SCHOOL OF COMMUNICATIONS

Master’s Degrees

- Master of Arts in Cinematic Production Management (http://catalog.qu.edu/graduate-studies/communications/cinematic-production-management-ms/)
- Master of Science in Interactive Media and Communications (http://catalog.qu.edu/graduate-studies/communications/interactive-media-ms/)
- Master of Science in Journalism (http://catalog.qu.edu/graduate-studies/communications/journalism-ms/)
- Master of Science in Sports Journalism (http://catalog.qu.edu/graduate-studies/communications/sports-journalism-ms/)
- Master of Science in Public Relations (http://catalog.qu.edu/graduate-studies/communications/public-relations-ms/)
  - Social Media Track
- Master of Science in Public Relations - Online/Professional Track (http://catalog.qu.edu/graduate-studies/communications/public-relations-ms-online/)
  - Social Media Track

Dual-Degrees

- Communications Accelerated Dual-Degree Bachelor’s/Master’s (3+1) (http://catalog.qu.edu/communications/accelerated-four-year/)
- Dual-Degree Bachelor’s/Master’s in Cinematic Production Management (4+1) (http://catalog.qu.edu/graduate-studies/communications/dual-degree-cinematic-production-management-ba-bs-ms/)
- Dual-Degree Bachelor’s/Master’s in Interactive Media and Communications (4+1) (http://catalog.qu.edu/graduate-studies/communications/dual-degree-interactive-media-ba-bs-ms/)
- Dual-Degree Bachelor’s/Master’s in Journalism (4+1) (http://catalog.qu.edu/graduate-studies/communications/dual-degree-journalism-ba-bs-ms/)
- Dual-Degree Bachelor’s/Master’s in Public Relations (4+1) (http://catalog.qu.edu/graduate-studies/communications/dual-degree-public-relations-ba-bs-ms/)
- Dual-Degree Bachelor’s/Master’s in Sports Journalism (4+1) (http://catalog.qu.edu/graduate-studies/communications/dual-degree-sports-journalism-ba-bs-ms/)

Cinematic Production Management (FTM)

FTM 501. Master’s Colloquy. 3 Credits.
This introductory seminar covers the history of Hollywood and common production management professions in narrative feature film, episodic narrative, situation comedy television and documentary film making. The roles and responsibilities of production office coordinators, location managers, directors, producers, line producers, production managers, assistant directors and the heads of some production departments are discussed.
Offered: Every year, Fall

FTM 502. Contemporary Practices in Production Work Flow. 3 Credits.
Students gain an overview of studio, independent, broadcast and streaming platforms content and management workflow needs. Contemporary practices in pre-production and production are stressed. Students pre-produce an episodic television show from the perspective of various production personnel and hold production meetings to gain an understanding of the pre-production and production process workflow for theatrical, TV episodic, TV situation comedy and documentary production including interactions with talent agencies and union signatory contracts.

FTM 503. Screenwriting I. 3 Credits.
Students learn to shape stories for the screen and gain a comprehensive understanding of Final Draft. Emphasis is on concept development, dramatic structuring, character development, pacing and dialogue. Professional screenplays are analyzed and discussed, and final projects give students the opportunity to develop an original screenplay, episodic series or a documentary outline and production plan.

FTM 504. Production Scheduling and Introduction to Production Budgeting. 3 Credits.
Students are given a finished but unproduced short screenplay or television episode and learn to break down and fully schedule that project. Theory of scheduling and output of details from the program are stressed.

FTM 505. Entertainment Law and Talent Agency Contemporary Practice. 3 Credits.
Students gain an overview of contemporary entertainment law stressing contracts, negotiations, intellectual property, copyright, fair use and contemporary practice regarding authorship, ownership and rights for all talent in creative works. Talent Agency representation and the use and abuse NDA’s, “favored nations” and dead celebrity law are also covered.

FTM 506. Screenwriting II and Production Workshop. 3 Credits.
Students author a theatrical feature screenplay or a pilot for an episodic television series or the full production plan for a documentary television multi-part series. In addition, they will also author, pre-produce, shoot, edit and distribute a 5-minute micro film.
Offered: Every year, Spring

FTM 507. Production Budgeting. 3 Credits.
Using industry-standard software packages, students plan and budget an unproduced short film. Special attention is paid to: location(s) of shoot; union globals and fringes and non-union and union taxes; contemporary practice in completion bonds. Guild and DGA surety bonds and Insurance requirements are also stressed.

FTM 508. Principles of Domestic and Worldwide Production Office Management Practices. 3 Credits.
Students gain an overview of contemporary domestic and international production management practices: office administration, paperwork and work flow; carnets, business visas, insurance and surety bond liability and management; industry national and international HR practices and payroll; international, state and local film, television and documentary production rules and regulations; tax incentives and responsibilities; national and international trade unions rules, rates, penalties, common regulations, compliances, visa requirements and international signatory practices.

FTM 509. Principles of Film, Television and Streaming Media Analytics, Sales and Distribution. 3 Credits.
Students gain an overview of film, television and streaming media analytics and their applications. The international sales marketplace is examined with special emphasis agreements for international advertising, distribution and marketing. Students will create a business plan for a production company.
FTM 510. Principles of Post-Production Management. 3 Credits.
Students gain an overview of post-production management including: staff roles and post production responsibilities, data storage and management, directors and authors rights and responsibilities to final cut, licensing, graphics and titling.

FTM 601. Production Management Thesis Production. 6 Credits.
Students polish their screenplay to final draft, schedule and budget their script, finalize their look book and produce a three to four scene sizzle reel of their script. Thesis Paper on topic of film required.

**Interactive Media and Communications Courses (ICM)**

ICM 500. Special Topics in Interactive Media. 3 Credits.
The subject matter for this course varies depending on industry and professional trends.
**Offered:** As needed

ICM 501. Foundations in Graduate Studies. 3 Credits.
A sequence of readings, practices and exercises introduces the students to the "deep work" required of master’s-level study. Through structured discussions, presentations, projects and readings, students build the knowledge base and critical skills required to formulate methodological research and practice across media. Each student sets up a portfolio site for the collection of research and practice artifacts created throughout the master’s coursework.
**Offered:** Every year, Fall and Spring

ICM 502. Visual Design. 3 Credits.
This course covers the principles and practices associated with graphic design as a way to make complex information easier to understand and use. With a primary focus on typography as the fundamental means of conveying content, the course emphasizes the creative process of organizing and visualizing type and images through hierarchy, spatial organization of grid structures, positive and negative space, depth perception, transparency, and color theory. Readings locate design and typography within the larger history of visual art and graphic design and in relation to technology developments.
**Offered:** Every year, Spring and Summer

ICM 504. Motion Across Media. 3 Credits.
This course covers the concepts of motion design across multiple platforms. Students are challenged to analyze and create effective animations using the entire design process, including research, preproduction, storytelling, visual design, and message delivery inform the application of methods. The focus is on communicating ideas to the audience effectively through motion in its many forms, whether on desktops, smart phones, tablets, or kiosks.
**Offered:** Every year, Fall and Summer

ICM 505. Web Technologies. 3 Credits.
This course introduces the foundational techniques of creating web-based content. Through a series of exercises, participants learn how interactive networks are organized, where to find the information necessary to create standards-based systems, and gain elementary experience designing and building sites.
**Offered:** Every year, Spring and Summer

ICM 506. Writing for Interactive Media. 3 Credits.
Good writing skills are a necessity for professional communication in spite of the changing media landscape. In this course students create, develop and hone a distinct written voice within varied media environments. Much of professional media work involves creating a consistent voice or presence for a person, organization or company. Participants focus on how to accomplish (or enhance) this process using effective compositional techniques.
**Offered:** Every year, All

ICM 508. Audio and Video Design. 3 Credits.
This course covers the aesthetic and technical principles and practices used to create video and audio content for cross platform and device delivery. Effective storytelling and message delivery concepts are emphasized while exploring various production techniques including storyboarding, script, an introduction to audio production, cinematography, lighting, interviewing, editing, and effective media distribution.
**Offered:** Every year, All

ICM 512. Principles of User Experience Design. 3 Credits.
This course explores the ever-changing processes and methods of user experience design. The Human-Centered Design and Design Thinking process are studied through readings and hands-on projects that cover empathy, the psychology of the user, problem definition, and ideation methods.
**Offered:** Every year, Fall and Spring

ICM 513. Content Strategy. 3 Credits.
Content is critical in today’s media landscape, but without a strategic plan, it can remain invisible to the audience you wish to reach. In this course, students learn the best ways to design and implement a content strategy to engage a targeted audience. They are immersed in the planning for the creation and distribution of engaging stories and information. Students become content strategy practitioners who know how to use words, pictures, video, and social and mobile media to build an audience and communicate value.
**Offered:** Every year, Fall and Spring

ICM 514. Understanding Your Audience. 3 Credits.
Usability is the study of discrepancies between expected and actual user behavior. The course introduces students to empirical user research methods such as contextual inquiry, ethnographic studies, card sorting, and cognitive walkthroughs, that provide the foundation for user-centered interaction and communications design. In addition, students conduct effective usability tests, interviews, and surveys.
**Offered:** Every year, Fall and Spring

ICM 517. Ideation, Prototyping and Testing. 3 Credits.
 Ideation, prototyping and testing teaches students how to use low and high-fidelity sketching, information architecture, flowcharts, wireframes, user interface design, and functional prototypes for a variety of design problems. Through a series of creative projects, students learn various methods for each of these steps in the development of design products.
**Offered:** Every year, Spring and Summer

ICM 518. Visual Storytelling. 3 Credits.
The course provides an introduction to the concept of visual storytelling and immerses students in the theory and practice of creating and delivering visual narratives in digital environments. The course includes both the history of visual storytelling as well as contemporary approaches used in a variety of information related disciplines. Students analyze examples of work and apply that knowledge to create their own visual narratives.
**Offered:** Every year, Fall and Spring
ICM 522. Social Media Practice and Techniques.  3 Credits.
The widespread use of social media in society has created a communications environment built on platforms that encourage contribution and collaboration through user-created media and interaction. This course explores the underlying concepts, development and management of social media platforms as well as the creation of effective approaches to facilitate a viable social media presence.
Offered: Every year, Fall and Spring

ICM 524. Social Media Analytics.  3 Credits.
This course gives students a working knowledge of the social media analytics process and analytics tools, along with their application to communications objectives within real-world situations.
Offered: Every year, Fall and Summer

ICM 528. Content Creation.  3 Credits.
In this course, we explore the creation of engaging content. Students are guided through the process of planning and creating a suite of related projects in the medium(s) of their choice (writing, video, audio, image making.) The focus is on the conceptual processes and practices used in developing a unique and persuasive body of work to be distributed across mediums. Areas of interest are researched and then developed into a series of related pieces.
Offered: Every year, Spring and Summer

ICM 529. Data Visualization.  3 Credits.
This is a course in finding and telling visual stories from data. Students explore fundamental principles of data analysis and visual techniques, examine chart types and when to use them, and learn how to acquire, process and filter data. Through an understanding of data visualization best practices and audience analysis, students are able to identify and articulate what makes a successful information design. Industry-standard software tools are used to create static and interactive graphics—including charts, maps and diagrams—that make information more accessible to the intended audiences.
Offered: As needed, Fall and Summer Online

ICM 530. Independent Study.  3 Credits.
This is an elective course offered to accommodate students who seek advanced study in an area of the discipline. The topic and scope of the course are developed by the student in consultation with a faculty adviser, subject to approval by the program director and department chair.
Offered: As needed, All

ICM 531. Graduate Internship.  3 Credits.
This elective course provides interactive media students with the opportunity to work in a professional setting to acquire additional skills and insights into their chosen area of study. Students completing this course are required to work in a supervised environment. All internships must be approved by the graduate program director.
Offered: As needed, All

ICM 540. Interactive Communications Abroad.  3 Credits.
This multi-section course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments, and specializations. Students conduct primary and secondary research on communications in a particular country or cross-cultural context. The topics can range from international visual arts through storytelling, global branding, and design, depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic of the course, where students will be able to expand their skills and knowledge in a new environment. An interactive communications graduate-level final project is required.
Offered: As needed

ICM 601. Master's Capstone.  3 Credits.
Students create a professional quality web portfolio selected from the best work from their courses and experiences in the master's program. Each student is facilitated through the process of identifying and packaging works, creating a consistent message and image using the products of their research and practice.
Offered: Every year, Spring and Summer

Journalism & Sports Journalism Courses (JRN)

JRN 500. Special Topics in Journalism.  3 Credits.
This course consists of seminar-based classes that consider emerging areas of scholarly research or industry developments in journalism, with a particular focus on how a specific research activity or industry development illustrates issues regarding economic, gender and social groups.
Offered: As needed

JRN 501. Reporting and Fact-Checking.  3 Credits.
Students are introduced to the basic practices and tools of journalism, which include interviewing, identifying and accessing public documents, writing leads and constructing organized, balanced stories.
Offered: Every year, Fall

JRN 504. Digital Essentials.  3 Credits.
The capacity to gather information and report the news remains at the core of the journalism profession. This course focuses on the fundamentals of news writing while also engaging students in emerging social media and other tools to present comprehensive news stories to all audiences.
Offered: Every year, Spring

JRN 521. Audio Storytelling.  3 Credits.
Writing for the ear requires skills in preparing scripts, natural sound and audio recording and editing. This course prepares students to compose stories for radio news and podcasts, with a focus on developing the style of conversational broadcast writing common to National Public Radio.
Offered: Every year, Fall

JRN 524. TV Reporting.  3 Credits.
Visual news stories as broadcast by networks, affiliates and cable news channels and in evolving digital formats require skills in both storytelling and technology for shooting and editing video. This course covers the essentials of shooting video, editing and field reporting and producing.
Offered: Every year, Fall

JRN 528. Data Journalism.  3 Credits.
Information graphics are now an integral component of news, conveying big data into readily understood formats such as diagrams and charts. This course teaches students how to visually organize information and apply it to news stories for broadcast or online presentation.
Offered: As needed

JRN 530. Independent Study (JRN530).  3 Credits.
This is a special course offered to accommodate students who seek advanced practical training or advanced research in an area not directly included in the curriculum. The topic and scope of the course is developed by the student in consultation with a faculty adviser, subject to approval by the dean.
Offered: Every year, All
JRN 531. Graduate Internship. 3 Credits. Experience in association with working professionals is essential to securing career opportunities. Students completing an elective internship to secure such experience are required to work in a supervised environment, approved by the graduate program director.

Offered: Every year, All

JRN 541. Sporting Culture Through Nonfiction. 3 Credits. It has often been said that sport is a microcosm of society, but many rhetoric scholars have begun to suggest that sport plays a role in constituting society and is "defined by a range of political practices, including allocations of resources, representations of identity, projections of nationalism and globalization, activism and change." This directed readings course examines American culture, as well as comparative values, through nonfictional accounts of sport.

Offered: Every year, Summer Online

JRN 543. Literary Journalism in the '60s. 3 Credits. The 1960s stand out as an era of change and turbulence in 20th-century America. Throughout the 1960s and 1970s, these nonfiction writers and journalists wrote in a personal style that became known as "Literary Journalism," or "the New Journalism." This directed reading course requires students to analyze the historical and contemporary views of major literary journalists.

Offered: Every year, Summer Online

JRN 545. TV Production. 3 Credits. This course introduces students to the technical production skills that go into a daily news telecast. Newsroom organization, story development (from idea to the air) and the principles and practices of professional producers are studied.

Offered: Every year, Fall

JRN 546. Digital News Production. 3 Credits. This course explores topics related to social media, such as the viral video clip from a Tweet or the verified source through social media. Students learn the skills, tools and best practices of digital and video content production, as well as social coordination in the news arena. They also explore logistical and ethical concerns in the social medium.

Offered: Every year, Spring

JRN 552. Media Law and Ethics. 3 Credits. A thorough knowledge of laws and ethical behavior is essential to the professional practice of journalism. As such, this course covers the legal and ethical dimensions of media communications across platforms, with an emphasis on First Amendment, privacy and copyright issues.

Offered: Every year, Spring

JRN 562. Sports Law and Ethics. 3 Credits. Federal antitrust law and regulations show that college and professional sports are treated as special components of American culture. This course examines the legal structure that grants special privileges to sports and to the ethical challenges sports journalists confront in going beyond the games to find the story.

Offered: Every year, Spring

JRN 563. Sports Analytics. 3 Credits. Deciphering the volumes of data produced by high school, college and professional sports teams is an essential part of sports reporting. This course introduces students to the ever-growing volumes of statistics across major sports and shows how to transform such data into useful information.

Offered: Every year, Spring

JRN 564. Presenting and Producing Radio Sports. 3 Credits. Radio remains an essential and effective medium for listening to games and for engaging the audience with live talk shows that discuss teams, players, sports and the action of the competition. This course presents students with the principles and practices of radio sports.

Offered: Every year, Fall

JRN 565. Presenting and Producing Television Sports: Remote. 3 Credits. Students in this course write, produce and distribute a 30-minute sports program for broadcast featuring stories that illustrate intriguing and inspiring stories of a Division I college athletic department. Every student engages in shooting, editing, writing, interviewing, presenting and distributing the final product. Additionally, students originate and perform local and national style sports highlight segments along with live in-depth interviews.

Offered: Every year, Spring

JRN 566. Presenting and Producing Television Sports: Studio. 3 Credits. Pre-game, post-game and intermission reports are among the most important aspects of televised sports, as each reveals and promotes the storylines through which games are covered. This course introduces students to the concepts and content behind the production of studio shows.

Offered: Every year, Fall

JRN 572. Researching and Writing the News Documentary. 3 Credits. The complexities of producing the news documentary range from finding the right story to pursue to uncovering the proper visuals to help tell it. This course provides students with the skills to research, write, and produce visual nonfiction, long-form projects rooted in history or current events.

Offered: As needed

JRN 573. Sports Literature. 3 Credits. Sports serve as a critical metaphor for American life in nonfiction works such as "Friday Night Lights," in novels such as "End Zone," in plays such as "Death of a Salesman" and in films such as "Raging Bull." This course examines why sports are prominent in cultural works that attempt to reveal the meaning of America.

Offered: As needed

JRN 574. Crafting the Sports Feature. 3 Credits. Feature writers capture athletes when they are most noble, frail or otherwise vulnerable or heroic. They also capture the moment when a game means more than that. This course teaches students to apply creative vitality to their ideas and writing on sports outside of game stories.

Offered: Every year, Fall

JRN 588. Business Reporting. 3 Credits. Students learn methods and tactics of writing about businesses for mass communication. The course covers why and how companies operate and how to write stories about corporate news from public records and other sources.

Offered: Every other year, Spring

JRN 589. Critical Issues in Sports. 3 Credits. From health concerns to labor conflicts, the workaday world often intrudes on the bubble that protects the mythology of sport. Through reason, analysis and writing, students interact with vital issues that emerge from the seemingly routine day-to-day coverage of games.

Offered: Every year, Spring
JRN 595. Sports Clinical.  3 Credits.
Students completing the sports journalism program must participate in the Sports Clinical. This course focuses on advanced broadcast, multimedia, documentary and long-form reporting and to deepen the experience and training in a given area of specialization in terms of platform and subject matter.
Offered: Every year, Spring

JRN 600. Capstone Proposal.  3 Credits.
Students completing the journalism program conduct research and do preliminary reporting to write a capstone project proposal based on their area of inquiry. The faculty adviser and graduate program director must approve the topic. This course is graded on a pass/fail basis.
Offered: Every year, All

JRN 601. Capstone Project.  3 Credits.
Students completing the journalism program must complete a capstone project. Under the guidance of their faculty adviser, students create an original, in-depth, professional-quality journalism project. This course is graded on a pass/fail basis.
Offered: Every year, All

Public Relations Courses (STC)

STC 501. Principles and Theories of Public Relations.  3 Credits.
Students are introduced to the growing body of knowledge in the discipline and gain expertise that contributes to professional competence in public relations. Students examine the function of public relations in organizations and society, review contemporary and historical roles of public relations professionals and explore the practice of public relations in various public and private settings. Students also learn the latest theoretical approaches to public relations and apply these approaches to contemporary public relations management practices.
Offered: Every year, Fall

STC 502. Public Relations Research Methods.  3 Credits.
This course examines the applied use of research in public relations program development. Students learn methodologies appropriate for conducting secondary analyses and primary research. Both quantitative and qualitative methods are addressed, such as secondary analysis, content analysis, survey research, focus groups, participant observation, case study and experimentation.
Offered: Every year, Fall

STC 503. Public Relations Research Design.  3 Credits.
This course focuses on the practical aspects of designing and implementing a public relations research project. Students develop problem statements, conduct literature reviews, write research questions and prepare research proposals. Ethical and methodological issues involved in research design are discussed. The course also familiarizes students with IRB protocols and helps them hone scholarly and professional writing skills, including the proper use of citations.
Prerequisites: Take STC 501, STC 502.
Offered: Every year, Fall

STC 504. Law and Ethics in Public Relations.  3 Credits.
Students become familiar with legal and industry standards for legally and ethically practicing public relations. The course aims to instill an appreciation for freedom of expression and the First Amendment; to impart a functional understanding of legal rules and principles relevant to public relations practice in the U.S.; to enhance students' ability to identify the moral and ethical dimensions of issues that arise in public relations practice; and to develop analytical and critical thinking skills that encourage students to make and justify ethical decisions.
Offered: Every year, Fall

STC 505. Public Relations Writing.  3 Credits.
This course helps students develop professional-quality public relations writing skills. Students prepare a variety of public relations materials, such as news releases and other media materials; copy for internal magazines, reports, newsletters, brochures, institutional/advocacy advertising; video/audio scripts; web site copy; and speeches. Upon completion of this course, students have a professional portfolio of public relations writing samples.
Offered: Every year, Fall

STC 506. Public Relations Management.  3 Credits.
This course focuses on the business management aspects of public relations, such as policy formation, project direction, resource management, client relations, budgeting and counseling. Special emphasis is placed on public relations' contribution to an institution's mission and effectiveness.
Offered: Every year, Spring

STC 507. Strategic Planning in Public Relations.  3 Credits.
This course familiarizes students with the public relations strategic planning process. Students examine contemporary case studies that demonstrate the public relations planning process and apply what they have learned to the development and presentation of a public relations campaign plan for a client.
Prerequisites: Take STC 501.
Offered: Every year, Spring

STC 510. Crisis Management.  3 Credits.
This course examines institutional crisis communication from a management perspective with an emphasis on crisis prevention, planning and response. Students are required to read and discuss selected articles from the crisis management literature, research and develop case studies of contemporary crises, and participate in simulations designed to develop professional expertise and practical skills in crisis management, including the management of information, management of public communication, strategic planning, problem solving, message production and issues management.
Offered: As needed

STC 511. Global Strategy.  3 Credits.
This course examines concepts, issues and practices in international public relations across the borders and focuses on the challenges, opportunities, and the worldwide development of public relations. The course aims to inform you about the variables that affect public relations practice in the international realm and assist you in understanding of other countries’ domestic public relations given the various cultures, geopolitical and socio-economic systems. Participants look closely at how governments, corporations, multinationals and nongovernmental organizations employ international public relations strategies around the world. Students also examine similarities between international public relations and public diplomacy and the effects of international public relations on images of nations.
Offered: As needed

STC 512. Investor Relations.  3 Credits.
Students study the function of investor relations in corporations and examine the role of investor relations specialists charged with communicating financial information about companies to the financial media, SEC, financial analysts, shareholders and others in the financial community. Students learn how to integrate finance, communication, marketing and securities law compliance in efforts to maximize shareholder wealth.
Offered: As needed
STC 513. Health and Strategic Communications. 3 Credits.
In this course, students are exposed to the field of strategic health communications, with particular attention to analysis and practice of health communication relationships and messages. Issues to be discussed include, but are not limited to: history and current challenges of the health communication field; health campaign creation, implementation and evaluation; cultural issues related to health behavior change campaigns; translational research; traditional and social media training for health care professionals; and perspectives of media influence on health attitudes, norms and behaviors.
Offered: As needed

STC 514. Social and Mobile Media. 3 Credits.
This course addresses the impact of social and mobile media on public relations. It focuses on conducting public relations campaigns online and responding to public relations issues via such tools as social networking and bookmarking sites, blogs, podcasts/vodcasts, discussion boards and conferences, wikis, mobile and location-based applications.
Offered: As needed

STC 515. Special Topics in Public Relations. 3 Credits.
This course examines a specific topic or issue in public relations theory and practice. Topics might focus on specific practice areas such as sports public relations, employee relations, political public relations, public diplomacy, nonprofit public relations, or on industry issues and trends, such as the uses and impact of new technologies, professional ethics and corporate social responsibility or the integration of communication practices.
Offered: As needed

STC 516. Branding Strategies. 3 Credits.
This course explores strategies used by planners, communicators, managers and consultants to create, develop, nurture, maintain and reenergize brands. This course helps students understand the main idea of branding: developing, defending and growing brands for companies, agencies or nonprofits. It explores the essential elements of branding, including target audiences and segmentation, brand benefits, brand personality, differentiation and key brand equities. It also surveys conceptual approaches for the diagnosis of brand growth opportunities and for planning integrated brand communications.
Offered: Every year, Fall and Spring

STC 517. Strategic Communication for Health Professionals. 3 Credits.
In this course, graduate students are exposed to the field of strategic health communication. In particular, students are asked to consider the role of health communication messages in internal, organizational settings, as well as outward-facing messages. Unique to this graduate-level strategic communication course, the students are expected to have minimal to no experience in the field of strategic communication. Instead, the overview of the field provided through this course seeks to encourage understanding of how the theories, practices and evaluations of health communication should be incorporated within their areas of health expertise.
Offered: Every year, Spring

STC 518. Measurement and Evaluation. 3 Credits.
This course focuses on the development of knowledge and skills to ensure that students are able to use data to make business decisions. Students consider key concerns of measurement to determine if measurement tools are effective and appropriate for a project’s goals, as well as how to make sense of data to measure success of a project and how to display findings for various audiences. The course is focused on the principles and process of utilizing research to best serve your client’s or organization’s goals. Main topics for the course include measurement development and refinement, online data analytics, audience segmentation, data interpretation and data visualization.
Offered: Every year, Fall and Spring

STC 519. Strategic Public Relations and Reputation Management. 3 Credits.
The focus of this course is reputation management and its importance to business success. Students analyze the function of corporate communications and examine a range of topics including organizational identity, image and reputation; issues and crisis management; institutional ethics and corporate social responsibility; strategic public relations planning; integrated marketing communication; public relations theories and best practices; and global public engagement. The class also explores specialty public relations practice areas such as media relations, investor relations, employee relations and government relations. Class discussions, case studies, in-class exercises, team projects and essay exams help students improve their critical thinking and reasoning skills, develop research and strategic planning skills and increase diversity awareness and sensitivities that are important to professional and business success.
Offered: As needed

STC 520. Sports Public Relations. 3 Credits.
This class is a comprehensive review of sports event planning and management. Students examine such topics as strategic planning, budgeting and time management.
Offered: Every other year, Fall

STC 521. 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.
Offered: Every other year, Fall

STC 522. Nonprofit Public Relations. 3 Credits.
This course is appropriate for students who want to learn how to develop and implement comprehensive public relations campaigns for nonprofit organizations. It highlights the structures and nuances of the various types of NPOs and examines case studies and present-day scenarios. The course requires the development of a public relations campaign, and culminates in crafting a case study assessing the effectiveness of an assigned NPO’s public relations campaign.
Offered: Every other year, Fall

STC 523. 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.
Offered: Every year, Spring
STC 525. Financial Communications and Business. 3 Credits.
This course provides students with a holistic view of public relations and corporate communications management, as well as strategic planning for organizational change and growth. It covers various styles and functions of management and leadership theory and introduces key principles of marketing, branding, risk management, ethics, and finance. Throughout the course, students develop the ability to work between crucial agency organizational departments.
Offered: Every other year, Spring

STC 531. Graduate Internship in Public Relations. 3 Credits.
Students complete a minimum of 90 hours of professional fieldwork supervised by the program director and a qualified field supervisor. Approval of the program director is required.
Offered: Every year, All

STC 601. Public Relations Professional Project. 6 Credits.
Students develop a professional research project under the direction of program faculty.
Prerequisites: Take STC 501, STC 502, STC 503.
Offered: Every year, All

STC 602. Public Relations Research Thesis. 6 Credits.
Students develop a research thesis under the direction of program faculty.
Prerequisites: Take STC 501, STC 502, STC 503.
Offered: Every year, All

STC 603. Candidacy Continuation. 0 Credits.
This course is required of all students who are not registered for any graduate courses in the program but who continue working toward the completion of their degree. Requires permission of the program director.
Offered: As needed

STC 605. Public Relations Graduate Capstone. 3 Credits.
Students develop a professional research project under the direction of program faculty. The project work should exhibit KSAs and/or serve as PRSA Readiness Review preparation. Students may enroll in this course once they have completed 30 credits in the program. The capstone project is a personally designed, independently conducted activity, enabling students to further their knowledge/skill in one or more of the course topics that students have found especially interesting or beneficial. Permission of instructor required. This course is graded on a pass/fail basis.
Offered: Every year, Summer

STC 606. Independent Study. 3 Credits.
Students develop and implement individual research projects that advance understanding of particular theoretical or practical aspects of public relations. Approval of the program director is required.
Offered: As needed