

STRATEGIC COMMUNICATION ONLINE DEGREE

In addition to the major courses listed below, students must also complete 30 elective credits and fulfill the [requirements of the Marquette Core Curriculum](#).

General Electives 30 Credits

30 credit hours, selected with Academic Advisor

Marquette Core Curriculum 30 Credits

30 credit hours, selected with Academic Advisor

MAJOR COURSES

STCM Courses 12 credits

STCM 1600
Introduction to Strategic
Communication
3 credit hours

STCM 2400
Business Essentials for Strategic
Communication
3 credit hours

STCM 3400
Writing for Strategic
Communication
3 credit hours

STCM 4800
Ethics and Corporate Social
Responsibility
3 credit hours

COMM Courses 12 credits

COMM 1000
Foundations of Human
Connection
3 Credit Hours

COMM 1100
Professional Communication
3 credit hours

COMM 1200
Media and Society
3 credit hours

COMM 2500
Introduction to Communication
Research Methods
3 credit hours

ADPR Courses 24 credits

ADPR 2100
Communication Design Toolbox
3 credit hours

ADPR 2200
Media Writing
3 credit hours

ADPR 4300
Emerging and Social Media in a
Dynamic Marketplace
3 credit hours

ADPR 4350
Social Media Analytics and
Measurement
3 credit hours

ADVE Courses 6 credits

ADVE 3000
Consumer Insight and Brand
Strategy
3 credit hours

ADVE 4100
Advertising Media Strategy
3 credit hours

PURE Courses 6 credits

PURE 3800
Public Relations Strategies
3 credit hours

PURE 3850
Crisis Communication and
Reputation Management
3 credit hours

ADPR 4850
Multiplatform Content Strategy
3 credit hours

ADPR 4600
International Advertising and
Public Relations
3 credit hours

ADPR 4750
Advertising & Public Relations
Campaigns
3 credit hours



Strategic Communication

Overview

Chairperson: Kati Tusinski Berg, Ph.D.

Academic Advisor: Scott C. D'Urso, Ph.D.

The strategic communication major prepares graduates for professional success by studying contemporary issues at the intersection of advertising, public relations, and digital communication. The curriculum is designed to develop skills related to strategic communication and the development of data-driven strategic planning to manage organizational relationships with stakeholders and to create effective messages for organizational success.

The program integrates theoretical perspectives on strategic communication with practical project-based approaches leading to creative strategic problem solving. Students develop an understanding of data analytics, business acumen, and ethical decision-making to position them for success in the ever-changing industry that is strategic communication.

Major

Strategic Communication Major

A total of 60 credits of course work are required for completion of the major in strategic communication. In addition to the major courses listed above, students must also complete 30 elective credits and fulfill the [requirements of the Marquette Core Curriculum](#).

No minor is required of students accepted into the Strategic Communication program.

Full course descriptions are available via the College of Communication section of the Undergraduate Bulletin;

[ADPR: Advertising and Public Relations and ADVE: Advertising and PURE: Public Relations](#)

[COMM: Communication](#)

Courses

STCM 1600. Introduction to Strategic Communication. 3 cr. hrs.

The term strategic communication covers a lot of territory: advertising, public relations, advocacy/activism, health communication, marketing communication, investor relations, fundraising, media relations, lobbying, and content marketing. All have at their core at the planned effort to influence others by providing information and developing relationships. This course introduces students to the multifaceted world of strategic communication practice in the 21st century.

STCM 2400. Business Essentials for Strategic Communication. 3 cr. hrs.

To have a voice or seat at the table and maximize their full value, a strategic communicator must be able to speak the language and understand business goals, issues, and trends. Students will learn the essentials of financial statements and terminology, the stock market, public companies, and more--all with an eye on how this knowledge helps them do their jobs better as communication professionals.

STCM 3400. Writing for Strategic Communication. 3 cr. hrs.

Takes a practical and analytical approach to the development of content and style for strategic communication. Emphasis on the development of effective writing skills for clear, concise and audience-centered writing forms that are prevalent in strategic communication including paid, earned, shared and owned media. Writing portfolios are assembled for purposes of future internships and employment.

STCM 4800. Ethics and Corporate Social Responsibility. 3 cr. hrs.

This course explores various approaches to ethical decision-making and applies them to diverse aspects of strategic communication in professional settings. Students will be exposed to a variety of ethical perspectives in theoretical contexts and will learn to apply these theoretical concepts to professional situations. It also analyzes the range of public debates about the social responsibilities of corporations. It explores questions such as: What sorts of public communication practices are commonly taken to hinder or promote corporate social responsibility? What are the ethical implications for civic life of corporations' internal communication practices? How do corporations manage their ethical relations with communities, nongovernmental organizations and other stakeholders? What sorts of groups have historically participated in public controversies over corporate social responsibility? Prereq: STCM 1600; restricted to online STCM majors; or consent of instructor.