

Department of Strategic Communication

2018/2019 Curriculum Guide

REQUIRED BEFORE TAKING OTHER STCO COURSES

TWO GATEWAY COURSES

STCO 23113 Advertising
STCO 23123 Public Relations

ONE ASSOCIATED COURSE

INSC 20153 or **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 INSC 20153 or MATH 10043 (Statistics) before enrolling in any other Strategic Communication courses for the major.

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

* Satisfies the competency requirement.

MANAGEMENT (1 required)

STCO 45413 *
Channel Planning
or
STCO 47533 *
Case Studies **WEM**
STCO 36433
Social Change
STCO 46723
Social Responsibility
STCO 43113
Psych. of Advertising **WEM**
STCO 43333 Roxo Agency
STCO 43413
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 3XXX3
Digital Analytics
STCO 40003
Senior Honors
STCO 4XXX3
Social Listening
STCO 4XXX3
Special Topics in Research (or Research II)
STCO 40970
Special Topics

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

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

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

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