

# STRATEGIC COMMUNICATION

ONLINE AND ON-CAMPUS • ASSOCIATE OF APPLIED SCIENCE



Based on employment trends, career opportunities requiring strategic communication skills are rising and will continue to increase in our communication-dependent society. Over 150,000 job openings today call for strategic communication skills.

## CAREER opportunities

- Marketing Specialist
- Marketing Manager
- Public Relations Specialist
- Social Media Strategist
- Digital Content Strategist
- Marketing Content Specialist

## HANDS-ON LEARNING **WORKFORCE READY.**

### Where strategy meets storytelling.

Prepare for a career in communication, media and digital tech with a degree in Strategic Communication from Bismarck State College. With this associate of applied science degree, you'll build both practical skills and a strong foundation in areas like public relations, social media, journalism, marketing and digital media.

Learn how to blend marketing, advertising and communication strategy to create campaigns that connect. You'll explore branding, consumer behavior, media planning and social media marketing, gaining the tools to craft cohesive, cross-platform messaging that drives results. Whether you're looking to lead PR efforts, manage digital content, or shape a brand's voice, this program will prepare you to thrive in a wide range of industries.

### STACKABLE CERTIFICATE OPTIONS

The Strategic Communication degree is designed to stack seamlessly into BSC's Integrated Marketing and Communication Bachelor of Applied Science degree. You can also apply credits toward certificates in Digital Broadcasting, Applied Communication or Print and Digital Publications, as well as Associate in Applied Science degrees in Integrated Studies or Mass Communication. Looking to transfer? This program also supports pre-professional pathways in Communication Arts or Mass Communication through the Associate of Arts degree.



**STACKABLE  
CERTIFICATES**



**FLEXIBLE  
PATHWAYS**



**\$73.2K MEDIAN  
SALARY**



**bismarckstate.edu**

\*Earning estimates were provided by Lightcast in the spring of 2025

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