

Strategic Communication (STC)

Note: MJF 105, 146 and 205 are requirements for all majors in the Department of Media, Journalism and Film.

STC 135. Principles of Public Speaking. (3)

Develops fundamentals of analyzing, organizing, adapting, and delivering ideas effectively in public contexts. Special emphasis placed upon informative and persuasive discourse.

STC 136. Introduction to Interpersonal Communication. (3)

Introduction to major theories and empirical research regarding the role of interpersonal communication and related personal, contextual, and cultural variables in the development of various types of dyadic relationships. Does not count toward the strategic communication major. IIC. PA-2A. CAS-C.

STC 177. Independent Studies. (0-6; maximum 10)

STC 236. Intercultural Communication. (3)

Examines similarities and differences among cultures and subcultures with regard to norms, values, and practices in verbal and nonverbal communication. Barriers, such as prejudice and ethnocentrism, to effective intercultural communication addressed. IC. PA-4B.

STC 259. Foundations of Campaign Design. (3)

This course offers an introduction to the foundations of designing strategic communication campaigns. It focuses on developing campaigns that integrate strategies from public relations, advertising, and branding across a complex environment that includes traditional media like TV, radio, and print, as well as emerging media such as social, digital, and mobile platforms. It also introduces students to important theories of communication and media to inform the steps of campaign design as they are applied to corporate, non-profit, social, and public service messaging.

STC 262. Research Methods. (3)

Examination and application of contemporary communication research methods to investigate human communication processes. Emphasizes experience in data collection utilizing both quantitative and qualitative paradigms. CAS-Q.

Prerequisite: ISA/STA 125 or STA 261 or STA 301 or STA 368.

STC 277. Independent Studies. (0-6; maximum 10)

STC 285. Professional Communication for Data Analytics. (3)

Focuses on data analysis reporting for data analytics majors. Students will develop rhetorical knowledge and skills needed to write and present data and data findings effectively for a variety of audiences, purposes, contexts, and media. ADVW. PA-1C. CAS-W.

Prerequisite: ENG 109 or ENG 111 (or AP and other placement credit).

Cross-listed with ENG 285.

STC 311. Communication in Everyday Life. (3)

This course explores the often-hidden significance, dynamics, and meanings of everyday communication. This course looks at a broad range of everyday communication contexts—including self-presentation, interpersonal communication, romantic relationships, and workplace culture—and considers the rhetorical power of ideas like “tradition,” “common sense,” and “folksiness.” Ultimately, students in this course will learn about everyday communication as a form of ongoing persuasion and culture-making that continually defines our social world.

STC 331. Branding in Politics. (3)

This course overviews the central role of strategic communication in the modern political and commercial arenas. It examines how political actors and institutions, for-profit and nonprofit organizations, the press, and both domestic and foreign publics interact. Course material explores how public relations, advertising, and marketing fit into and impact the local, national, and global schemes of political activities, ranging from election campaigning, to legislative and executive policy making, public diplomacy and nation branding. Beyond looking inside the political establishment, this course also explores external communications fundamentally impacting the political process, such as special interest lobbying, corporate activism and social responsibility, civic advocacy and engagement, and journalism.

STC 340. Internship. (0-20)

STC 359. Advanced Strategic Communication Writing. (3)

Intermediate study of public relations, advertising and integrated marketing communication strategy, writing and presentation. Students will practice and develop advanced professional writing skills while creating communication assets for communication campaign implementation. Emphasis on paid, earned, owned and shared strategy. As an advanced writing course, students participate and collaborate in peer review and multiple drafts of professional writing. ADVW. PA-1C. CAS-W.

Prerequisite: STC 259.

STC 377. Independent Studies. (0-6; maximum 10)

STC 421. Managing Crisis & Reputation. (3)

Brand reputation is valuable. Yet, every day, brands and individuals face crises and loss of trust. Every brand faces negative attention at some point - it is just a matter of when and how much the situation damages brand reputation. Using real-life case studies, this course prepares students to identify, navigate and manage reputations in crisis. Introducing key principles of issue, risk, and crisis communication management, this course integrates theories in crisis communication research. Students learn proactive and reactive strategies to respond to the pre-, on-going, and post-stages of crisis; to repair and recover organization reputation; and to maintain long-term sustainable relationships with stakeholders.

STC 422. Trendsetters & Coolchasers. (3)

This course seeks to understand what makes something “cool” and how coolness can be used (or misused) in strategic communication. The course focuses on qualitative research methods as a way of helping students identify emerging trends that exist outside of their own cultural niche. Using these methods, students in the course will analyze the lifecycle and mainstreaming of emerging trends, the value of the concept of authenticity in contemporary culture, and “out of touch” miscalculations by major brands.

STC 431. Persuading Audiences. (3)

Examines the formation, change, and functions of attitudes and the link between attitudes and behavior. Emphasis placed on understanding relevant theory and research.

STC 437. Media, Advocacy & Social Change. (3)

This course analyzes the public communication efforts of activists and social movements from World War II to the present. Taking a broad and historically-informed view of media and advocacy communication, it explores how citizens have mobilized a variety of participatory media, technologies, tactics, and strategies to raise awareness of social issues and shape public opinion.

STC 450. Topics in Communication. (3; maximum 9)

Study or research of issues and problems associated with communication under the guidance of a faculty member of the department.

Prerequisite: major status or permission of instructor.

STC 459. Strategic Communication Campaigns. (3)

This capstone course is designed to integrate previous strategic communication courses, internships, and other liberal education courses to provide a comprehensive overview of how strategic communications are created through team-based work in collaboration with civic and non-profit organizations. This course aims to hone students' practical skill sets in strategic communication, which requires the students to be able to conduct solid research while applying public relations theories and communications models to develop a strategic action plan that includes measurable objectives, evaluation metrics, and a community focus. EL, SC.

Prerequisite: STC 359 and STC 262.

STC 469. Public Relations Practicum. (1-2; maximum 8)

Practical experience in public relations work. Cannot count for credit toward major in communication.

Prerequisite: PRSSA membership and permission of instructor.

STC 477. Independent Studies. (0-6; maximum 10)

STC 478. Inside New York City- Study Away. (3)

A three-week experience takes students "inside" New York City through field trips, guest speakers, panel discussions and an opportunity to job shadow in your area of specialization. Students will meet with industry leaders from every corner of the public relations, marketing, and advertising world from large agencies to small nonprofits and everything in between. In addition, students will get the full experience of NYC as they visit media headquarters, museums, and Broadway. Two weeks of lectures, discussions, and on-site visits are followed by one week of job shadowing a media professional - all in New York City.

Prerequisite: STC 259.

STC 482. Inside Chicago. (3)

A Media, PR, Advertising, and Marketing Study Away program in Chicago. Students explore careers, engage in cultural experiences and research challenges of the modern marketing communication function. Students live and commute to corporate offices, practice networking skills and experience professional life in a large city known for media-centric careers.