

What is Strategic Communication?

- Strategic communication is an essential aspect of any large organization – from corporations and businesses to non-profit organizations and educational institutions
- Strategic communication is an umbrella term to describe the activities of disciplines including public relations, management communication, crisis communication, and advertising. However, strategic communication is also increasingly recognized as a developing subfield within communication. As such, it explores the capacity of all organizations—not only corporations, but also not-for-profit organizations (including advocacy and activist groups) and government—for engaging in *purposeful* communication
(<https://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0007.xml>)
- “Strategic communication is a type of communication that includes an agenda and a master plan as per the behavioral preferences of target audiences to fulfill the organization’s mission. Strategic communication is defined as effective message development and delivery by using high levels of planning and audience research as per business objectives to meet organizational goals. It is responsible for managing and channelizing the internal and external communication processes of an organization” --
<https://digiade.com/strategic-communication/>
- Marissa Moran says strategic communications “...means a company is thinking about its communications function as an essential factor in achieving its organization-wide goals”. -- <https://www.forbes.com/sites/forbescommunicationscouncil/2021/09/01/strategic-communications-101-shifting-from-reactive-to-proactive-communications/?sh=f813f9d2fad1>
- “Strategic communication is an in-depth process that considers ‘who you are talking to, why you are talking to them, how and when you will talk to them, what form of communication the content should take and what channels you should use to share it’.” -- <https://www.forbes.com/sites/forbescommunicationscouncil/2021/06/22/five-components-of-a-successful-strategic-communications-plan/?sh=61d35e075813>
- Strategic communication is all about being consistent in your messaging, being precise, and focusing on targets to achieve desired results.

What is the Importance of Strategic Communication?

Some of the key reasons behind the importance of strategic communications are the following:

1. Being strategic entails sending the best message possible through the most appropriate channels, as assessed against well-defined organizational and communications-specific objectives
2. Creating a strategy and plan lays the foundation for achieving a goal and allocating resources to the bigger picture
3. Strategic communication is a concerted communication effort that influences consumers and focuses on product promotion in a commercial application
4. It stresses the organization's priorities and establishes brand recognition. As a result, the reputation and trustworthiness of the company grow
5. It deals with responses to crises, and how organizations can respond to crises in a timely, effective, and skillful manner

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What can Students Learn/Do with a Strategic Communication Degree?

- “Students learn to do and apply research on communication campaigns and messaging; develop multiplatform messaging plans; learn practical skills like data analysis, visualization, and multimedia design; adapt communication needs to speak to a diverse audience; apply persuasive techniques; develop a unique brand voice that can be used in broadcast, digital media, print, and others” – National University, Singapore, <https://www.nu.edu/blog/what-is-strategic-communications/>
- Career paths include the following:
 - Public Relations Specialist
 - Social Media Marketing Manager
 - Communications Officer
 - Research Analyst
 - Communications Director
 - PR/Marketing Specialist
 - Public Information Officer
 - Advertising Executive
 - Event Planner
 - Editor