

STRATEGIC COMMUNICATION

Public Relations (M.A.)

The program offers two tracks. The 30-credit thesis track program provides an opportunity to supplement a working foundation and knowledge with pertinent theory and research methodologies. A second 36-credit, coursework-only non-thesis track program builds from a foundation of public relations and communication courses.

Masters Programs in Strategic Communication

- M.A. in Public Relations (<http://bulletin.miami.edu/graduate-academic-programs/communication/strategic-communication/public-relations-ma/>)

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.

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.