Department of Strategic Communication

2017/2018 Curriculum Guide

FOUR REQUIRED GATEWAY COURSES

STCO 11103 Writing and Editing*
STCO 16103 Diversity*

STCO 23113 Advertising*
STCO 23123 Public Relations*

*A grade of "C" or higher in each and a combined GPA of 2.5 must be earned in these four classes before enrolling in any advanced, required courses for the strategic communication major.

CALCULATE

2.5* G.P.A.

CALCULATE

DECLARE CONCENTRATION

ADVERTISING CONCENTRATION

INSC 20153 or MATH 10043 Statistics

STCO 32403 Design

STCO 35413 Creative Strategy

STCO 35503 Research

STCO 45413 Channel Planning

All of the above courses must be completed before taking the Capstone course.

STCO 46403 Law

Plus:

Nine hours of strategic communication electives, six of which must include STCO 22403 Interactive Design, STCO 36433 Social Change, STCO 41413 Copywriting, STCO 43113 Psychology of Advertising, STCO 43803 New Media, STCO 44433 Global Branding, STCO 47403 Ethics, or STCO 48813 Ad Competition.

INTEGRATED CONCENTRATION

INSC 20153 or MATH 10043 Statistics

STCO 31423 Strategic Writing

STCO 32403 Design

STCO 35413 Creative Strategy

STCO 35503 Research

STCO 45413 Channel Planning

All of the above courses must be completed before taking the Capstone course.

STCO 46403 Law

Plus:

Six hours of strategic communication electives.

PUBLIC RELATIONS CONCENTRATION

INSC 20153 or MATH 10043 Statistics

STCO 31423 Strategic Writing

STCO 32403 Design

STCO 35503 Research

All of the above courses must be completed before taking the Capstone course.

STCO 46403 Law

Plus:

Twelve hours of strategic communication electives, six of which must include STCO 32603 Publications, STCO 43333 Roxo Agency, STCO 46723 Social Responsibility, STCO 47433 Global Communication, STCO 47533 Case Studies, STCO 47403 Ethics, STCO 47523 Crisis Communication, or STCO 48823 PR Competition.

CAPSTONE COURSE

STCO 48833 Campaigns or STCO 48813 Ad Competition or STCO 48823 PR Competition