STRATEGIC COMMUNICATION (STCM)

STCM 130  Fundamentals of Public Relations and Advertising  (3 credits)
Prerequisite(s): WRIT 105 or HONP 100. This explores some key issues and
principles in the fields of public relations and advertising. Topics include
media relations; media assessment; promotions; public relations
strategies and tactics; relationship-building; and ethics. Students learn
the basic theories, history, ethical codes, and practices of public relations
and advertising. Students will also begin to grapple with the challenges
of strategic communication through cases, scenarios, and applications.
Equivalent course CMST 130 effective through Summer 2021.

STCM 140  Multi Media Production for Strategic Communication  (3 credits)
Prerequisite(s): CMST 110. This course is designed to provide students
the fundamental principles and skills for designing, producing, and
evaluating content published for the Web and other digital delivery
platforms. In a hands-on class, students will learn expansive and
engaging storytelling techniques through using the essential elements
of multi-media production, such as audio recording and editing, basic
photography, video production and editing, interactive infographics, or
mobile animation for various groups of targeted audiences. Students will
develop strong multi-media professional skills as well as critical and analytical
abilities in multi media production.

STCM 145  Influencers and Opinion Leaders  (3 credits)
Prerequisite(s): CMST 110. Reaching a brand’s target audience in the
right place, at the right time, with the right message is more challenging
than ever. The growth of social media has led to fragmented audiences
across a digital landscape that features nearly-unlimited ways to find
news and information. Enter the Social Media Influencer, whose specialty
is call-to-action, whether for driving sales, clicks, or votes: amplifying a
message; or enhancing a brand’s credibility. Finding the right influencer
or building a strong following requires a complex combination of
research, analysis, management, measurement, and money. This course
explores the nuances of vital media industry.

STCM 230  Brand Storytelling in Strategic Communication  (3 credits)
Prerequisite(s): STCM 130. The course aims to develop students’
ability to develop brand narratives. It will cover the steps/processes of
building brands, methods of measuring brand equity, ways to leverage
brand equity, strategies in managing brand portfolios (brand iterations
and extensions), and management of brands over time, geographic
boundaries, and market segments.

STCM 233  Public Relations Writing Across Media  (3 credits)
Prerequisite(s): STCM 130; and WRIT 106 or HONP 101. Restriction(s):
For majors of the Advertising BA program and the Social Media and
Public Relations BA program. This course aims to enhance the skills
and careers of public relations students in the media industry through
developing the competency in writing. Students will become more
proficient in various forms of public relations writing targeted to specific
audiences. Particularly, this course addresses basics in writing, styles,
language, and formats for various media platforms (print, radio, television,
web, social media, etc.) for a variety of contexts including small business
enterprises, corporations, nonprofit organizations, and government
agencies. Students in this class will build expertise on how to write
effectively, concisely, and persuasively for different target audiences, how
to create the “voice” of a brand, how to build and manage content for
various media platforms, and how to incorporate strategy and creativity
into all writing pieces. Meets the Graduation Writing Requirement for
majors in Social Media and Public Relations Management. Equivalent
course CMST 233 effective through Summer 2021.

STCM 237  Ethics in Digital Media  (3 credits)
Prerequisite(s): STCM 130. The course introduces students to
the concepts of ethics and professional responsibility in strategic
communication, particularly in the career fields of public relations
and advertising. In this course students develop their awareness
of the ethical responsibilities inherent to digitally mediated public
communication, increase their abilities to recognize and understand
moral communication issues, acquire skills and knowledge to reach
and justify ethical decisions, and cultivate a sense of personal and
professional responsibility. Equivalent course CMST 237 effective through Summer 2021.

STCM 240  Social Media Analytics  (3 credits)
Prerequisite(s): STCM 130. The proliferation of social media has created
a powerful tool that enables insightful, strategic, and informed decision-
making for organizations and brands. Social Media analytics tools
have become critical in understanding the human behavior, consumer
sentiments, and emerging issues in organizations’ online environment.
This course introduces concepts, frameworks, and methods for analyzing
and understanding how organizations and brands can employ social
media analytics tools in strategizing, implementing, and evaluating viral
public relations, advertising, and marketing campaigns. Students in this
course will learn various analytics tools and techniques for analyzing and
interpreting various types of social media data.

STCM 320  Special Topics in Public Relations and Advertising - Junior Seminar  (3 credits)
Prerequisite(s): STCM 130, STCM 140 and STCM 230. This is a special
topic course for juniors in public relations and advertising. This course
addresses crucial and emergent topics related to industry practices. May
be repeated for a maximum of 6 credits.

STCM 326  Integrated Communication  (3 credits)
Prerequisite(s): STCM 230. The course introduces students to the
fundamentals of integrated communication. Students will understand
the complex communication mix of today to promote theoretical
knowledge; learn how to strategically plan integrated campaigns
to ensure consistency of creative strategy employing disciplinary
writing; explore complementary use of traditional and digital media, and
measurable objectives; focus on the integration of marketing, advertising,
and public relations messages along with the strategic use of channels
and content by looking at disciplinary works of excellence. Equivalent
course CMST 326 effective through Summer 2021.
STCM 330 Public Relations Investigation and Strategy (3 credits)
Prerequisite(s): STCM 233. The purpose of this course is to familiarize public relations majors with effective social science investigation/research methods used to diagnose and solve communication problems, to identify measurable objectives, to inform strategic planning and message development, and to perform program evaluations in order to optimize organizational decision making and improve effectiveness for communication strategies. This course will cover the following main topics: major research approaches, research ethics, formulating research questions and testing hypotheses, conceptual and operational definitions, measurement, sampling, research design, interpretations of qualitative findings, SPSS data analysis, and report writing. Equivalent course CMST 330 effective through Summer 2021.

STCM 333 Public Relations Cases (3 credits)
Prerequisite(s): STCM 233. This course uses a case-study method to learn about theoretical and applied principles of public relations campaign management. Students examine successful/unsuccessful examples of public relations in order to learn how to plan more effective campaigns and to evaluate completed campaigns. As part of the course, students continue to hone their discussion/writing skills and learn to be more critical of the role played by the media, opinion leaders, and multiple publics in the public relations process. Equivalent course CMST 333 effective through Summer 2021.

STCM 339 Digital Techniques in Strategic Communication (3 credits)
Prerequisite(s): STCM 230. The rapidly evolving digital media landscape is transforming how communication professionals integrate digital media into their practices. This course explores advanced topics related to vital digital techniques applied in the strategic communication industry. May be repeated for a maximum of 6 credits. Equivalent course CMST 339 effective through Summer 2021.

STCM 340 Crisis Communication (3 credits)
Prerequisite(s): STCM 230. The purpose of this course is to examine the role that communication plays in organizational crisis management. An emphasis will be placed on understanding how communication practitioners can help organizations plan, respond, and recover from crises. Emphasis will also be placed on the impact of social media on how crises evolve and are managed. Issues that will be examined include how a communication practitioner can help organizations or brands prevent crises, how to interact with media during a crisis, how to engage with various online stakeholders on social media, how to respond ethically to stakeholder concerns, and how to promote organizational learning so a similar crisis can be prevented. Equivalent course CMST 439 effective through Summer 2021.

STCM 381 Consumer Insights (3 credits)
Prerequisite(s): STCM 230. This course is an investigation into the actions and motivations that define choices made by consumers. Exploration of the cognitive, affective, and social dimensions of consumers will be explored. Techniques of investigating consumer behavior will be considered with application to elements relevant to advertising.