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Strategic Communication: Advertising and Public Relations

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College of Liberal Arts
Degree Type(s)
B.A.
Link to major's website
Degree requirements

Studies in Strategic Communication prepares students for careers in advertising, public relations, and corporate, non-profit, health, and advocacy communications. Students develop the tools that are essential to public relations and advertising careers and learn to craft messages and campaigns about product, brand, company, services, and information across multiple media platforms.

Strategic Communication provides students with skills in writing, strategic messaging and teamwork that are transferable to a wide range of careers.

The College of Liberal Arts Advantage: More Than a Major

When you study Strategic Communication at the University of Minnesota, you gain the added advantage of a College of Liberal Arts education. At CLA, the liberal arts mean you get more than just a degree in one major or another; it means you will be exposed to different areas of study, to different ways of thinking and learning. In fact, the liberal arts teach you how to learn—how to ask the right questions, how to problem solve, and how to innovate. The liberal arts prepare students for the complexities of our world, because here at CLA you will study not just, say, politics or art but also where politics and art intersect, where science and ethics intersect, where economics and the environment intersect.

Meet Our Students
Erika Hermanson just completed an internship in San Francisco with Vyrill Inc. “I found it very satisfying,” Erika writes, “to be able to apply the knowledge I had gained from my courses throughout the academic year to real-life situations, and see the terms discussed in class come to life in a professional setting.”

Read more about Erika's story, and learn more about our undergraduate program.
Elizabeth Brunette found a communications internship with Wells Fargo in Minneapolis. “I gained so much confidence through this internship, and my team was absolutely wonderful in their willingness to mentor me and encourage me,” Elizabeth writes. “I realized that I am capable of juggling a lot of projects, working on short deadlines, and delivering a product that is worth publishing. The confidence I gained will definitely impact how I approach my assignments and interactions with classmates, professors, and employers. I know I am able to achieve high standards, and this will help me both in class and in my job search after college.”

Read more about Elizabeth's story.

Student Experiences

Internships: Gain Valuable Experience in the Twin Cities and Beyond
Did you know? CLA Career Services has its very own internship reflection course! Students taking an internship can use this course to reflect on ways that their work experience is preparing them for successful careers - and receive credit for the work.

Learning Abroad: Prepare to Lead in a Global Economy

“I urge every student to make learning abroad a top priority. Nothing comes close to matching the adventure, intellectual growth, and preparation to live and work in an increasingly interdependent global community. You might forget the names of professors but you’ll never forget how learning abroad changed your life.”
— Albert R. Tims, Director, School of Journalism and Mass Communication

Read more about the value of learning abroad for Strategic Communication majors, and learn more about our study abroad opportunities.

Undergraduate Research: Turn Curiosity into New Knowledge

Research and outreach serve a vital role in the mission of the Hubbard School of Journalism & Mass Communication. Mass communication research centers on how people use the media and its effects on society. This research tackles a number of leading issues, including digital innovations, advertising effects, crisis communications, and publishing. Through the Silha Center for the Study of Media Ethics and Law, programming and research focus on freedom and fairness and examine ethical responsibilities and legal rights of the mass media in a democratic society. The School also has robust research facilities, including a focus group room, eye-tracking software, and a mass communication library.

Student Organizations: Find Friends and Grow as a Leader

- Advertising Club
- ADworld
- CLA Business Club
- Collegiate DECA
- National Student Advertising Competition
- Public Relations Society of America (PRSSA)

Meet Our Faculty
Amelia Reigstad, lecturer in strategic communication, was one of three new faculty members to join the HSJMC community in fall of 2018.

Read more about Professor Reigstad's work.

Meet Our Alumni

CLA Graduates: Successful Careers and Purposeful Lives

CLA graduates succeed in many different careers — law, health care, medicine, business, government, teaching, advertising, arts and entertainment, international relations, and more — precisely because they understand how to navigate a complex and interconnected world. As our alumni explain below, “Being a good employee means being curious, and continuing to evolve, and learn, and educate yourself, and I can think of no stronger foundation for doing that than a liberal arts education.

“An education in the liberal arts is a springboard to lifelong career success”
You might also explore

Journalism and Mass Communication
Marketing
Business and Marketing Education
International Business
Management Minor
Leadership Minor

Associated Careers

Account Executives, Account Planners, Public Relations Specialists, Media Planners, Media Buyers, Creative Directors, Market Researchers, Human Resource Specialists

Admission Information

FRESHMAN: Admission information

TRANSFER STUDENTS: Requirements for the College of Liberal Arts

Beyond admission, if you have questions about transferring, the College of Liberal
Arts (CLA) has transfer advisors to help. Please feel free to contact them about any of the topics below:

- Course plans before transferring
- Estimated time to graduation
- Career preparation in CLA
- Getting ready for orientation, if admitted
- Connecting with major/minor departments