



Merging Strategic Communication and Journalism

Department of Communication & Theatre Arts

March 2025





WELCOME !



What's on the agenda ?

- You won't be in the new major - how will this impact you?
- Dr. Brendan O'Hallarn – Describing the change
- Journalism Dr. Jeremy Saks – Welcome to Journalism
- Strategic Communication is staying, too - Dr. Steffon Campbell
- ROAR and Senior experience
- More opportunity and students can get involved in ODU PRSSA and Mace & Crown
- How it affects you
- Questions



Introducing:

Dr. Brendan O'Hallarn
Director, Strategic Communication major



Why are we doing this?

- The Program Prioritization Initiative of 2019 recommended the merger
- Dr. Jeremy Saks joined our department in Spring 2023 – but nothing changed at first
- Started working on the merger in early 2024. Takes effect for freshman admits in Fall 2025
- One major – two specializations
 - 1. Strategic Communication
 - 2. Journalism and Public Information
- Hopefully: A more focused education in the discipline students choose, but with exposure to the entire spectrum of Journalism-Strategic Communication education



How is it going to Impact current students ?

- You will graduate with your current degree – BA or BS in Strategic Communication, or BA in Journalism (from English)
- Some new classes; some classes changing names
- The entire new catalog is open to you, even if you won't see it on your degree works
- Take these new classes to meet Applied Theory requirements for your major
- Talk to your adviser! They'll know what is available to you
- One of the things that will be a significantly larger presence in the department is Journalism



Introducing:

Dr. Jeremy Saks
Lead Journalism Faculty



Journalism education at ODU

- Journalism currently in the Department of English
- Students take two required journalism classes, plus at least two more from a list of journalism electives
- The new combined major will feature the same two required classes for the Journalism and Public Information specialization
- But the list of elective classes – available to you all right now, is much larger
- Sport Journalism
- Media Relations
- Multimedia Journalism
- Arts Journalism
- Podcasting
- Some classes will apply to the Strategic Communication specialization



Introducing:

Dr. Steffon Campbell



Benefits of our new combined major

- Strategic Communication students just saw their course offerings in the discipline go up by a lot
- Any journalism class can be counted as a Strategic Communication applied theory – even classes listed only in English (ENGL 486 Media Law & Ethics)
- So many new offerings in Strategic Communication
- Podcasting
- Communication and Activism
- The Advertising Industry
- If you think a class you are considering should apply to your major, talk to your adviser

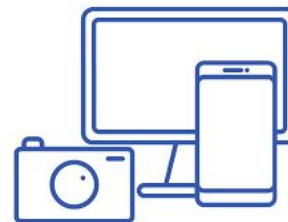


What awaits students with this new major?

- Clarity of offerings can result in a modified, stronger major for our students
- Help organize the major into more defined, recognizable subject areas.
- Provide the impetus to update and create more online course offerings, to better meet the needs of the 31 percent of our students who attend ODU online
- Use the amalgamation of the two complementary disciplines to reimagine professional communication instruction at Old Dominion University.
- The standard Senior Experience classes will still exist



ROAR and Senior Experience





ODU PRSSA and Mace & Crown

- There are extracurricular opportunities for students in our major as well





QUESTIONS ?