

STRATEGIC COMMUNICATION (SC)

SC 2183 Introduction to Strategic Communications

Prerequisites: Departmental majors only.

Description: This course provides students with information and insights about strategic communications: how messages are created and framed, why we respond to messages the way we do, and how to employ communications strategies to advance organizational goals. The course will address the media, methods, functions and ethics of institutions' communication and interactions with a variety of audiences with an emphasis on public relations and advertising. Previously offered as JB 2183.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3043 Entertainment in the Media

Prerequisites: Departmental Majors Only (MMJ, SPM and SC).

Description: This class examines the evolution of storytelling beyond traditional film and television formats and delves into emerging technologies and distribution platforms that are shaping current and future entertainment content. Lectures, in-class exploration of new media content and special guest speakers, who will share their career achievements, challenges, and advances in their area of the evolving new media and gaming industry. Field trips to see special demonstrations of equipment and production.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3353 Persuasive Writing for Strategic Communicators

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each, pass proficiency review.

Description: An examination of the language of persuasive communication, how persuasion works and the techniques of persuasive message strategy. Application of persuasive writing for traditional media and emerging digital media.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

Additional Fees: AP Stylebook fee of \$5.30 applies.

SC 3383 Strategic Communications Management and Strategies

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: The practice and techniques of public relations as a management function in business, industry, agriculture, government, education and other fields. Course previously offered as JB 3383.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3443 Social Media

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: The practice and application of social media such as Facebook, YouTube, Twitter, Instagram and other social networking platforms to strategic communications practice.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3463 Event Planning and Communication

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each or permission of instructor.

Description: This course covers the fundamentals of event planning from a strategic communications perspective. Teaches a variety of aspects involved in event planning including creating a vision and strategic plan, understanding various marketing strategies, budget management, networking, conference design, and assessment. Attendance of two events outside of class are required.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3483 Nonprofit Communications

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and pass proficiency review.

Description: This course will offer an overview of branding and communications concepts, helping students approach branding in a way that builds commitment to their organization's mission, increases trust, creates ambassadors, and strengthens impact. Students will gain a basic familiarity with a variety of branding principles, fundraising techniques and develop strategic communication recommendations for an organization with which they are familiar.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3600 Strategic Communications Internship

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both and consent of instructor; and pass proficiency review.

Description: Internship practice for qualified strategic communications students who wish creative communications experience beyond that available in the classroom. Course previously offered as JB 3600. Offered for variable credit, 1-3 credit hours, maximum of 6 credit hours.

Credit hours: 1-3

Contact hours: Contact: 1-3 Other: 1-3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

SC 3603 Copywriting and Creative Strategy

Prerequisites: SC 3353 and SC 3753 with "C" or better in both; and pass proficiency review.

Description: Emphasis on developing creative strategy in the context of an advertising campaign. Focus on the "Big Idea" with in-depth skills development in advertising copywriting across all media and formats. Course previously offered as JB 3603.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 3753 Graphic Design for Strategic Communication

Prerequisites: MC 2003 and MC 2023, and SC 2183 with a grade of "C" or better in each, pass proficiency review.

Description: An analysis and application course focused on designing elements used in strategic communication to include both traditional media and new media. Creative and practical aspects of typography, layout and design. Lab component offers hands-on instruction and skills development. Course previously offered as JB 3753.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 3953 Research Methods for Strategic Communicators

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and STAT 2013 or STAT 2053; and pass proficiency review.

Description: Provides an overview of strategic communication research, with an emphasis on its application to the development and evaluation of the strategic communication message. Audience and media research are studied, and primary and secondary information sources are employed. Procedures for conducting a research project are outlined, and students participate in the research planning process, the gathering of primary data, and the analysis and presentation of results.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4013 Media and Markets

Prerequisites: MC 2003 and MC 2023 and SC 2183 with a grade of "C" or better in each; and STAT 2013 or STAT 2053; and pass proficiency review.

Description: Introduction to the strategic use of media. Major principles of media planning and buying, audience measurement, media research, new media technology, and market segmentation. Course previously offered as JB 3013.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4063 Creative Video for Digital Strategy

Prerequisites: SC 3353 and SC 3753 with grade of "C" or better and pass proficiency review.

Description: This course focuses on strategies for social media communicators, technical video productions skills, and creative principles required to plan, shoot, and edit impact videos for social media. Students will produce Impact Videos to promote clients' visual brand identity on social media platforms such as Instagram, Twitter, TikTok and Facebook.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4223 Media Sales and Marketing

Prerequisites: MC 2003 and MC 2023 with a grade of "C" or better in both; and pass proficiency review.

Description: The primary focus of this course is to learn to sell advertising time and space and gain insight into the professional sales process. Course will explore the role of sales in the marketing mix, the intricacies of the different local media available to advertisers, how to make effective sales presentations and the art of prospecting. Course previously offered as JB 4223.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4383 Media Relations

Prerequisites: Senior standing, minimum graduation/retention GPA of 2.5.

Description: Strategies for dealing with the news media. Students will gain hands-on experience in conducting media news conferences, pitching story ideas and preparing themselves and other for dealing with news media interviews. Meets with MC 5383. No credit for students with credit in MC 5383. Course previously offered as JB 4383.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4443 Entertainment Media Writing

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or higher; and pass proficiency review.

Description: This advanced writing course focuses on strategic writing for entertainment media. Course readings, discussions, guest lectures, and multimedia presentations are coupled with practical application of theory and entertainment case studies. Students will apply strategic writing skills for celebrity communication and entertainment branding in the digital age.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4493 Strategic Writing for Content Creation

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both; and pass proficiency review.

Description: An advanced writing application course in creating, planning, researching, editing, and designing of multimedia content used in strategic communication. Previously offered as JB 4493.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

Additional Fees: AP Stylebook fee of \$5.30 applies.

SC 4520 Specialized Strategic Communication Applications

Prerequisites: SC 3353 and SC 3753 with a grade of "C" or better in both; and pass proficiency review.

Description: Professional strategic communications at an advanced level. Strategic communications study of non-profit, corporate, agency, international and other specialized applications. Course content varies by semester. No credit for students with credit in MC 5520 during the same semester or with the same subtitle. Course previously offered as JB 4520. Offered for fixed 3 credit hours, maximum of 9 credit hours.

Credit hours: 3

Contact hours: Contact: 3 Other: 3

Levels: Undergraduate

Schedule types: Independent Study

Department/School: Media & Strategic Comm

SC 4603 Integrated Marketing Communication

Prerequisites: MC 2003 and MC 2023; and SC 2183 or MKTG 3213 with a grade of "C" or better in each; and pass proficiency review.

Description: Planning and the value of coordinating the various promotional mix elements within a communication campaign to create maximum clarity and impact. Communication elements including advertising, public relations, direct marketing and sales promotion and examine strategies for combining and integrating them into an effective campaign. Theories, models and tools to make better promotional communication decisions. No credit for students with credit in MC 5603. Course previously offered as JB 4603.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4653 Electronic Media Advertising

Prerequisites: SC 3353 and SC 3753 each with a grade of "C" or better; and pass proficiency review.

Description: Introduction to the strategic use of entertainment marketing and new media in advertising. Major principles of engagement through current trends in advertising and branding via new technologies, product placement, sponsorship, and cross promotions. All types of new media and entertainment marketing will be explored and analyzed including, but not limited to, Internet advertising, product placement in film, TV and gaming, mobile marketing, and viral marketing. Course previously offered as JB 4653.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4663 Professional Portfolio

Prerequisites: SC 3353 and SC 3753; or MMJ 4423 with a grade of "C" or better in each; or permission of instructor; and pass proficiency review.

Description: Designed to help students polish and present their design and creative work in an integrated package coupled with personalized identity materials. Emphasis will be on applying advanced visual and graphic communication theories to present an attractive and persuasive portfolio of creative work. It is intended for students who have completed a significant amount of course work in their field. An intermediate level of experience with desktop design software is assumed.. Course previously offered as JB 4663.

Credit hours: 3

Contact hours: Lecture: 2 Lab: 2 Contact: 4

Levels: Undergraduate

Schedule types: Lab, Lecture, Combined lecture and lab

Department/School: Media & Strategic Comm

SC 4743 Entertainment Media Campaigns

Prerequisites: SC 3043 and SC 3443 and SC 3353 and SC 3753 and SC 4013 and MMJ 3153; and MMJ 4573 or MMJ 4960; with a grade of "C" or better in all and pass proficiency review.

Description: Students complete a theoretical or applied project during the semester focusing on theoretical/methodological concerns in media and entertainment and their implications for our understanding of media in society. The course culminates in a paper/project that integrates, critiques, extends and applies knowledge gained from prior media and entertainment courses. Students present their own projects and contribute to substantive discussions of presentations by other students.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4763 Social Media Campaigns

Prerequisites: SC 3443 and SC 4013 and SC 4063 and SC 4653 and SC 4493 with grade of "C" or better in each, pass proficiency review.

Description: Considering the latest industry standards and best practices in digital communication, this course will focus on social media monitoring, strategic design, creative engagement, and social media campaign evaluation. This course guides students through the process of developing a robust social media campaign for an organization or environment. Emphasis on the role of social influence including the development, value, and role of social media in mass communication.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4843 Strategic Communication Campaigns

Prerequisites: SC 3383, SC 3953, SC 4013; and SC 3603 OR SC 4493 ALL with "C" or better; or permission of instructor, and pass proficiency review.

Description: Planning, preparation and presentation of comprehensive integrated strategic communication campaigns for national or local clients. Student teams produce all aspects of the campaign, from conception to presentation. Satisfies capstone requirements for strategic communication majors. Course previously offered as JB 4843.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm

SC 4980 Advertising Competitions

Prerequisites: Consent of instructor.

Description: Research and construction of a comprehensive communications marketing campaign for the America Advertising Federation National Student Advertising Competition. Student team members must make application for admission. Offered for fixed credit, 3 credit hours, maximum of 6 credit hours.

Credit hours: 3

Contact hours: Lecture: 3 Contact: 3

Levels: Undergraduate

Schedule types: Lecture

Department/School: Media & Strategic Comm