

B.A. Strategic Communication & Leadership | Major Map

2022 GRADUATE CAREER OUTCOMES

Based on information from 100% of graduates

100% Secured Employment

100% Admitted Into Graduate School or Professional Program

POPULAR CAREERS

- **Business:** insurance, realtor, labor relations specialist
- **Management:** information, project, team, operations
- **Marketing Research:** data collector, forecaster
- **Human Resource Management:** recruiter/staffing
- **Consulting:** leadership developer, quality control
- **Public Relations & Marketing:** event coordinator, promoter, sales
- **Media:** writer, editor, copywriter, publisher, social media strategist
- **Nonprofit:** grant writer, volunteer coordinator
- **Law:** prosecutor, defense, mediator, contract
- **Education:** teacher, researcher, training specialist
- **Government:** community affairs, social services

POPULAR EMPLOYERS

Financial institutions, real estate agencies, software & technology companies, market research firms, government agencies, health care organizations, labor unions, sports & entertainment organizations, community centers, school districts, media outlets

SIGNATURE EXPERIENCES

- **Internships**
 - Alzheimer's Association
 - Downtown Sioux Falls, Inc.
 - First PREMIER Bank
 - The Hood Magazine
 - KELOLAND News
 - Lawrence & Schiller
 - Make-A-Wish South Dakota
 - Matt Jensen Marketing
 - Sanford Health
 - Serendipitous Events
 - Washington Pavilion
- **Example Research Topics**
 - The Singing Boys of Sioux Falls: A Strategic Communications Plan
- **Study Away**
 - AU Faculty-Led: From Luther to Lutfisk: 500+ Years of Religious Communication in Germany & Norway



WHY MAJOR IN STRATEGIC COMMUNICATION & LEADERSHIP?

The strategic communication & leadership major is intended for those students who wish to pursue a career in a business field which stresses the importance of strong communication skills. Corporate executives identify strong communication skills as a key element in their professional success. This major combines a core group of classes from each department and produces the background needed to pursue a career in public relations, advertising, human resources or general business.

FIRST YEAR

MIDDLE YEAR(S)

LAST YEAR

EXCEL ACADEMICALLY

- Review SOPHIA and program requirements with your academic advisor.
- Review your degree audit report, and create a plan of study in Academic Planner.
- Enroll in COMM 260: Persuasion.
- Participate in FYS 112 to confirm your major, hear from upper-level students about signature experiences and chart a personalized plan for your engagement.
- Choose or confirm your major(s) or minor(s).

- Explore minors or elective credits that interest you.
- Contact the Student Success Center to declare any second majors or minors.
- Engage in research, and present your work at the annual research symposium.
- Enroll in required major coursework.
- Study away during J-Term, spring break, summer or an entire semester or year.
- Enroll in BSAD 310: Principles of Marketing and COMM 365: Public Relations.

- Apply to graduate no later than Oct. 1, and review the degree audit provided by the Registrar's Office.
- Enroll in COMM 360: Persuasive Campaigns, COMM 310: Communication Theory and any remaining COMM requirements/electives.
- Apply for the departmental honor society, Lambda Pi Eta.
- Enroll in an internship for credit.

ENGAGE & APPLY YOUR LEARNING

- Access your Viking Central account.
- Participate in service learning and campus organizations such as the Public Relations Student Society of America (PRSSA), Business Club or the Union Board of Governors (UBG).
- Explore study-away opportunities at the study-away fairs.
- Create an account in Augie Opportunities.

- Attend the Sophomore Retreat.
- Engage in campus leadership, internships, service and relevant summer employment; especially in marketing, public relations or communication roles.
- Participate in the alumni mentor program.
- Consider elite scholarship opportunities, such as the Fulbright, Rhodes or Truman.
- Earn the Diversity Advocate Certificate.
- Apply for Knight Internship Funds and ASA transportation funds. Pursue elite fellowships.

- Take standardized exams (e.g., GRE, LSAT, MCAT), and share your application to graduate or professional schools with your advisor and CAP specialist for feedback.
- Attend the BIG (Business, Industry and Government) and Teacher Job Fairs.
- Continue to connect with alumni.
- Participate in mock interviews and networking events.
- Complete the career outcome survey to update us of your employment or enrollment in graduate school.
- Join the Augustana alumni community.

CHART YOUR COURSE TODAY!

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