BACHELOR OF ARTS IN

Strategic Communication



Mercer University's **Bachelor of Arts in Strategic Communication** equips students with an understanding of communication across interpersonal, organizational, and public contexts. Students will develop the ability to communicate messages responsibly and persuasively for internal and external audiences, and learn how to accurately interpret received messages. Graduates are prepared to pursue careers such as communications specialist, marketing manager, and public relations specialist.

Choose from two optional certificates:

- **Crisis Communication** teaches how to craft messaging relating to an organization's image via public relations.
- **Digital Media Communication** focuses on creating content and communications through dynamically changing digital and social media platforms.

PROGRAM DETAILS

Format: Online, on-campus, or blended combination of online and on-campus courses

Locations: Online, Atlanta, Douglas County, and Henry County

Start Terms: January, March, May, August, and October

Course Length: 8 weeks

professionaladvancement.mercer.edu

MERCER UNIVERSITY

COLLEGE OF PROFESSIONAL ADVANCEMENT

Program of Study

Foundations in Major: 21 hours

COMM 251 Communication and Society
COMM 309 Communication and Information Theory
COMM 330 Elements of Persuasion
COMM 345 Mass Media and Society
COMM 370 Intercultural Communication in a Globalized Society
ORGL 380 Applied Research Methods
COMM 496 Integrated Communication Capstone

Electives in Major (12 hours) OR
Optional Embedded Certificate
(9 hours + 3 hours elective)

A. Crisis Communication Certificate
B. Digital Media Communication Certificate

Total Major Requirements: 33 hours
General Education: 39 hours
Electives: 48 hours
Total Degree Requirements: 120 hours

Students with prior professional experience may have the opportunity to apply to complete a portfolio assessment. Upon completion, review, and approval of the assessment, students may receive a maximum of 12 semester hours of credit.



Admission Requirements

Candidates must have a cumulative grade point average of at least 2.25 (on a 4.0 scale). Applicants may be eligible to transfer credits toward the degree.

REQUIRED APPLICATION MATERIALS INCLUDE:

- High school or GED transcript (if applicable)
- Completed application for admission
- $25 non-refundable application fee ($50 for international students)
- Official transcripts from all previously attended institutions

International applicants should consult the University catalog for additional requirements.

BECOME A DOUBLE BEAR

Special Consideration Program

Students in Mercer's B.A. in Strategic Communication program may be eligible to continue their education through the Special Consideration Program and gain priority admission consideration and a Double Bear Scholarship for eligible graduate programs.

MILITARY FRIENDLY '25-26 GOLD #1 SCHOOL

MILITARY FRIENDLY '25-26 GOLD #1 SPOUSE SCHOOL

GEORGIA'S FIRST MILITARY ORDER PURPLE HEART 1782 OF THE U.S.A. 1932 PURPLE HEART UNIVERSITY

CONTACT US

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