

# STRATEGIC COMMUNICATION (STCO)

## **STCO 289 Digital Promotion Technologies and Application 3 Credit Hour(s)**

Learn and work with the software & hardware tools used in the creation of promotional audio and video. Students will be introduced to best practices in the creation of digital messages, and how to deploy these messages through channels used by professionals in the field.

**Offered:** Resident and Online

## **STCO 307 Strategic Communication 3 Credit Hour(s)**

Examines the principles and practices of impacting markets through Strategic Communications. Special emphasis is given to team problem-solving. (Formerly COMS 307)

**Offered:** Resident and Online

## **STCO 346 Persuasive Advertising and Storytelling 3 Credit Hour(s)**

This course focuses on the communication principles and communication strategies that augment growing the image of an organization, its products and services. Emphasizes the persuasive application of story-telling and narrative communication techniques. (Formerly COMS 346)

**Registration Restrictions:** Junior/Senior Status

**Offered:** Resident and Online

## **STCO 348 Strategic Social Media 3 Credit Hour(s)**

This course connects students to organizational growth objectives with social media strategy, platforms, and tactics. Extensive focus is given to interactive sessions and team problem-solving exercises.

**Registration Restrictions:** Junior/Senior Status

**Offered:** Resident and Online

## **STCO 356 Digital/Social/Mobile Communication Strategies 3 Credit Hour(s)**

**Resident Prerequisite:** RSCH 201 or Inquiry Research with a score of 80 or Research Assessment with a score of 80 or Research (prior to 2017-2018) with a score of 80

This course explores the successful design, development and execution of targeted marketing campaigns for news, information and entertainment. Special emphasis is given to team problem-solving. (Formerly COMS 356)

**Registration Restrictions:** Junior/Senior Status

**Offered:** Resident and Online

## **STCO 357 Public Relations and Promotion Tactics 3 Credit Hour(s)**

This course provides students with a broad understanding of and ability to apply promotional and public relations techniques in a digitally mediated world. Emphasis is on experiential application of specific techniques across multiple media and channels. (Formerly COMS 357)

**Registration Restrictions:** Junior/Senior Status

**Offered:** Resident and Online

## **STCO 367 Best Practices: Strategic Communications Management 3 Credit Hour(s)**

This course is designed to give students hands-on experience in creating collaborative integrated marketing communication campaigns, guided by the lessons learned from organizations that have used strategic communications to drive growth. (Formerly COMS 367)

**Registration Restrictions:** Junior/Senior Status

**Offered:** Resident and Online

## **STCO 372 Employee and Organizational Communication 3 Credit Hour(s)**

This course in organizational public relations provides students with the strategic ability to communicate with the affiliated parts of an organization critical to successful relationships and image-making.

**Registration Restrictions:** Junior/Senior Status

**Offered:** Resident and Online

## **STCO 422 Social Media Development 3 Credit Hour(s)**

**Prerequisite:** STCO 307 and STCO 348

Through a mentor-driven approach, students gain experience in organizing, integrating and operating the school's social media channels. Their experiences are transferable to other organizations, both corporate and non-profit.

**Offered:** Resident and Online

## **STCO 426 Creating Affiliate Loyalty in a Digital Age 3 Credit Hour(s)**

This course is designed to familiarize students with the principles of customer relationship strategies and the means by which organizations develop loyal customers and/or affiliates.

**Registration Restrictions:** Junior/Senior Status

**Offered:** Resident and Online

## **STCO 460 Career Preparation 3 Credit Hour(s)**

Students research and explore the types of Strategic Communications opportunities available to them upon graduation. This course emphasizes jump-starting careers by undertaking a professional job search and awareness of current job market conditions.

**Registration Restrictions:** Senior Standing Only

**Offered:** Resident

## **STCO 462 Using the Social and Digital Future 3 Credit Hour(s)**

This course will demystify the emerging social, digital and technology trends, and help students apply these trends in a dramatically changing marketplace.

**Offered:** Resident and Online

## **STCO 487 Agency/Field Projects 3 Credit Hour(s)**

Students, individually or in groups, work in a variety of strategic communication roles with real-world organizations under the mentorship of faculty and other professionals. Organizations include corporate and non-profits.

**Registration Restrictions:** Senior Status

**Offered:** Resident and Online

## **STCO 497 Special Topics in Strategic Communication 3 Credit Hour(s)**

A seminar course focusing on a subject not covered extensively in other Communication / Strategic Communication courses. Topics will vary.

**Offered:** Resident