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)