

STRATEGIC COMMUNICATIONS, B.A.

Begin Campus: World Campus

End Campus: World Campus

Career Paths

Successful graduates can expand their career opportunities in a variety of fields involving communications, and may have the opportunity to: analyze and manage advertising, public relations, and integrated marketing communications; develop and maintain relationships and communication with an organization's stakeholders; cultivate an organization's image and reputation; set goals and plan projects to help an audience retain a message; and conduct organized communications campaigns to influence the public image of a person or an organization, or to promote a product or initiative with maximum efficiency. Those skills can make graduates a valuable asset for businesses, corporations, government, and nonprofit organizations.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE STRATEGIC COMMUNICATIONS PROGRAM (<https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-strategic-communications-bachelor-of-arts-degree/>)