STRATEGIC COMMUNICATION

http://com.miami.edu/programs

Dept. Code: STC

Introduction

The Department of Strategic Communication offers majors and minors in Advertising and Public Relations.

Students majoring in Advertising learn the art, craft and business of promoting brands from an integrated marketing perspective. The program gives students a well-rounded education in advertising that emphasizes strategy building, data gathering and analysis, creative development and media planning skills. The program includes practical and theoretical approaches to the world of professional advertising, both domestically and internationally. The curriculum is hands-on and students learn how to create an advertising campaign that meets their client’s goals. Qualified students may elect to participate in the internship program, which provides an opportunity to work in the professional community of the Greater Miami area or other regions. The School’s Advertising Program also has an active alliance with the American Advertising Federation.

Students majoring in Public Relations learn how to promote a client’s business, image, product or service. Public relations is a strategic communication process that builds mutually beneficial relationships between organizations (business, government, nonprofit, individual) and their public’s. PR practitioners develop and deliver key messages through traditional and social media channels. The program provides a well-rounded education in public relations that emphasizes research and analysis, creative development and the relationship of all media to PR in both public and private sectors.

The hands-on curriculum reflects the importance of strategic critical thinking, research for understanding target audiences, writing, design expertise and creativity. Students create and execute a PR campaign in a senior-level capstone course that serves a client organization in the community. Demand for PR interns is high, and qualified students may elect to participate in the internship program to acquire professional experience in South Florida and other regions. The program has ties to the Public Relations Society of America and maintains a Public Relations Student Society of America chapter.

Major Cognate Area

- Advertising Management Track:
  - People and Society
- Advertising Creative Track:
  - People and Society or
  - Arts and Humanities
- Public Relations:
  - People and Society

Minor Cognate Area

- Advertising Minor:
  - People and Society
- Public Relations Minor:
  - People and Society
- Strategic Communication Minor:
  - People and Society

Please note, students completing majors and minors within the same department may only satisfy one required cognate area of study.

Degree Programs

The Bachelor of Science in Communication is offered in Advertising and Public Relations

Majors are offered in:

- Advertising Creative Track
- Advertising Management Track
- Public Relations General Track
- Public Relations Practice Track
Each candidate for the degree of Bachelor of Science in Communication will complete School of Communication requirements including courses in the School’s General Education Required Areas of Study. Advertising majors must also complete a separate minor or a second major in either a second Program of Study within the School or in an academic program outside the School.

Admission to the Advertising and Public Relations Majors
Before admission as an Advertising or Public Relations major, a student must:

- Complete the five Core courses listed below, in residence at the University, all with grades of C or higher (C- is not acceptable).
- Students who have obtained the written approval of the Chair of Strategic Communication to use transfer credit hours to satisfy one or more requirements of that major may be required to complete additional courses in residence at the University before being admitted to that major.
- Upon completion of a student’s first 45 University credit hours while enrolled in the School of Communication, all University credit hours earned toward the major will be used in computing a student’s major cumulative grade point average; only those students with a cumulative average of 2.5 or higher will be admitted to a major.
- A student who has completed 45 credit hours while enrolled in the School of Communication, but who has not been admitted to one of the Communication majors, may be dismissed from the School. A student who has completed 60 University credit hours while enrolled in the School, but who has not been admitted to one of the Communication majors, will be dismissed from the School.

Major in Advertising
Students majoring in advertising will choose one of two tracks:

- Advertising Management Track
- Advertising Creative Track

Major in Public Relations
Students majoring in public relations will choose one of two tracks:

- Public Relations General Track
- Public Relations Practice Track

Each candidate for the degree of Bachelor of Science in Communication will complete School of Communication requirements including courses in the School’s General Education Required Areas of Study. Public Relations majors must also complete a separate minor or a second major in either a second Program of Study within the School or in an academic program outside the School.

Minors in Strategic Communication Department
The Department of Strategic Communication offers minors in:

- Advertising
- Public Relations
- Strategic Communication

The minors in Advertising, Public Relations and Strategic Communication require a grade of C or higher in all courses (a C- is not acceptable).

**STC 102. Graphic Design for Strategic Communication. 3 Credit Hours.**
An introduction to the art of visual communication as it relates to design for advertising and public relations. Students will learn how to use Adobe Photoshop and InDesign as tools for applying basic graphic design techniques used in print and promotional materials. Topics include typography, design principles, art & image manipulation, conceptualization and layout stages, color theory and color reproduction, and printing processes.

**Components:** LEC.
**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.

**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.
An introduction to the principles and practice of public relations. Students will learn how public relations operates within organizations, its impact on publics and its functions in society. Students will study the professional development of the field; concepts, issues and principles in the practice; and models of theories guiding the practice. They will also be challenged to critically evaluate the practice and purpose of public relations in contemporary American society.
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 strategic, industry and competitor analysis, brand analysis and development, consumer behavior and segmentation, insight development, and writing a strategic and creative brief.
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.
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 brand design, visual identity guidelines, and campaign building from a visual standpoint. Students will learn to use Adobe Illustrator as a tool for creating artwork in both traditional and non-traditional media. This course serves as a foundation for advertising portfolio development.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 203. Advanced Graphic Design for Public Relations. 3 Credit Hours.
Graphic design techniques for public relations and the 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.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 231. Creative Advertising Concepts and Copywriting. 3 Credit Hours.
An introduction to creative advertising. Students learn how to create advertising campaign ideas as well as the fundamentals of writing for television, the internet, print, social media, and others.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

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.
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 function of account management, including agency credentials and pitch presentations, writing for research and creative strategies, and preparing briefing and summary documents.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 290. Special Topics in Strategic Communication. 3 Credit Hours.
This course subject matter varies according to announced special topic. See class schedule for details.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

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.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 303. Typography and Brand Design. 3 Credit Hours.
This course will provide an advanced experience in the development and understanding of brand design and typography. Students will develop a custom typeface and create a branding project that will encompass all facets of a brand's experience. Topics included are: typographic essentials, typographic design, creating effective logos and trademarks, visual identity guidelines, packaging, merchandise design and environmental graphics.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 304. Project Management for Advertising. 3 Credit Hours.
This course will introduce students to project management methodology, the use of project management tools in the advertising industry and in advertising campaign management, and the key components and approaches to successful project management. Topics include defining a project scope, writing a project plan, defining objectives and metrics of success, and elements of managing a project successfully.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

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.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

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.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 316. Ethics in Strategic Communication. 3 Credit Hours.
This course will focus on ethical issues as they relate to the fields of advertising and public relations. Case studies will focus on the application of personal and professional ethical standards as applied to contemporary industry practices.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 330. Travel and 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.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.
STC 331. Advanced Copywriting. 3 Credit Hours.
An advanced course in creative advertising concepts and copywriting. Students learn advanced techniques to create, execute, and pitch persuasive advertising ideas for television, print, social media, radio, and the Internet.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

STC 334. 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: Fall, Spring, & Summer.

STC 340. Digital and Mobile Advertising. 3 Credit Hours.
This course will explore the use and effectiveness of digital and mobile advertising platforms for contemporary advertising campaign development, focusing on concepts such as consumer targeting, message development, and the determination of appropriate media selections.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 346. Public Relations Message Development and Execution. 3 Credit Hours.
This course teaches students to integrate public relations writing and design techniques in order to effectively reach a desired target audience. Students will learn to create strategic messages in multiple outlets, such as enewsletters and brochures, and also will learn how to create and execute successful media pitches.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 350. International and Cross-cultural Advertising. 3 Credit Hours.
This course will explore the economic, political, and socio-cultural issues that drive the strategies behind multicultural advertising in the U.S., as well as international advertising in the global marketplace. Emphasis will be placed on understanding cultural similarities and differences as they relate to multicultural and international advertising.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 380. Advertising Internship. 1-3 Credit Hours.
Students select an internship in the field of advertising for on-the-job training. The student will work a minimum of 45 hours per credit. No more than three (3) credits of internship may be completed in any given semester.
Components: THI.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 381. Public Relations Internship. 1-3 Credit Hours.
Students select an internship in the field of public relations for on-the-job training. The student will work a minimum of 45 hours per credit. No more than three (3) credits of internship may be completed in any given semester.
Components: THI.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 384. Advertising Creative Strategy and Execution. 3 Credit Hours.
This course will have students engaged in the development of creative advertising campaigns. Students will be immersed in the development of big ideas and the execution of those ideas across multiple media platforms to meet specific campaign objectives.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 388. 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.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.
STC 389. 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.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 390. Art Direction. 3 Credit Hours.
This course will teach students art direction skills highly focused on the conceptual development and execution of campaigns across multiple media platforms, including print, tv/video, interactive, digital, and social media.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 401. Seminar in Advertising and Society. 3 Credit Hours.
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.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 404. Advertising Entrepreneurship. 3 Credit Hours.
This course focuses on the entrepreneurial aspects of working in the advertising industry, from the perspective of assisting in the launch of a new brand or company, and from that of the process of defining and starting a new advertising agency business.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 412. Public Opinion and Mass Communication. 3 Credit Hours.
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.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 414. Advanced Research Methods for Advertising. 3 Credit Hours.
This course focuses on the application of advanced research techniques and methods related to the advertising field. Students will focus on practical quantitative and qualitative research techniques, as well as conducting experimental and creative research.
Components: RSC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 415. Advanced Business and Advertising Strategy Development. 3 Credit Hours.
This course focuses on the holistic understanding and application of concepts in developing contemporary marketing, advertising and business strategies. Students will learn how to analyze industry, business, consumer, and organizational environments to develop strategic plans and implement an advertising strategy accordingly.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 423. 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.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 424. Media Relations. 3 Credit Hours.
Students in this course will get the inside scoop on how to communicate with reporters, will learn why different media outlets cover the same story in different ways, and how fake news is impacting the field of journalism.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.
STC 425. Cases in Public Relations Administration. 3 Credit Hours.
This course will examine the management and administrative functions of public relations using a case-study approach.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 426. Sports, Publicity, and Promotions. 3 Credit Hours.
This course will provide a review, examination and practical application of sports communications, publicity and promotions in strategic communications.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 428. Public Relations Management. 3 Credit Hours.
Principles and practice of public relations management in a variety of contexts including agency, consultancy, corporate, and nonprofit.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 434. Advertising Campaigns. 3 Credit Hours.
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.
Components: LEC.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 435. Advanced Research Methods for Public Relations. 3 Credit Hours.
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.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 436. Public Relations Campaigns. 3 Credit Hours.
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.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

STC 437. PR and Politics. 3 Credit Hours.
This course will examine the candidates in current political elections, their likability factors, truthfulness, strengths and weaknesses, and how they get their messages out to the world.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 438. Practicum in Advertising. 1-3 Credit Hours.
Students will work in the advertising field for advanced on-the-job training in their specific area of advertising specialization.
Components: PRA.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

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.
Components: PRA.
Grading: GRD.
Typically Offered: Fall, Spring, & Summer.

STC 444. Social Media Analytics. 3 Credit Hours.
This course will provide an overview and practical application of various public and commercial social media analytics and tools, and will cover sources of data, metrics, analyses, and tools used in the development of successful social media campaigns.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.
STC 450. Strategic Communication in Health Care. 3 Credit Hours.
This course provides a general introduction to the role of media and strategic communication in healthcare industry. A variety of topics are addressed from handling internal and external communication practice of health-related organizations to applying the principles of strategic communication to areas such as healthcare public relations and social marketing.
Components: LEC.
Grading: GRD.

STC 460. Corporate Communication and Public Relations. 3 Credit Hours.
This course focuses on exploring external and internal environment of organizations. Students will learn how organizations use public relations and other forms of communication to strategically and effectively communicate with external and internal publics in today's complex business environment.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 482. International Public Relations. 3 Credit Hours.
This course provides a general introduction to the study and practice of public relations within a global marketplace. A variety of topics are addressed including the role of culture in global public relations, differences in styles of public relations practices across international groups and the role organizations play in this process.
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.
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.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 490. Special Topics in Advertising. 3 Credit Hours.
This course subject matter varies according to announced special topic. See class schedule for details.
Components: LEC.
Grading: GRD.
Typically Offered: Offered by Announcement Only.

STC 491. The Business of Account Management. 3 Credit Hours.
This course will 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.
Components: LEC.
Grading: GRD.
Typically Offered: Spring.

STC 492. Advanced Advertising Creative Development. 3 Credit Hours.
This course will provide an advanced creative experience working in teams, while focusing on the creation of award-winning work. Projects are determined by industry award briefs.
Components: LEC.
Grading: GRD.
Typically Offered: Fall & Spring.

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.
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.
Components: LEC.
Grading: GRD.
Typically Offered: 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: Offered by Announcement Only.

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.