

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.

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.

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 gateway courses STCO 23113 (Advertising) 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.

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 Design
- STCO 32503** Images
- STCO 32603** Publications
- STCO 30653** Web Apps
- STCO 43803** New Media
- STCO 43813** Social 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