



**Communication  
and Emerging Media**  
University of South Carolina Aiken

## **New Certificate in Strategic Communication**

**Total Required Cred Hours—12 Hours**

Core Course requirements (**6 credit hours**):

- **COMM A332 Writing Across the Media I**
- **COMM A325 Principles of Advertising**

**-OR-**

- **COMM A328 Principles of Public Relations**

Then pick two courses from the following (**6 credit hours**):

- **COMM A324, Integrated Marketing Communication**
- **COMM A325** (if not already taken)
- **COMM A328** (if not already taken)
- **COMM A329, Crisis Communication**
- **COMM A345, Workplace Communication**
- **COMM A376, Visual Communication I**
- **COMM A460, Science Communication**
- **COMM A480, Organizational Communication**

### **Important Info:**

Please note that if you are a Communication or Emerging Media Major only 50% of the above courses can also count toward your BA degree core program requirements. C or higher required in all courses to successfully complete.