Department of Strategic Communication Curriculum Guide

Students must earn a C or higher in each STCO course used to satisfy the major degree requirements.

* 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 Advertising STCO 23123 Public Relations **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 or

STCO 47533 * Case Studies **WEM**

STCO 36433 Social Change wem STCO 46723 Social Responsibility

STCO 43113 Psych. of Advertising wem

STCO 43333 Roxo Agency

STCO 43143 Sports Communication WEM STCO 47523 Crisis Communication

STCO 48533 Integrated Communication STCO 40970 **Special Topics**

RESEARCH (1 required) STCO 35503 * Research

STCO 30003 Junior Honors **WEM**

STCO 40003 Senior Honors STCO 40970 **Special Topics** **TECHNOLOGY & INNOVATION** (1 required)

STCO 32403 * Design STCO 22403

Interactive Desian STCO 32503

Images STCO 32603

Publications STCO 30653 Web Apps

STCO 43803 New Media

STCO 40970 **Special Topics** STCO 46403 * Law or STCO 47403 * Ethics

LAW & ETHICS (1 required)

STCO 40970 **Special Topics** (1 required) STCO 16103 * Diversity STCO 44433

DIVERSITY & ENGAGEMENT

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