

# STRATEGIC COMMUNICATION (SC)

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## SC-101 INTRO TO STRATEGIC COMMUNICATION (3 Credits)

This overview course covers strategic communication in corporate, agency, and nonprofit environments. It provides a foundation for professional communicators, soon to enter the work force, who need to create marketing and advertising messages, public relations and reputation management initiatives, social media plans, advertising copywriting requirements, public relations plans, digital media priorities or other strategic communications outreach efforts for their organizations. Special focus on corporate presentations, legal issues in strategic communication and Franciscan business ethics will be covered.

## SC-210 SOCIAL MEDIA IN SOCIETY/BUSINESS (3 Credits)

This course is designed to introduce students to developments in social media that are transforming the way we live and communicate. The class objectives are to provide students with an understanding of how those social tools relate to the practice of strategic communications including marketing, advertising, public relations, and nonprofits, as well as the impact of the social media such as wikis, Twitter, YouTube, personal blogs, Facebook and other relevant tools. Students will participate in virtual community discourse, create content and interact with other professionals in the field and reflect critically on the experience. New applications and social networks will come and go. However, this course will help foster the skill of applying the core principles and practices of strategic communications to social media in productive, creative and intelligent ways. It will also encourage students to be flexible, open to new communication channels and willing to experiment.

**Corequisite(s):** Take JMC-101

## SC-220 DIGITAL PORTFOLIO & CAREER READINESS (3 Credits)

In this class, students learn the importance of designing a digital portfolio, perhaps the most critical and mandatory vehicle demonstrating a business communicator's skill and accomplishment in the strategic communications arena, as one readies oneself for one's career. The following areas of concentration are explored in this class: digital portfolio formatting, an evaluation of the students' professional communications strengths and weaknesses as they apply to the format of the digital portfolio, identifying one's audience and truly focusing on them, how to organize one's work and how to get images of 3D and oversized work into one's portfolio. In addition, one will learn what agencies are looking for in a digital portfolio and how others have prepared for careers using digital portfolios as the centerpieces for career opportunities. Finally, this course will focus on resume writing, interviewing skills, job searching techniques specific to the communications, marketing, and agency fields and online and offline networking in the business environment.

**Corequisite(s):** Take JMC-101

**Restrictions:** RG.45+

## SC-301 STRATEGIC WRITING & PROFESSIONAL COMM (3 Credits)

This business writing course helps develop business writing and strategic communication skills by teaching and practicing a wide variety of writing initiatives from professional online communications, including memos and business reports, electronic media kits and press releases, presentations, web site content, copywriting for advertising, white papers, and corporate proposals. The writing and presenting will include crafting and delivering corporate proposals, market research reports, creative briefs, agency internal & external documents and job-search communications. Addressing today's marketplace, guides the student through the process of creating and presenting a substantial and strategic business report. The goal is to provide every strategic communications student with the opportunity and skill to communicate clearly and persuasively with various constituent groups.

## SC-302 GLOBAL MARKETING & COMMUNICATION (3 Credits)

This course trains students to build successful global business relationships by studying other cultures and proper business training to understand the intricate processes of accomplishing business and strategic communications in a global environment. Set in the context of intercultural business communications, the focus will be on understanding the role of culture & language, cultural rules for establishing relationships, creating and organizing resonate messages, import and export laws, comparative management and communication styles, business protocol, etiquette and Franciscan business ethics, rooted in the tradition of Luca Paccioli.

## SC-303 DIGITAL MARKETING (3 Credits)

This course underscores the importance that digital channels play in marketers' media options while building a proficiency in new media channels and digital marketing. As new developments in the media landscape continue to impact marketers and communication specialists, the multi-channel work of new media presents companies with enormous opportunities and considerable challenges. Students will be able to understand new media and digital marketing options, including these opportunities and challenges, so they can harness the power of "Digi-Marketing" to grow a business in a strategic communications environment.

## SC-320 PRINC & PRACT OF PUB RELATIONS (3 Credits)

An introductory public relations course that examines the research assessments of the organization public relations environment, establishing goals and objectives, selecting appropriate courses of communication action, implementing those communication programs and evaluating performance. The goal is to familiarize students with the background and content of public relations management, helping them to understand the nature of managerial and ethical responsibilities of public relations practitioners.

## SC-330 THE ADVERTISING CAMPAIGN (3 Credits)

The class will function as a full-service advertising agency in workshop format, encompassing an overview of advertising as the creative message in print, radio and television. Students will concentrate on the development of an advertising campaign for a particular client, readily demonstrating a strong command of media planning and research, layout, design, copywriting and conceptual thinking.

**SC-340 COPYWRITING (3 Credits)**

The focus of this class is the creative process through which advertising comes into being. By going through the conceptual, writing, visualization and executional steps, the student will gain an understanding of the way the creative process works: the strategic thinking, the drawing on reservoirs of knowledge from other liberal arts courses, the conceiving, the trial-and-error, the intense executional discipline, the reworking, polishing and refinement, and the final presentation of one's finished work, in printed form, to either one's creative director or your client.

**SC-350 SPORTS STRATEGIC COMMUNICATION (3 Credits)****SC-355 SPORTS MEDIA RELATIONS (3 Credits)****SC-401 SPECIAL TOPICS IN STRAT COMM/DIG MEDIA (1-3 Credits)**

The course gives students the opportunity for in-depth study of Strategic Communication and Digital Media-related issues and topics. Students may also arrange for planned independent study in Strategic Communication and Digital Media under the guidance of a faculty adviser. School permission required.

**SC-401A SP TOP. COPYWRITING (3 Credits)**

The course gives students the opportunity for in-depth study of Strategic Communication and Digital Media-related issues and topics. Students may also arrange for planned independent study in Strategic Communication and Digital Media under the guidance of a faculty adviser. School permission required.

**SC-420 PUBLIC RELATIONS CAMPAIGNS (3 Credits)**

This upper-level public relations class examines various case studies of public relations campaign strategies. The general intent is to place the student in a managerial, decision-making role in which the primary requirement is to think in planning and program-execution terms. Further, the student will be introduced to the formal rules of strategy selection, once goals have been specified, by appeals to the literature base covering the subject of decision theory and management theory.

**Prerequisite(s):** Take JMC-320

**SC-422 INTERNAL ORGANIZATIONAL RELATIONS (3 Credits)**

This course will familiarize students with organizational relations and communication and to allow them to put what is learned into practice. Students will learn the various and numerous publics and audiences in an organization and how to interact and deal with each. Different organizations and different industries will be discussed. Students will have an opportunity to discuss their own experiences as well as examine how to put teachings into practice.

**Prerequisite(s):** Take JMC-320

**SC-425 COMMUNICATION IN CONFLICT (3 Credits)**

Communication in conflict will look at a history of conflict from organized labor to regional and world conflicts with a focus on crisis communication and planning. This class will also emphasize diversity in culture and other factors as an antecedent to conflict. New technologies, globalization, and current issues and crises will be discussed.

**Corequisite(s):** TAKE JMC-111

**SC-426 HEALTH COMMUNICATION (3 Credits)**

Health communication will focus on stakeholders and publics in health care, the differences in communication in a health care setting, and the limitations and challenges with health communication. This class will also look at new technologies and current issues in health and sectors as well as worldwide public health concerns and trends as they relate to mass communication.

**Corequisite(s):** TAKE JMC-111

**SC-430 AAF CASE STUDY (3 Credits)**

This course serves as the capstone advertising class, providing students with the opportunity to design a strategic advertising and media campaign for a corporate sponsor. Students present the finished campaign to various industry executive at the American Advertising Federation's National College Competition in the spring semester. This campaign project is recognized nationally as the "College World Series of Advertising."

**SC-497 Agency Experience: Synapse I (3 Credits)**

Synapse Matters offers students the opportunity to act as associates of a marketing communications consultancy in a business setting on campus. Students will learn valuable leadership, customer service and client relations, sales, budget and business skills. As with any wide-ranging consultancy, Synapse may draw on outside experts for lectures on specific subjects (e.g./ law, ethics). Additionally, students will foster an atmosphere of service learning, teamwork and professionalism by working on both for-profit and not-for-profit campaigns with real clients.

**Corequisite(s):** TAKE JMC-202

**SC-497A Agency Experience: Synapse I (6 Credits)**

Synapse Matters offers students the opportunity to act as associates of a marketing communications consultancy in a business setting on campus. Students will learn valuable leadership, customer service and client relations, sales, budget and business skills. As with any wide-ranging consultancy, Synapse may draw on outside experts for lectures on specific subjects (e.g./ law, ethics). Additionally, students will foster an atmosphere of service learning, teamwork and professionalism by working on both for-profit and not-for-profit campaigns with real clients.

**SC-498 Agency Experience: Synapse II (3 Credits)**

Synapse Matters offers students the opportunity to act as associates/ employees of a marketing communications consultancy in a business setting on campus. Students will learn valuable leadership, customer service and client relations, sales, budget and business skills. As with any wide-ranging consultancy, Synapse may draw on outside experts for lectures on specific subjects (e.g., law, ethics). Additionally, students will foster an atmosphere of service learning, teamwork, and professionalism by working on both for-profit and not-for-profit campaigns with real clients. This course continues the work of SC 497.

**Corequisite(s):** TAKE SC-497

**SC-499 COMPREHENSIVE EXPERIENCE (0 Credits)**

Students in the Strategic Communication program will be expected to participate in a Program Assessment Comprehensive Interview in the fall of year four. The student is expected to select from a position and "apply" for a position. The student will then submit a cover letter, resume and portfolio for review by the assessment committee comprised of the faculty and alumni/professionals. Students will participate in professional etiquette seminars. In preparation for the interview, students will be expected to gather information about the company/organization, as would be expected in a professional environment. Students will be graded based on a comprehensive rubric. Students will either pass or fail. Students who fail will have until the end of spring year four to make suggested corrections and submit again. It is also expected that before students receive a grade for this course, all 400 internship hours are completed.

**Restrictions:** RG.71+

**SC-499A COMPREHENSIVE EXPERIENCE (0 Credits)**

Students in the Strategic Communication program will be expected to participate in a Program Assessment Comprehensive Interview in the fall of year four. The student is expected to select from a position and "apply" for a position. The student will then submit a cover letter, resume and portfolio for review by the assessment committee comprised of the faculty and alumni/professionals. Students will participate in professional etiquette seminars. In preparation for the interview, students will be expected to gather information about the company/organization, as would be expected in a professional environment. Students will be graded based on a comprehensive rubric. Students will either pass or fail. Students who fail will have until the end of spring year four to make suggested corrections and submit again. It is also expected that before students receive a grade for this course, all 400 internship hours are completed.