

MG 220 - Foundations of Strategic Communication

3 Credit Hours

Advertising, Public Relations, Social Media, and Owned Media...mass communication between groups and institutions using these channels has expanded greatly in the 21st century. Leaders and managers in business, government, and the nonprofit world now depend on Strategic Communication to inform and persuade key audiences and markets when it comes to advancing their own organizational goals and objectives. This course provides a solid introduction to the key components of Strategic Communication along with instruction on audience selection, use of specific media, and tradecraft.