

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 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: 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.

Pre-Requisite: MTH 101 or ALEKS Score ≥ 70 or Math SAT ≥ 670 or Math ACT ≥ 29 .

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 130. Writing for Strategic Communication. 3 Credit Hours.

This class will introduce students to a variety of techniques used to effectively reach and communicate with specified target audiences. Students will learn the basics of writing clear, concise and robust strategic messages for all media outlets that are commonly used in the creation of successful advertising and public relations campaigns.

Components: LEC.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

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.

Prerequisite: STC 114.

Components: LEC.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

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, & Summer.

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.

Prerequisite: STC 102.

Components: LAB.

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.

Prerequisites: STC 102.

Components: LAB.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

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.

Pre-Requisite: STC 114 and STC 130.

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.

Pre-Requisite: STC 130 and STC 116.

Components: LEC.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

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.

Pre-Requisite: STC 114 and STC 130.

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 291. Intro to Art Direction and Creative Problem Solving. 3 Credit Hours.

Art direction is one of the fundamental skills for working as a creative in the advertising industry, and creates a direct path to becoming a creative leader. This course will introduce students to the foundation of what it means to be an art director and the skills needed to pursue a career as an art director in the field of advertising, and other various creative related fields.

Prerequisite: STC 102.

Components: LEC.

Grading: GRD.

Typically Offered: 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: 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.

Prerequisite: STC 102, and STC 202.

Components: LAB.

Grading: GRD.

Typically Offered: Fall.

STC 304. Project Management for Strategic Communication. 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.

Pre-Requisite: STC 114 or STC 116.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

STC 306. Consumer Insights In US Hispanic Markets. 3 Credit Hours.

This course explores the space that intersects marketing with the US Hispanic culture. Students will learn how to unveil, interpret, and apply consumer insights among various US Hispanic groups that can be used in the development of strategic, targeted communication campaigns.

Pre-Requisite: STC 114 or STC 116.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

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.

Pre-Requisite: STC 201 and STC 103 or JMM 285 or PSY 291 or PSY 292 or MAS 201 or Approved Statistics Class.

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.

Pre-Requisite: STC 200 and STC 103 OR JMM 285 OR PSY 291 OR PSY 292 OR MAS 201 OR Approved Statistics Class.

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.

Pre-Requisite: STC 114 or STC 116.

Components: LEC.

Grading: GRD.

Typically Offered: Fall Even Years.

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.

Pre-Requisite: STC 114 or STC 116 and Junior Standing or Higher.

Components: LEC.

Grading: GRD.

Typically Offered: Spring Odd Years.

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.

Prerequisite: STC 231.

Components: LAB.

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.

Prerequisite: STC 114.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

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 newsletters and brochures, and also will learn how to create and execute successful media pitches.

Pre-Requisite: STC 102 and STC 201 and STC 232.

Components: LEC.

Grading: GRD.

Typically Offered: Fall & Spring.

STC 350. International Advertising. 3 Credit Hours.

This course is designed to assist students in acquiring knowledge and skills necessary to develop and implement advertising strategies in global markets. Students learn about a range of issues, challenges, and opportunities that exist in international advertising as they study comparative cultural, economic, legal, political, and social conditions in various countries and regions around the world.

Prerequisite: STC 114.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 360. Multicultural and Inclusive Advertising. 3 Credit Hours.

This course will explore the economic, political, and socio-cultural issues that drive the strategies behind identity-based niche targeting, and emerging trends of the "total market approach" and inclusive advertising in the U.S. Emphasis will be placed on understanding privileges, marginalization, intersectionality, and other critical issues shaping the social constructions of minority markets in the multicultural American marketplace.

Pre-Requisite: STC 114.

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.

Requisite: Sophomore Status, Cumulative GPA 2.5.

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.

Pre-Requisite: STC 232 and Requisite: Sophomore Standing or Higher.

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.

Prerequisite: STC 200. And STC 202. And STC 231.

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.

Pre-Requisite: STC 200 or JMM 102.

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.

Pre-Requisite: STC 200 or JMM 102.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 390. Advanced 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.

Prerequisites: STC 202 or STC 203 and STC 231 or STC 232.

Components: LEC.

Grading: GRD.

Typically Offered: Fall & Spring.

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.

Pre-Requisite: STC 200 and Junior Standing or higher.

Components: LEC.

Grading: GRD.

Typically Offered: Spring Even Years.

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.

Pre-Requisite: STC 312 and Junior Standing or Higher.

Components: LEC.

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.

Pre-Requisite: STC 200 and Junior Standing or higher.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

STC 419. Women in PR. 3 Credit Hours.

This course will expose students to the role of gender in the field of public relations and, in particular, the robust involvement of women in shaping the growth and future of the ever-changing public relations industry.

Pre-Requisite: STC 114 or STC 116 and Junior Standing or Higher.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

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.

Prerequisite: STC 116 and STC 201 and Requisite: Junior Standing or Higher.

Components: LEC.

Grading: GRD.

Typically Offered: Fall & Spring.

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.

Requisite: Junior Standing or Higher.

Components: LEC.

Grading: GRD.

Typically Offered: Spring.

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.

Pre-requisites: STC 116. And Requisite: Junior Standing.

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.

Pre-Requisite: STC 114 or STC 116 and Junior Standing or Higher.

Components: LEC.

Grading: GRD.

Typically Offered: Spring Odd Years.

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.

Prerequisite: STC 116 and STC 201 and Requisite: Junior Standing or Higher.

Components: LEC.

Grading: GRD.

Typically Offered: Fall Odd Years.

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.

Prerequisites: Senior Standing and STC 114 and 200. General Track: STC 231 or STC 233, STC 312, STC 388. Management Track: STC 233, STC 312 and STC 388. Creative Track: STC 202, STC 231 and STC 384.

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.

Pre-Requisite: STC 311 and Requisite: Junior Standing or Higher.

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.

Pre-Requisite: STC 311 and STC 346.

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.

Pre-Requisite: STC 114 or STC 116 and Junior Standing or Higher.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 438. Advertising Practicum. 1-3 Credit Hours.

Students will work in the advertising field for advanced on-the-job training in their specific area of advertising specialization.

Pre-Requisite: STC 380 Requisite: Senior Standing.

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.

Pre-Requisite: STC 381 Requisite: Senior Standing.

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, & Summer.

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.

Typically Offered: Spring Odd Years.

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.

Pre-Requisite: STC 116 Requisite: Junior Standing or Higher.

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.

Pre-Requisite: STC 116 Requisite: Junior Standing or Higher.

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: 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.

Pre-requisite: STC 114.

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.

Pre-Requisite: STC 114 and STC 200 and STC 233 and Senior Standing.

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.

Prerequisite: STC 202 and STC 231 and STC 384.

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.

Requisite: Junior Standing or Higher.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 494. 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 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.

Pre-Requisite: STC 200 and STC 233 Requisite: Senior Standing.

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.

Pre-Requisite: STC 384 and Co-Requisite: STC 434.

Components: LEC.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

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. 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 604. 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.

Pre-Requisite: STC 610.

Components: LEC.

Grading: GRD.

Typically Offered: Spring Even Years.

STC 606. Consumer Insights among US Hispanic Markets. 3 Credit Hours.

This course explores the space that intersects marketing with the US Hispanic culture. Students will learn how to unveil, interpret, and apply consumer insights among various US Hispanic groups that can be used in the development of strategic, targeted communication campaigns.

Pre-Requisite: STC 611.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

STC 610. Advertising Foundations in a Global Society. 3 Credit Hours.

This course focuses on aspects of our global society and the implications of that society on brand and advertising campaign development. Topics include globalization, regional differentiation, societal and cultural trends, (global) communication trends, business trends, global audience definition and contextually relevant advertising campaign development.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

STC 611. Consumer Insights and Engagement Strategies. 3 Credit Hours.

This course focuses on the development of consumer insights and various strategies for effective usage and implementation of consumer insights as part of advertising strategy development. Topics include general advertising and communication strategies, insight development through quantitative, qualitative and AI-based methods, definition of consumer engagement strategies, and measurement of impact and effectiveness of insights-based consumer engagement strategies.

Components: LEC.

Grading: GRD.

Typically Offered: Spring.

STC 615. 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.

Pre-Requisite: STC 610 and STC 611.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

STC 616. 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: Fall.

STC 619. Women in PR. 3 Credit Hours.

This course will expose students to the role of gender in the field of public relations and, in particular, the robust involvement of women in shaping the growth and future of the ever-changing public relations industry.

Pre-Requisite: STC 620 or Permission of Instructor.

Components: LEC.

Grading: GRD.

Typically Offered: Fall.

STC 620. Public Relations Fundamentals. 3 Credit Hours.

A seminar to explore the theories and methodologies of public relations encompassing writing, principles, and campaigns. Students will explore public relations history and gain an understanding of how the various types of public relations (e.g., corporate, firm or agency, not-for-profit, governmental) operate within the larger business system.

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: Spring.

STC 622. Design for Strategic Communication. 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.

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: Fall & Spring.

STC 624. 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.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

Typically Offered: 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.

Pre-Requisite: STC 620 or Permission of Instructor.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 626. 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.

Prerequisite: STC 620.

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: Fall Odd Years.

STC 629. 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: Offered by Announcement Only.

STC 634. Social Media Strategies. 3 Credit Hours.

This course will provide an overview of the various social media platforms and their efficacy in promotional strategic communication. It will cover messaging strategies across social media platforms designed to reach specified target audiences to stimulate engagement and two-way communication. Students will learn strategic writing and planning tactics used to create a social media plan and determine its potential effectiveness.

Components: LEC.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

STC 635. Advanced Research Methods for Public Relations. 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.

Pre-Requisite: STC 620 and STC 621.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 636. 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.

Prerequisite: COM 601, STC 620, STC 621 And STC 622.

Components: LEC.

Grading: GRD.

Typically Offered: Spring.

STC 644. 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 available for the evaluation of social media efforts. The course will cover sources of data for all major social media platforms and how to use those data in the development of successful social media campaigns.

Components: LEC.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

STC 650. 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.

Pre-Requisite: STC 620 or Permission of Instructor.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 651. International Advertising. 3 Credit Hours.

This course is designed to assist students in acquiring knowledge and skills necessary to develop and implement marketing plans and advertising strategies in global markets. Students learn about a range of issues, challenges, and opportunities that exist in international advertising as they study comparative cultural, economic, legal, political, and social conditions in various countries and regions around the world.

Pre-Requisite: STC 610.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 660. 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.

Prerequisites: COM 601, STC 620. Or Requisite: Permission of Instructor.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 661. Multicultural and Inclusive Advertising. 3 Credit Hours.

This course will explore the economic, political, and socio-cultural issues that drive the strategies behind identity-based niche targeting, and emerging trends of the “total market approach” and inclusive advertising in the U.S. Emphasis will be placed on understanding privileges, marginalization, intersectionality, and other critical issues shaping the social constructions of minority markets in the multicultural American marketplace.

Pre-Requisite: STC 610.

Components: LEC.

Grading: GRD.

Typically Offered: Offered by Announcement Only.

STC 682. 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.

Prerequisite: STC 620.

Components: LEC.

Grading: GRD.

Typically Offered: Spring Even Years.

STC 688. Media Strategies and Planning. 3 Credit Hours.

An introduction to the principles and concepts of advertising media planning including media selection, media plan development, forecasting, and budgeting.

Pre-Requisite: STC 611.

Components: LEC.

Grading: GRD.

Typically Offered: Fall & Spring.

STC 690. Public Relations Practicum I. 1-3 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, & Summer.

STC 691. Special Topics in Strategic Communication. 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 692. Advertising Practicum. 3 Credit Hours.

Students will work in the advertising field for advanced on-the-job training in their specific area of advertising specialization.

Pre-Requisite: STC 610 and STC 611.

Components: PRA.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.

STC 695. 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 699. Advanced Projects and Directed Research in Strategic Communication. 1-6 Credit Hours.

Individual study. May be repeated to a maximum of six credits.

Components: THI.

Grading: GRD.

Typically Offered: Fall, Spring, & Summer.