



**Course Numbers and Titles
for
Strategic Communication Majors**

**New STCO Courses
(effective fall 2015)**

**Former JOUR Courses
(before fall 2015)**

STCO 11103 Writing and Editing	JOUR 10113 Media Writing and Editing
STCO 13103 Communication in Society	JOUR 10103 Media Literacy
STCO 16103 Diversity	JOUR 20003 Diversity and the Media
STCO 20990 International Residential Study	JOUR 20990 International Residential Study
STCO 22403 Interactive Design	JOUR 20453 Interactive Communication Design
STCO 23113 Advertising	JOUR 20313 Advertising Principles
STCO 23123 Public Relations	JOUR 20403 Public Relations Principles
STCO 30003 Junior Honors	JOUR 30003 Junior Honors in Journalism
STCO 30653 Web Apps	Not applicable (new course)
STCO 30990 International Residential Study	JOUR 30990 International Residential Study
STCO 31423 Strategic Writing	JOUR 30803 Writing for Strategic Communication
STCO 32403 Design	JOUR 30453 Communication Graphics
STCO 32503 Images	JOUR 30233 Visual Journalism-Advanced
STCO 32603 Publications	JOUR 30463 Publication Design
STCO 35413 Creative Strategy	JOUR 30553 Creative Communications
STCO 35503 Research	JOUR 40623 Research and Evaluation
STCO 36433 Social Change	JOUR 30523 Media Marketing and Promotions
STCO 40003 Senior Honors	JOUR 40003 Senior Honors in Journalism
STCO 40970 Special Topics	JOUR 40970 Special Topics
STCO 41413 Copywriting	Not applicable (new course)
STCO 41423 Feature Writing	JOUR 40643 Long-Form Journalism
STCO 43113 Psychology of Advertising	JOUR 40633 Psychology of Advertising
STCO 43333 Roxo Agency	JOUR 40413 Agency Operations
STCO 43503 Gender and Media	JOUR 40250 Women in Media
STCO 43803 New Media	JOUR 41003 Strategic Communication and New Media
STCO 44433 Global Branding	JOUR 40533 Global Branding
STCO 45413 Channel Planning	JOUR 40513 Channel Planning and Strategy
STCO 46403 Law	JOUR 40523 Law and Ethics of Mass Communication
STCO 46723 Social Responsibility	JOUR 41013 Public Relations and Corporate Social Responsibility
STCO 47403 Ethics	JOUR 40613 Media Ethics
STCO 47433 Global Communication	JOUR 40223 Issues in Global Media and JOUR 40543 International and Intercultural Communication
STCO 47523 Crisis Communication	JOUR 40333 Crisis Communication
STCO 47533 Case Studies	JOUR 40403 Strategic Communication Cases and Problems
STCO 48300 Internship	JOUR 40450 Internship
STCO 48530 Roxo Internship	JOUR 40850 Agency Internship
STCO 48533 Integrated Communication	JOUR 40503 Integrated Marketing Communications
STCO 48813 Ad Competition	JOUR 40713 Strategic Communication Advertising Competition
STCO 48823 PR Competition	JOUR 40723 Strategic Communication PR Competition
STCO 48833 Campaigns	JOUR 40703 Strategic Communication Campaigns