

Strategic Communication (STCM)

STCM 1600 Introduction to Strategic Communication (3 credits)

Introduces students to the multifaceted world of strategic communication practice in the 21st century. From the global transnational media firm, to the state-wide environmental activist organization, to the local public school, today's organizations are grappling to create and sustain relationships through strategic, targeted and integrated digital communication that supports organizational goals. Topics include advertising, public relations, advocacy/activism, media relations and content marketing. Focuses the development of planned efforts to influence others by providing information and developing relationships.

Prerequisite: STCM major.

Level of Study: Undergraduate

Last four terms offered: 2020 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=STCM%201600>)

STCM 2400 Business Essentials for Strategic Communication (3 credits)

A strategic communicator must be able to speak the language and understand business goals, issues and trends. Students learn the essentials of financial statements and terminology, the stock market and public companies.

Prerequisite: STCM major or cons. of instr.

Level of Study: Undergraduate

Last four terms offered: 2021 Spring Term, 2020 Spring Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=STCM%202400>)

STCM 3400 Writing for Strategic Communication (3 credits)

Builds upon basic knowledge of audience analysis and media selection from earlier courses to develop higher-level writing skills across multiple media platforms – paid, earned, social and earned. Teaches students how to write for a variety of media with clarity, insight and skill. Students are given constant practice in developing solid persuasive writing abilities necessary for professionals entering fields commonly associated with strategic communication. Writing portfolios are assembled for purposes of future internships and employment.

Prerequisite: STCM major and STCM 1600.

Level of Study: Undergraduate

Marquette Core Curriculum: Writing Intensive

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=STCM%203400>)

STCM 4800 Ethics and Corporate Social Responsibility (3 credits)

Explores various approaches to ethical decision-making and applies them to diverse aspects of strategic communication in professional settings. Students are exposed to a variety of ethical perspectives in theoretical contexts and learn to apply these theoretical concepts to professional situations. Analyzes the social responsibilities of corporations by exploring 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?

Prerequisite: STCM major and STCM 1600; or PURE 1800 and PURE major; or cons. of instr.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=STCM%204800>)