

COMMUNICATING STRATEGICALLY PATHWAY

Overview

The *Communicating Strategically* Pathway focuses on the skill of narrative framing and persuasive communication across platforms. Successfully conveying one's own ideas and evaluating the communication of others is necessary for personal and professional effectiveness. *Communicating Strategically* prepares students to craft persuasive, ethical narratives that shape public understanding and drive collective action. Through the courses in this Pathway, students learn the deliberate use of one's own expressiveness, language, and voice to influence audiences across communal and professional domains with strategic outcomes in mind.

Majors restrict Pathway Certificates to encourage a breadth of skills-development beyond their program. A Communicating Strategically Pathway Certificate may be earned within a major as a **second certificate** for students in the following majors:

Art and Design (BFA)
 Communication and Media Studies (BA)
 English (BA)
 Nursing (BS)
 Sustainability Studies (BA)
 Theatre Arts (BA)

Degree Requirements

Course	Title	Credits
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In all walks of life, it is necessary to convey one's own ideas effectively to others and to critically evaluate others' communications to oneself. Communicating Strategically prepares students to craft persuasive, ethical narratives that shape public understanding and drive collective action. It also facilitates understanding and application of the clear, effective and deliberate use of one's own expressiveness, language, and voice. Grounded in rhetorical analysis, media literacy, and institutional awareness, this pathway trains students to influence audiences across communal and professional domains with strategic outcomes in mind.

Pathway Certificate Requirements 15-16

To attain a Pathway certificate in Communicating Strategically, students must complete 15-16 credits from the following list of courses, including at least two courses at the 3000 level or higher from this list:

AG 2100	Design Software Basics (TECO)
AG 2300	Typography
AG 3450	History of Graphic Design (WRCO)
AG 3800	Publication Design (QRCO)
AG 4200	UX/UI: Digital Identity
AH 1150	Art History Foundations: Prehistory to 1400 (GACO)
AH 1160	Art History Foundations: 1400-1940
AH 3000	Contemporary Art Since 1940 (GACO,WRCO)
AH 3735	Gender, Representation, and the Visual Arts (DICO)
CJ 3475	Communication for Law Enforcement
CM 2000	Studies in Communication and Media (TECO)
CM 2405	Public Speaking

CM 3095	Technical Communication (TECO,WRCO)
CM 3645	Communication Theory (WRCO)
CM 3675	Journalism in the Digital Age (TECO,WRCO)
CMDI 2100	The Digital Imagination (CTDI)
CS 2010	Computing Fundamentals (TECO)
CS 3720	Systems Analysis and Design
CSDI 1200	Web Expressions (CTDI)
EN 3125	Advanced Composition
EN 3135	Non-Fiction Workshop
ENDI 2105	The Story (SSDI)
ENDI 2235	Creating Arguments (CTDI)
ENDI 2400	The Manifesto: Changing Our World (CTDI)
ESP 4200	Natural Hazards: Science and Policy
FR 3135	Advanced French Composition (WRCO)
GEDI 2400	Mapping Our World: Creating Realities (CTDI)
LIDI 2455	Creating Language (CTDI)
NR 4111	The Language and Culture of Health Care
SAL 3280	Professional Selling Skills I
SP 3220	Advanced Spanish Composition (WRCO)
SP 3330	Spanish Conversation, Phonetics, and Phonology
SU 3333	Environmental Humanities (WRCO)
TH 2260	Voice and Diction I
TH 3210	Script Analysis
TH 3270	Voice and Diction II
TH 3340	Writing for Performance (Topics)

Total Credits

15-16