

# STRATEGIC COMMUNICATION (SC)

## SC 2083 Digital Communication for Strategic Communication

**Prerequisites:** ENGL 1213 or ENGL 1223 or ENGL 1413 with a grade of "C" or better. 24 hours earned and SC majors only.

**Description:** This course introduces students to Digital Communications in Strategic Communication. The course will focus on fundamental principles and skills of digital storytelling, including social media and video creation. Using multimedia tools, students will gain skills for visually communicating a strategic brand story through digital channels. There will be an emphasis on basic skill set, with a series of hands-on lessons.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

## SC 2183 Introduction to Strategic Communications

**Description:** Strategic communication is crafting and delivering impactful messages that drive organizational success and plays a crucial role in shaping brand identity, managing crises, and putting stakeholders at the forefront of decisions. Create planned, purposeful, and powerful communications that resonate with targeted audiences and achieve strategic goals. Learn about communication in shaping public perception, building lasting relationships and navigating ethical complexities. Explore careers in advertising, public relations, corporate communications, and marketing. 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 2330 Industry Immersion in Strategic Communication

**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 expose strategic communication (SC) majors to work environments related to their major. Through industry site visits in Oklahoma, students will network with professionals to observe, engage, and reflect upon the professional practice of strategic communicators. Students will observe SC practices and work cultures at advertising, marketing, and public relations agencies: corporate communication and government offices: and nonprofits. Professional development activities for job/internship searches. Variable credit, 1-3 credit hours, maximum of 6. Previously offered as SC 2333.

**Credit hours:** 1-3

**Contact hours:** Lecture: 1-3 Contact: 1-3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

## SC 3050 Topics in Global Communication

**Prerequisites:** SC 2183 and MC 2003; and MC 2023 or SC 2083 or instructor permission with a grade of 'C' or better in each, and pass proficiency review.

**Description:** Global communication strategies at an advanced level. Strategic communication topics to center on contemporary global messaging and will vary. These will include agency, government, diplomatic, non-profit, corporate, sustainability and/or brand communication on a global stage. Students will prepare to navigate personally and professionally at a global level, examine worldwide communication issues, and develop critical thinking skills, knowledge and attitudes that will enable them to collaborate across cultural boundaries and lead with ethical and engaged citizenship. For 3 credit hours, Max: 9

**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:** Course explores account management techniques, tools, and advanced advertising and public relations strategies. Account executives focus on managing projects, people, clients, agencies, and crises. Strategic communicators must consider ways to effectively manage image, issues, and information. Students will learn and practice how to manage these effectively and to create, develop, implement, and evaluate effective communication strategies in various organizational contexts. 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 Playbook**

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

**Description:** Every communicator knows the value of a solid social media presence, but how do you get one? This class focuses on social media strategy from the ground up. Students will learn how to leverage social media platforms, tools, and strategies to connect with audiences. Topics may include: building your brand on social; strategies for capturing and engaging target audiences; influencer marketing; planning social media campaigns; and optimizing strategies for earned, owned, and sponsored content.

**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 seek creative communications experience beyond that available in the classroom. Internships must be approved prior to counting hours worked. Must work sixty or more hours for each credit hour up to three credit hours for each individual internship. 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 Creative Strategies**

**Prerequisites:** SC 2183, MC 2003 and MC 2023 or SC 2083 with a grade of 'C' or better in each, and pass proficiency review.

**Description:** This course emphasizes the development of creative strategies in advertising and public relations campaigns. It teaches students to think creatively to solve advertising and PR challenges and to effectively formulate the campaign's 'Big Idea.' Students will learn to innovate through brainstorming and concept development, integrating insights from target audience, market, and product research. Hands-on exercises in copywriting and design will enable students to apply creativity in various marketing contexts, culminating in a campaign board. 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 3693 Social Media Analytics**

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

**Description:** This course introduces students to the fundamental principles and techniques of social media analytics, focusing on the collection, analysis, and interpretation of social media data for advertising and public relations purposes. Emphasizing practical, hands-on experience, students will learn to utilize programming languages like R to understand social media trends, audience behavior, and campaign effectiveness. However, pre-existing knowledge of programming languages is not required.

**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 or SC 2083, and SC 2183 with a grade of "C" or better in each, pass proficiency review.

**Description:** An analysis and application of graphic design elements in strategic communication to be used in traditional and new media. Instruction through weekly assignments, critiques, readings, lectures, and discussions. Creative and practical aspects of typography, color, composition, shape, and pattern, providing a foundation for interpreting and applying graphic design concepts in both print and digital media. Course encourages a self-directed and experimental approach, allowing students to engage with practical design projects and develop their creative skills. 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 3783 Strategic Sport Communication**

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

**Description:** Provides an overview and introduction to sport media consumption and communication within the sport industry. The primary focus of the course is on the role of strategic communication in all aspects of sport, fundamentals of sport publicity and promotional campaigns. Course previously offered as JB 3783 and SPM 3783.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**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:** This course provides an overview of strategic communication research, emphasizing its application in developing and evaluating strategic communication strategies. Primary and secondary research are employed to understand target audiences, including consumers, stakeholders, and the public. The course outlines procedures for conducting a research project, engaging students in the research planning process, gathering primary data, and analyzing and presenting 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 4053 Study Abroad: Strategic Messaging**

**Description:** Course involves participation in an international experience facilitated by Strategic Communication faculty. This course will involve the integrated study of a country or region regarding relevant cultural, commercial, historical, technological, political or economic issues. Students will develop global cultural competencies and professional preparedness through travel and engagement with the destination's citizens. Course assignments and discussions will focus on strategic messaging with focus on the perspective of the location and its social, cultural and/or political perspectives.

**Credit hours:** 3

**Contact hours:** Contact: 3 Other: 3

**Levels:** Undergraduate

**Schedule types:** Independent Study

**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.

**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 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.

**Description:** Principles and practices of Integrated Marketing Communication/IMC. Examination of how various communication tools blend to create consistent and effective messages across multiple channels. Includes key elements of the promotional mix: advertising, public relations, direct marketing, and sales promotion. Students will learn basic IMC strategies that align with overall marketing goals and understanding target audiences, crafting compelling messages, and selecting appropriate communication channels. Intro to fundamental theories and current trends in marketing communication. Previously JB 4603.

**Credit hours:** 3

**Contact hours:** Lecture: 3 Contact: 3

**Levels:** Undergraduate

**Schedule types:** Lecture

**Department/School:** Media & Strategic Comm

**SC 4653 Influencers, Promotions and Placements**

**Prerequisites:** SC 2183 and MC 2003; and MC 2023 or SC 2083; with a grade of "C" or better in each; and pass proficiency review.

**Description:** Advanced practices in strategic communication focusing on influencer marketing, cross promotions and product placement. Students will learn to build authentic connections with audiences, generate buzz, and integrate brands into popular culture. Ideal for those aiming to innovate in advertising, marketing, public relations, and sport communication, this course offers a comprehensive understanding of how modern brands succeed in a competitive marketplace. 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 4843 Strategic Communication Campaigns**

**Prerequisites:** SC 3953 and SC 4493; both with "C" or better; 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 4940 Communication Competitions**

**Prerequisites:** Instructor permission

**Description:** Course focuses on building the foundations for the Advertising Competitions course. It provides students with experience conducting primary and secondary research and executing the fundraising campaign. Working under a team concept on American Advertising Federation's (AAF) National Student Advertising Competition (NSAC), students will produce a detailed situation analysis, communications audit, primary and secondary research identifying problems and opportunities, and target audience analysis. Students accepted by application and interview.

**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:** Gain real-world experience on a team developing an integrated advertising campaign for the prestigious American Advertising Federation (AAF) National Student Advertising Competition (NSAC). Through extensive research, strategic planning, and creative execution, students will apply their advertising knowledge and skills and develop expertise in branding, marketing, media strategy, and campaign materials. Admission is by application. This course offers hands-on learning, professional mentoring, and the opportunity to showcase your work regionally and nationally. 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