reposts and reviews) and **paid media** (traditional and online paid advertising).

Integrated Strategic Communications focuses on many different audiences including customers, stakeholders, employees and associated partners. The program focuses on integrating communications across all messaging channels available to an organization.

This degree is designed for students who are interested in creating and advancing communications that help organizations strategically deliver advertising, public relations, employee, and stakeholder communications to advance their objectives.

Learning Outcomes

Successful graduates of this program will be able to:

- Analyze an organization's strategic communication opportunities across owned, earned, and paid media channels.
- Create multi platform marketing communication programs to address defined goals, measurable objectives leveraging strategies and tactics to engage specific target audiences.
- Act strategically in weighing communication options and provide objective based recommendations to solve communication challenges and opportunities.
- Communicate industry terminology, theories, data, best practices, and principles to present and support their work.
- Demonstrate interpersonal and organizational skills to conduct themselves with professionalism in project management, client relationships, portfolio development,

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