

# Strategic Communication - Bachelor's Degree for Professionals

## Bachelor of Arts in Strategic Communication

36 upper division credit minimum; 2.0 minimum GPA

STCO 321	Media Literacy in the 21st Century	4
STCO 322	Writing and Public Communication	4
COMM 301	Persuasive Communication	4
COMM 350	Communication Theories-Capstone	4
COMM 351	Research Methods	4
STCO 323	Principles of Strategic Communication	4
Select two from the following:		
STCO 421	Organizational Communication	4
COMM 405	Freedom of Communication	4
STCO 461	Pop Culture and the Public Sphere	4
STCO 462	Contemporary Issues and Public Engagement	4
Complete the following:		
STCO 481	Strategic Communication Campaigns	4

## Strategic Communication Minor Requirements

20 upper division credit minimum; 2.0 minimum GPA

STCO 321	Media Literacy in the 21st Century	4
STCO 322	Writing and Public Communication	4
COMM 350	Communication Theories-Capstone	4
STCO 323	Principles of Strategic Communication	4
Choose one additional course from Major		4

## Courses

### STCO 321. Media Literacy in the 21st Century. (4).

Students will consider the history, content and impact of various forms of mediated/mass communication. This will include considerations of traditional and contemporary media content and institutions, as well as media effects and ethics. Students will analyze media language and communication techniques, representation and audience segmentation, and the role of media industries in shaping media content.

### STCO 322. Writing and Public Communication. (4).

This course explores the relationship between audience, message, and medium through exercises in strategic writing and the development of a professional writing portfolio. Students develop skills in writing, editing and research outlets for strategic communication, including media plans, news releases, social media materials, business writing, and other audio/visual content.

### STCO 323. Principles of Strategic Communication. (4).

This course will build a foundational understanding of strategic communication. Students will examine strategic communication campaigns, public opinion, media entities, the role of research, audience identification, message development, and ethical issues. Students will also consider the intersection of strategic communication with politics, culture, business, and other social institutions.

### STCO 421. Organizational Communication. (4).

This course evaluates and applies historical and contemporary perspectives on organizational culture. It examines the vital role communication plays in organizations and how strategic communication can help shape the way organizations' function. Students will also consider different organizational stakeholders and how cross-cultural communication campaigns can foster organizational goals.

### STCO 461. Pop Culture and the Public Sphere. (4).

This course asks students to consider how media content creates, maintains, and repairs social reality. Students will engage with various contemporary issues from a social science perspective and analyze film, television, and internet content for ways in which the pop sphere is political. Students will discuss and write about how various media platforms and narratives intersect with pop culture and public engagement on important social and policy issues.

**STCO 462. Contemporary Issues and Public Engagement. (4).**

This course trains students to communicate and engage with various publics effectively in a variety of print and online genres and media. Students will consider contemporary issues from a social science perspective and strategize how to communicate with stakeholders. Students will consider how to apply strategic communication skills to engage with the public on important social and policy issues.

**STCO 481. Strategic Communication Campaigns. (4).**

Students will apply and synthesize theories and principles of persuasion and advocacy in the research, execution, and assessment of strategic communication campaigns. Topic areas may include health advocacy, organizational communication, human resources, strategic communication, public engagement, and/or media studies. Projects may also involve, when applicable, community partners. The final project is intended to be a professional document for a portfolio, but can also be developed as an experiential or advocacy-based project. Emphasis is placed on the importance of a coordinated effort integrating various strategic communication tools and practices. Prerequisites: STCO-323.