Department of Strategic Communication

2019/2020 Curriculum Guide

* Satisfies the competency requirement. Complete these classes first.

See course description for all prerequisites.

REQUIRED BEFORE TAKING OTHER STCO COURSES

TWO GATEWAY COURSES

STCO 23113 Advertisina

STCO 23123 Public Relations

RESEARCH (1 required)

STCO 35503 *

Research

STCO 30003

STCO 40003

STCO 40970

Senior Honors

Special Topics

Junior Honors **WEM**

ONE ASSOCIATED COURSE

MATH 10043 Statistics

Majors must complete the aateway courses STCO 23113 (Advertisina) and STCO 23123 (Public Relations) with a C (2.0) or higher and a combined 2.5 GPA and also earn a "C-" (1.67) or higher in MATH 10043 (Statistics) before enrolling in any other Strategic Communication courses.

NOTE: Work with an adviser to check course offerings. New additions are made to the catalog every year.

NOTE: Classes listed are not offered every semester in every competency.

CORE COMPETENCIES

Specific courses are required from each competency along with three additional courses from any competency.

CONTENT (2 courses required)

STCO 11103 *

Writing and Editing

STCO 31423

Strategic Writing WEM

STCO 35413

Creative Strategy

STCO 36403

Digital Storytelling

STCO 41413

Copywriting

STCO 41423

Feature Writing WEM

STCO 40970

Special Topics

STCO 48933

Schieffer Associates

* Satisfies the competency requirement.

MANAGEMENT (1 required)

STCO 45413 *

Channel Planning

STCO 47533 *

Case Studies wew

STCO 36433

Social Change

STCO 46723

Social Responsibility

STCO 43113

Psych. of Advertising wew

STCO 43333 Roxo Agency

STCO 43143

Sports Communication WEM

STCO 47523

Crisis Communication

STCO 48533

Integrated Communication

STCO 40970

Special Topics

TECHNOLOGY &

INNOVATION (1 required)

STCO 32403 *

Design

STCO 22403

Interactive Design

STCO 32503

Images

STCO 32603

Publications

STCO 30653

Web Apps

STCO 43803

New Media

STCO 40970

Special Topics

LAW & ETHICS (1 required)

STCO 46403 *

Law or

STCO 47403 *

Ethics

STCO 40970

Special Topics

DIVERSITY & ENGAGEMENT

(1 required)

STCO 16103 *

Diversity

STCO 44433

Global Branding CA

STCO 47433

Global Communication WEM

STCO 13103

Communication in Society

STCO 20990 & 30990

International

Residential Study

STCO 43503

Gender and Media

STCO 48300

Internship

STCO 48530

Roxo Internship

STCO 40970

Special Topics

STCO 40901 Senior Seminar

CAPSTONE COURSE

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