

# STRATEGIC COMMUNICATION ONLINE DEGREE

**Degree Requirements** - 120 credit hour degree requires:

**30 credits hours**

Marquette Core Curriculum

**12 credit hours**

College Requirements

**48 credit hours**

Major Requirements

**30 credit hours**

General Electives

## Major Courses

**60 Credit Hours**

In addition to the courses listed below, students must also complete 30 elective credits and fulfill the requirements of the [Marquette Core Curriculum](#). Students should first complete 1000- and 2000-level courses before taking advanced courses at higher levels.

### College Requirements

**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

### ADVE Courses

**ADVE 3000**

Consumer Insight and Brand Strategy  
3 credit hours

**ADVE 4100**

Advertising Media Strategy  
3 credit hours

### STCM Courses

**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

### PURE Courses

**PURE 3800**

Public Relations Strategies  
3 credit hours

**PURE 3850**

Crisis Communication and Reputation Management  
3 credit hours

### ADPR Courses

**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

**ADPR 4850**

Multiplatform Content Strategy  
3 credit hours

**ADPR 4600**

International Advertising and Public Relations  
3 credit hours

**ADPR 4750**

Strategic Communication in a Culturally Diverse Marketplace  
3 credit hours

**ADPR 4997**

Advertising & Public Relations Campaigns  
3 credit hours

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## Overview

**Chairperson:** Kati Tusinski Berg, Ph.D.

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

The Strategic Communication [online] 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.

## Strategic Communication [Online] 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 [online] program.

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

### ADPR: Advertising and Public Relations

**ADPR 2100** - Communication Design Toolbox, 3 cr. hrs.

**ADPR 2200** - Media Writing, 3 cr. hrs.

**ADPR 4300** - Emerging and Social Media in a Dynamic Marketplace, 3 cr. hrs.

**ADPR 4350** - Social Media Analytics and Measurement, 3 cr. hrs.

**ADPR 4850** - Multiplatform Content Strategy, 3 cr. hrs.

**ADPR 4600** - International Advertising and Public Relations, 3 cr. hrs.

**ADPR 4750** - Strategic Communication in a Culturally Diverse Marketplace, 3 cr. hrs.

**ADPR 4997** - Advertising & Public Relations Campaigns, 3 cr. hrs.

### PURE: Public Relations

**PURE 3800** - Public Relations Strategies, 3 cr. hrs.

**PURE 3850** - Crisis Communication and Reputation Management, 3 cr. hrs.

### ADVE: Advertising

**ADVE 3000** - Consumer Insight and Brand Strategy, 3 cr. hrs.

**ADVE 4100** - Advertising Media Strategy, 3 cr. hrs.

### COMM: Communication

**COMM 1000** - Foundations of Human Connection, 3 cr. hrs.

**COMM 1100** - Professional Communication, 3 cr. hrs.

**COMM 1200** - Media and Society, 3 cr. hrs.

**COMM 2500** - Introduction to Communication Research Methods, 3 cr. hrs.

## Strategic 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

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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.