STRATEGIC COMMUNICATION
(STC)

STC 102. Graphic Design for Strategic Communication. 3 Credit Hours.
An introduction to the art of visual communication as it relates to advertising design. Students will learn how to use Adobe Photoshop and InDesign as tools for applying basic graphic design techniques used in print and outdoor media. Topics include typography, design principles, art & image manipulation, conceptualization and layout stages, color theory and color reproduction, printing processes, and production
Components: LAB.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 103. Statistical Reasoning For Strategic Communication. 3 Credit Hours.
An introduction to statistical reasoning for advertising and public relations.
Prerequisite: MTH 101. Or ALEKS Score 60+ or 630 Math SAT + or 28 Math ACT+.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 114. Principles of Advertising. 3 Credit Hours.
An introduction to the principles and practice of advertising in a free-market economy. Students will be introduced to several areas of advertising including account planning, creative strategy, media planning, research methods, consumer behavior, and integrated marketing. Emphasis on cultural, social, ethical, and regulatory aspects of advertising.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 116. Principles of Public Relations. 3 Credit Hours.
History, organization, ethics, law, and practice of public relations.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 200. Advertising Strategy Development. 3 Credit Hours.
Introduction to the development of effective advertising strategies. Topics include consumer behavior, attitude development, persuasion tactics, targeting, market segmentation, market analysis, and brand management.
Prerequisite: STC 114.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 201. Public Relations Strategy Development. 3 Credit Hours.
This course introduces students to research-based strategy development and planning at the core of public relations practice.
Prerequisite: STC 116.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 202. Advanced Graphic Design for Advertising. 3 Credit Hours.
This course will delve more deeply into the concepts of graphic design as they relate to the field of advertising. More specifically, this course will touch upon the use of art, illustration, and photography in advertising design. Topics also will include digital imaging, production, and web publishing. Students will learn to use Adobe Illustrator as a tool for designing in both traditional and non-traditional media. This course serves as a foundation for advertising portfolio development.
Prerequisite: STC 102.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 203. Advanced Graphic Design For Public Relations. 3 Credit Hours.
Introduction to graphic design for communication media and use of computer software as layout and design tools. Selection, preparation, and study of design principles and production processes for typography, photography, art work, and white space.
Prerequisites: STC 102.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 231. Advertising Copywriting and Concept. 3 Credit Hours.
Introduction to writing advertising copy across multiple media platforms, including print, outdoor, television, interactive, specialty, and social media.
Prerequisite: STC 114. And JMM 108.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 232. Writing for Public Relations. 3 Credit Hours.
Principles and techniques for the development of creative strategies, concepts, and writing of effective public relations messages for all types of media.
Prerequisites: JMM 108, STC 116 or STC 114 or JMM 102.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 233. Writing for Advertising Account Management. 3 Credit Hours.
Introduction to writing for the business side of advertising. This course will prepare students to write and create comprehensive reports and prepare presentations related to the business of account planning including research, creative strategies, and media planning.
Prerequisite: STC 114. And JMM 108.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 302. Advanced Graphic Design and Photography. 3 Credit Hours.
This course builds upon photography and image manipulation techniques for varied formats in graphic design, including print, outdoor and non-traditional media. Students will create visual messages and focused visual statements, as well as gain an understanding of how to produce complex conceptual images for advertising using Adobe Creative Suite software. Topics will include conceptual thinking, photography, image manipulation, and creative strategy development and execution.
Prerequisites: STC 102 and STC 202 or STC 203.
Components: STU.
Grading: GRD.
Typically Offered: Fall & Spring.
STC 311. Public Relations Research. 3 Credit Hours.
Public relations research techniques focusing on applications of strategic planning, message evaluation, opinion research, and theory testing of public relations programs. Emphasis on qualitative and quantitative methods and data analysis.
Prerequisite: STC 103 OR JMM 285 OR PSY 291 OR PSY 292 OR MAS 201.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 312. Research Methods for Advertising. 3 Credit Hours.
Application of research techniques used in the field of advertising. Students will learn to collect, analyze, and report secondary and primary research findings as they apply to advertising decision-making.
Prerequisite: STC 103 or Requisite: Other Approved Statistics.
Components: LEC.
Grading: GRD.

STC 310. Travel & Tourism. 3 Credit Hours.
Development of tourism and destination promotion strategies and initiatives. Overview of public relations account structures within the tourism industries of airlines, travel destinations, hotels, and others.
Prerequisite: STC 114 Or STC 116 And Junior Standing.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 331. Advanced Copywriting. 3 Credit Hours.
Advanced course in conceptualizing and copywriting advertising campaigns for all media forms, including traditional, digital, social, web, and mobile.
Prerequisite: STC 231.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 332. Advertising Creative Strategy and Execution. 3 Credit Hours.
Development of effective creative campaigns. Students will design advertisements for print, broadcast, interactive, and specialty media that meet specific campaign objectives.
Prerequisite: STC 210. And STC 202. And STC 231.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 333. International and Cross-cultural Advertising. 3 Credit Hours.
This course will explore advertising in a global marketplace. Emphasis will be placed on understanding cultural differences as they relate to international advertising planning, as well as techniques for gathering secondary and primary data on international markets and consumers.
Prerequisite: STC 114.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 330. Travel & Tourism. 3 Credit Hours.
Development of tourism and destination promotion strategies and initiatives. Overview of public relations account structures within the tourism industries of airlines, travel destinations, hotels, and others.
Prerequisite: STC 114 Or STC 116 And Junior Standing.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 329. Social Media Messaging And Strategies. 3 Credit Hours.
This course will examine the utility of major social media platforms as they relate to strategic communication. Topics will include message and campaign development, targeting, engagement, writing across social media platforms, social media management, and analytics.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

STC 328. Media Planning. 3 Credit Hours.
An introduction to the principles and concepts of advertising media planning including media selection, media plan development, forecasting, and budgeting.
Prerequisite: STC 201. STC 233. or JMM 102, JMM 108.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 327. Media Buying and Advertising Sales. 3 Credit Hours.
Students will learn the art of buying media in all categories, as well as how to sell advertising space in these media.
Prerequisite: STC 201. STC 233. or JMM 102, JMM 108.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>STC 390</td>
<td>Art Direction</td>
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<td>This course will teach students art direction skills across multiple media platforms, including print, outdoor, television, interactive and social media.</td>
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<td>Prerequisites: STC 202 or STC 203, STC 231 or STC 232.</td>
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<td>Components: LEC.</td>
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<td>Grading: GRD.</td>
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<td>Typically Offered: Fall &amp; Spring.</td>
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<tr>
<td>STC 401</td>
<td>Seminar in Advertising and Society.</td>
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<td>This course will examine the ethical, persuasive, cultural, societal, and economic effects of advertising, focusing on the theoretical frameworks that explain how advertising works in these arenas.</td>
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<td>Requisite: Junior Standing.</td>
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<td>Components: LEC.</td>
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<td>Typically Offered: Offered by Announcement Only.</td>
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<tr>
<td>STC 412</td>
<td>Public Opinion and Mass Communication.</td>
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<td>An exploration of the formation and role of public opinion in mass communication. Emphasis is placed on its role in advertising and promotion. Topics include the evolution and history of public opinion in American culture, the application of public opinion on attitude formation and persuasion, measurement of public opinion, and propaganda.</td>
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<td>Requisite: Junior Status or Permission of Instructor.</td>
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<td>Components: LEC.</td>
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<td>Grading: GRD.</td>
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<td>Typically Offered: Fall.</td>
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<tr>
<td>STC 416</td>
<td>Public Relations Ethics.</td>
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<td>Ethical concepts and issues pertaining to individuals and society with application to advertising and public relations. Case studies focus on professional and personal ethics based on traditional teaching, modern codes, and other guidelines.</td>
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<td>Prerequisite: STC 116.</td>
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<td>Components: LEC.</td>
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<tr>
<td>STC 423</td>
<td>Crisis Communication And Management.</td>
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<td>This course introduces the student to crisis communication and management from a strategies, theory-based approach steeped in case research from historical cases and business case studies.</td>
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<td>Pre-requisites: STC 116.</td>
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<td>Components: LEC.</td>
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<td>STC 426</td>
<td>Sports, Publicity, &amp; Promotions.</td>
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<td>This course will provide a review, examination and practical application of sports communications, publicity and promotions in strategic communications.</td>
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<td>Requisite: Junior Standing or Higher.</td>
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<td>Components: LEC.</td>
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<td>Grading: GRD.</td>
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<td>Typically Offered: Offered by Announcement Only.</td>
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<td>STC 427</td>
<td>Religion, Communication, &amp; Culture.</td>
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<td>The historical, political, economic, and social dynamics of the convergence of religion, communication, and culture in society.</td>
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<td>Components: LEC.</td>
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<td>Grading: GRD.</td>
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<td>STC 428</td>
<td>Public Relations Management.</td>
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<td>Principles and practice of public relations management in a variety of contexts including agency, consultancy, corporate, and nonprofit.</td>
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<td>Pre-requisites: STC 116.</td>
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<td>Components: LEC.</td>
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<td>Typically Offered: Offered by Announcement Only.</td>
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<td>STC 434</td>
<td>Advertising Campaigns.</td>
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<td>Capstone course in which students develop a full-scale advertising campaign. Students are responsible for conducting secondary and primary research, strategic planning, development of creative executions, planning and executing media selections, and campaign evaluation.</td>
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<td>Components: LEC.</td>
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<td>Grading: GRD.</td>
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<td>Typically Offered: Offered by Announcement Only.</td>
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<td>STC 435</td>
<td>Seminar in PR Measurement.</td>
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<td>This course examines the measures, mechanisms, and necessary considerations for measuring public relations outcomes and communication effectiveness, as well as evaluating the impact of public relations efforts.</td>
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<td>Requisite: STC 311 &amp; Junior.</td>
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<td>Components: LEC.</td>
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<td>Grading: GRD.</td>
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<td>Typically Offered: Offered by Announcement Only.</td>
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<td>STC 436</td>
<td>Public Relations Campaigns.</td>
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<td>The capstone course for seniors in their last year of study. Theory and principles, audience research, strategic planning, and targeted communication are applied in developing a campaign to influence attitudes and behavior on behalf of a real client. A written plan, professional presentation, and teamwork are emphasized.</td>
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<td>Prerequisites: Public Relations Requisites by Track.</td>
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<td>Components: LEC.</td>
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<td>Grading: GRD.</td>
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<td>Typically Offered: Offered by Announcement Only.</td>
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<td>STC 438</td>
<td>Practicum in Advertising.</td>
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<td>Students will work in the advertising field for advanced on-the-job training in their specific area of advertising specialization.</td>
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<td>Prerequisite: STC 380.</td>
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<td>Components: PRA.</td>
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<td>Grading: GRD.</td>
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<td>Typically Offered: Fall, Spring, &amp; Summer.</td>
<td>LEC</td>
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</table>
STC 439. Public Relations Practicum. 1-3 Credit Hours.
Students will work in the public relations field for on-the-job training.
Students must work a minimum of 45 hours per credit earned.
Prerequisite: STC 381. Requisite: Senior Status.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 460. Corporate Communication And Public Relations. 3 Credit Hours.
This course monitors the sociopolitical environment of organizations,
examines managing corporate crises and confrontations, analyzes issues,
formulates organizational and political strategies, develops programs of
advocacy communication and explores constituency communications
and public involvement.
Prerequisite: STC 116. And Requisite: Junior Standing or Higher.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 481. Public Relations Experience Program (Prep). 1-3 Credit Hours.
Develop skills used by professionals in the public relations/media
relations, communications, promotions/marketing and journalism
professions through faculty-supervised hands-on experience in the "field"
with real organizations.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 482. International Public Relations. 3 Credit Hours.
History, theory, and practice of public relations in a global, multi-cultural
environment.
Prerequisite: STC 116. And Requisite: Junior Standing or Higher.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 483. Integrated Marketing Communication. 3 Credit Hours.
An exploration of how brands are built and promoted through the
integration of advertising, public relations, sales promotion, personal
selling, direct marketing, and e-commerce.
Prerequisites: STC 114 or STC 116 or MKT 201.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 488. Digital, Mobile, And Web Media Evaluation. 3 Credit Hours.
Focus on the evaluation of digital, mobile, and web-based advertising
as part of integrated advertising media plans. Topics include audience
estimation, cost-gathering, and evaluation of potential effectiveness.
Prerequisite: STC 388.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

STC 490. Special Topics In Advertising. 3 Credit Hours.
This course subject matter varies according to announced special topic.
See class schedule for details.
Pre-requisite: STC 114 Or Permission of Instructor.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 491. The Business Of Account Management. 3 Credit Hours.
This course will to lead to a stronger understanding of the role of account
management in marketing communication and advertising agencies.
Topics will include advertising agency management, client services, and
financial planning within the agency.
Prerequisite: STC 200 or Requisite: Junior Standing.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

STC 492. Advanced Advertising Creative Development. 3 Credit Hours.
This course will provide an advanced experience in art direction.
Prerequisites: STC 390 or STC 331.
Components: LEC.
Grading: GRD.
Typically Offered: Fall.

STC 493. Special Topics in Public Relations. 3 Credit Hours.
This course subject matter varies according to announced special topic.
See class schedule for details.
Requisite: Junior Status Or Permission of Instructor.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 495. Advertising Management. 3 Credit Hours.
Students will learn to approach advertising problems at both micro and
macro levels from the perspective of a manager in charge of solving such
problems. Emphasis will be on problem identification, development of
alternative strategies to solve problems, tactics for executing strategies,
and evaluation of proposed solutions.
Prerequisites: STC 200, STC 233, STC 312, STC 388. Requisite: Senior
Status.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 496. Advertising Portfolio Development. 3 Credit Hours.
This course will assist students in putting together a professional-quality
advertising portfolio of their work.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 498. AAF National Student Advertising Campaign Competition. 3
Credit Hours.
Students compete in the American Advertising Federation's National
Student Advertising Campaign Competition.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

STC 499. Projects and Directed Research in Strategic Communication.
1-3 Credit Hours.
Individual study. No more than three credits may be counted toward a
Communication major or minor.
Components: THI.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.
STC 620. Public Relations Fundamentals. 3 Credit Hours.
A seminar to explore the theories and methodologies of public relations encompassing writing, principles and campaigns.
Components: LEC.
Grading: GRD.
Typically Offered: Fall.

STC 621. Writing for Public Relations. 3 Credit Hours.
Principles and techniques for the development of strategic thinking, information-gathering, and writing public relations messages across traditional, digital, social and web-based media.
Prerequisite: STC 620.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 622. Design for Public Relations. 3 Credit Hours.
An introduction to design principles and tactics used in the creation of public relations messages and campaigns.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 623. Crisis Communication And Management. 3 Credit Hours.
This course introduces the student to crisis communication and management from a strategies, theory-based approach steeped in case research from historical cases and business case studies.
Prerequisite: STC 620.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 624. Media Relations. 3 Credit Hours.
The practice of media relations within the public relations milieu.
Prerequisite: STC 620.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 625. Cases In Public Relations Administration. 3 Credit Hours.
Course analyzes organizational principles, internal budgeting, and evaluation of public relations departments and counseling firms.
Prerequisite: STC 620. Or Requisite: Permission of Instructor.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

STC 626. Sports, Publicity, & Promotions. 3 Credit Hours.
This course will provide a review, examination and practical application of sports communications, publicity and promotions in strategic communications.
Prerequisite: STC 620.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 627. Religion, Communication, & Culture. 3 Credit Hours.
The historical, political, economic, and social dynamics of the convergence of religion, communication, and culture in society.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 628. Public Relations Management. 3 Credit Hours.
Principles and practice of public relations management in a variety of contexts including agency, consultancy, corporate, and nonprofit.
Prerequisite: STC 620.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 629. Special Topics Seminar In Public Relations. 3 Credit Hours.
A seminar to identify and discuss the role of fundraising in the not-for-profit sector.
Prerequisite: STC 620.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 630. Seminar in Public Relations and Political Campaigns. 3 Credit Hours.
A seminar to examine the role of public relations in American political campaigns.
Prerequisite: STC 620.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 631. Non-Profit And Public Information Campaigns. 3 Credit Hours.
A public seminar that focuses on non-profit organizations and governmental institutions.
Prerequisites: STC 620, STC 621, STC 622.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 632. Seminar in Public Relations Measurement. 3 Credit Hours.
This course will delve into the measures, mechanisms, and necessary considerations for measuring public relations effectiveness and evaluating the impact of public relations efforts.
Prerequisites: COM 601, STC 620, COM 602 or COM 603.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 633. Public Relations Campaigns. 3 Credit Hours.
Theory and principles, audience research, strategic planning, and targeted communication are applied in developing a campaign to influence attitudes and behavior on behalf of a real client. A written plan, professional presentation, and teamwork are emphasized. You are expected to meet a substantial challenge by applying and building on knowledge and skills already acquired. Of special concern is how you acquit yourself as a working communication professional that is committed to the goal and who effectively budgets time, plans, exhibits leadership, adheres to ethical and legal practice, and demonstrates a strong work ethic.
Prequisite: COM 601, STC 620, STC 621 And STC 622.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 634. Seminar In Public Relations Ethics. 3 Credit Hours.
To explore through readings, discussion and research contemporary ethical issues in public relations.
Prerequisite: STC 620. Or Requisite: Permission of Instructor.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 635. Seminar in Public Relations Measurement. 3 Credit Hours.
This course will delve into the measures, mechanisms, and necessary considerations for measuring public relations effectiveness and evaluating the impact of public relations efforts.
Prerequisites: COM 601, STC 620, COM 602 or COM 603.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.
STC 650. Strategic Communication In Health Care. 3 Credit Hours.
An examination of health industry communication from business and promotional perspectives, including the special issues that have an impact on health communicators. Best practices and case studies from notable practitioners are used; strategic communication plan development, writing and presentation are emphasized.
Prerequisite: STC 620. Or Requisite: Permission of Instructor.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 660. Corporate Communication And Public Relations. 3 Credit Hours.
This course monitors the sociopolitical environment of organizations, explores managing corporate crises and confrontations, analyzes issues, formulates organizational and political strategies, develops programs of advocacy communication and explores constituency communications and public involvement.
Prerequisites: COM 601, STC 620. Or Requisite: Permission of Instructor.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 681. Public Relations Experience Program (Prep). 1-3 Credit Hours.
Develop skills used by professionals in the public relations/media relations, communications, promotions/marketing and journalism professions through faculty-supervised hands-on experience in the “field” with real organizations.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 682. International Public Relations. 3 Credit Hours.
History, theory, and practice of public relations in a global, multi-cultural environment.
Prerequisite: STC 620.
Components: LEC.
Grading: GRD.
Typically Offered: Fall.

STC 690. Public Relations Practicum I. 3 Credit Hours.
Professional functions related to public relations requirements in a professional environment acting as an account executive.
Components: PRA.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 691. Special Topics In Public Relations. 3 Credit Hours.
This course subject matter varies according to announced special topic. See class schedule for details.
Prerequisite: STC 620.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 699. Advanced Projects and Directed Research in Public Relations. 1-6 Credit Hours.
Individual study. May be repeated to a maximum of six credits.
Components: THI.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.