

# STRATEGIC COMMUNICATION (STC)

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## **STC 101. Principles of Public Relations. 3 Credits.**

This course traces the development of the public relations discipline and examines the role of public relations in organizations and society. Students are introduced to the role that public relations plays in communicating to individuals, groups, and society at large. Basic public relations principles and theories are examined. Students are introduced to critical thinking and reasoning concepts as well as the various professional roles in the field.

**Offered:** Every year, Fall and Spring

**UC:** Breadth Elective, University Curriculum Ele

## **STC 102. Principles of Advertising and Integrated Communications. 3 Credits.**

Principles of Advertising and Integrated Communication is an introductory course that provides a comprehensive overview of the practices of advertising and integrated communication (ADIC) as they are used by organizations to maximize the impact of unified messages and promotions on consumers and other stakeholders. The course is designed to introduce students to contemporary issues and practices as well as to analyze ethical considerations involved in the basic principles within the communications campaign planning process.

**Offered:** Every year, All

**UC:** Breadth Elective, University Curriculum Ele

## **STC 201. Writing for Strategic Communications. 3 Credits.**

Written communication is central to most public relations careers. Clear and persuasive writing is one of the tools used in public relations to convey clients' messages to target publics. This writing-intensive course introduces students to the world of professional public relations writing. Topics include press releases and other print tactics, online content and social media. Students are involved in both in-class and out-of-class assignments.

**Prerequisites:** Take STC 101 or STC 102 and COM 140 or JRN 160.

**Offered:** Every year, Fall and Spring

## **STC 215. Web, Mobile, and Interactive Design. 3 Credits.**

Students learn how to create desktop and mobile multimedia elements using web development software, HTML5, CSS3 and simple scripting. Students design projects that include functional websites, animated content and interactive experiences.

**Prerequisites:** Take COM 130 and JRN 106 or FTM 110.

**Offered:** Every year, Spring

## **STC 311. Sports Public Relations (SPS 311). 3 Credits.**

This class is a comprehensive review of sports management and sports event planning. Students examine such topics as strategic planning, budgeting and time management.

**Offered:** Every year, Spring

## **STC 320. Strategies for Social Media. 3 Credits.**

This course addresses the impact of social and mobile media in an integrated profession. It focuses on strategically using social media to conduct research and monitor issues, to develop, implement and evaluate the success of public relations, advertising and integrated communication efforts. The course emphasizes strategic usage of such social media tools as social networks, social bookmarking sites, blogs, podcasts/vodcasts, discussion boards and conferences, wikis, mobile media and geolocation apps.

**Prerequisites:** Take STC 201.

**Offered:** Every year, Fall

## **STC 332. Communication Research and Analysis. 3 Credits.**

Quantitative reasoning is expected of today's public relations professional, and this course presents an exploration of both quantitative and qualitative research methods. Students learn how to use principles of scientific research to establish, monitor and evaluate public relations programs and maintain positive relationships with various publics.

**Prerequisites:** Take STC 101 or STC 102.

**Offered:** Every year, Fall and Spring

## **STC 335. Media Systems and Planning. 3 Credits.**

In this course, students learn about traditional as well as new and emerging technologies, with particular emphasis on their strengths and weaknesses as message carriers. Discussions include an overview of commonly used metrics and sources of data in the advertising and communications industries. Students then use this knowledge to plan and budget for integrated communication plans that capitalize on paid, earned and owned outlets.

**Prerequisites:** Take STC 332.

**Offered:** Every year, Spring

## **STC 341. Corporate Public Relations. 3 Credits.**

This course provides students with the knowledge and skills required for positions in the corporate sector. Topics include media relations, employee communication, community relations, investor relations and crisis communication. Students hone their written communication and critical thinking skills in this class.

**Prerequisites:** Take STC 201.

**Offered:** Every year, Fall

## **STC 343. Nonprofit Public Relations. 3 Credits.**

This course is designed for students who are interested in nonprofit public relations practice. Nonprofit practitioners help organizations manage their relationships by using many types of communication. This class helps students hone the skills that enable them to prosper as nonprofit public relations professionals. Written communication skills, along with other skills, are stressed.

**Prerequisites:** Take STC 201.

**Offered:** As needed

## **STC 344. Global Strategic Communications Management. 3 Credits.**

This course is designed to explore the global reach of strategic communication, its challenges, opportunities, and worldwide development. It examines how various communication disciplines such as advertising, integrated marketing communication and public relations work together in various cultures, geopolitical and socio-economic systems. Students explore strategic communication practices from a cosmopolitan perspective while focusing on understanding global, national, and local audiences in order to create an integrated strategic communication plan that strengthens brand images.

**Prerequisites:** Take STC 101 or STC 102.

**Offered:** As needed

## **STC 345. Investor Relations. 3 Credits.**

This course is designed for students who may wish to enter the field of investor relations. Students are introduced to the main activities carried out by investor relations professionals and to concepts such as finance and accounting.

**Prerequisites:** Take STC 201.

**Offered:** As needed

- STC 346. Strategic Health Communication. 3 Credits.**  
The course presents a social scientific exploration of the field of strategic health communications, with particular attention to analysis and practice of health communication relationships and messages. Participants examine theories of health behavior change and media effects. Health is discussed from an ecological perspective, considering how various social structures impact community and individual health and cultural differences regarding health. Students consider examples of mediated health campaigns and research evaluating their effectiveness. They examine the interplay among theory, research and practice, with a special emphasis on how theory informs practice.  
**Prerequisites:** Take STC 201.  
**Offered:** As needed
- STC 347. Fundraising. 3 Credits.**  
This course is designed for public relations students who may wish to enter the field of fundraising (or development). Students are introduced to a variety of fundraising topics from a relational perspective. Topics include relationship management and fundraising, developing fundraising constituencies, developing a case for support, annual funds, major gifts, prospect research, capital campaigns, corporate giving, foundations, stewardship, fundraising ethics and fundraising trends. Students develop their written communication skills in the development of a case for support.  
**Prerequisites:** Take STC 201.  
**Offered:** As needed
- STC 348. Public Relations Event Planning. 3 Credits.**  
This course emphasizes the fundamentals of event planning, from developing the event, choosing a site and activities, promoting the event, accommodating the audience, coordinating volunteers, overseeing a safe event environment, and assessing the event after completion. At the end of the course, based upon the readings and real-life application, the student should be able to appreciate and understand how to plan a first-rate event, regardless of the client, theme or environment.  
**Prerequisites:** Take STC 201.  
**Offered:** As needed
- STC 399. Independent Study. 1-6 Credits.**
- STC 400. Special Topics. 3 Credits.**  
The content of this course is specialized and varies from semester to semester. Students may inquire at the School of Communications front desk to learn more about the topic being offered.  
**Prerequisites:** Take STC 201.  
**Offered:** As needed
- STC 401. Bateman Competition Research. 1-3 Credits.**  
This course is designed to prepare students for advanced public relations problem-solving, the development of strategic public relations plans and the execution of a comprehensive public relations program. Students develop and implement a public relations program based on the four-step public relations process by competing in the national Public Relations Student Society of America Bateman Case Study Competition.  
**Prerequisites:** Take STC 201 and permission of instructor;  
**Offered:** Every year, Fall
- STC 402. Bateman Competition Campaigns. 2 Credits.**  
**Prerequisites:** Take STC 332 STC 401.  
**Offered:** As needed
- STC 410. Branding Strategies. 3 Credits.**  
In this course, students consider how brands work and examine them as the guiding forces for integrated communication campaigns. Students identify the common characteristics of successful brands and explore the tools and techniques that are used to build brand equity.  
**Prerequisites:** Take STC 332.  
**Offered:** Every year, Fall
- STC 450. Crisis Communication Management. 3 Credits.**  
This senior seminar for public relations majors is focused on crisis management. The course examines institutional crisis communication from a management perspective with an emphasis on crisis prevention, planning and response. Senior-level students in STC 450 apply skills they have learned throughout the program to crisis case studies. Students are called on to demonstrate oral and written communication skills along with proficiencies in such areas as critical thinking, reasoning and creative thinking.  
**Prerequisites:** Take STC 332.  
**Offered:** Every year, Fall and Spring
- STC 485. Advertising and Integrated Communications Campaigns. 3 Credits.**  
This course is the capstone course in the advertising sequence. It utilizes a team-based, project-driven approach to advertising with real-life clients. Each team engages in the conception, research, planning and execution of a unique advertising campaign for an entire semester. Students learn to work within client guidelines, strategic creative and media planning, budgetary considerations and post-campaign analysis. In this capstone experience, students develop a full-scale integrated communications campaign, including conducting secondary and primary research, strategic planning and the production of associated creative deliverables. Students also gain experience in pitching to clients and evaluating the success and impact of the campaign.  
**Prerequisites:** Take STC 201 STC 332.  
**Offered:** Every year, Spring
- STC 495. Public Relations Campaigns. 3 Credits.**  
STC495 is the capstone course for students preparing for a career in public relations. Students develop the mindset of a strategic communicator through case analyses, problem-solving exercises, and completion of a signature work. Attention is focused on the public relations planning process and student teams develop strategic public relations plans for actual clients. Writing, research and presentation skills are expected.  
**Prerequisites:** Take STC 101 STC 201 STC 332.  
**Offered:** Every year, Fall and Spring
- STC 499. Public Relations Ind Study. 1-6 Credits.**  
**Offered:** As needed