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 21103 *
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

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 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 26103 *
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

* *Satisfies the competency requirement.*

STCO 40901 Career Strategies & Purpose

CAPSTONE COURSE

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

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