

Strategic Communication [Online]

Chairperson: Kati Tusinski Berg, Ph.D.

The strategic communication [online] major prepares graduates to manage the communication functions of businesses. The major emphasizes concepts and principles necessary for organizations to thrive. The curriculum is designed to develop skills related to business communication and the development of data-driven strategic planning to manage organizational relationships with stakeholders and to create effective messages for internal and external audiences.

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

General Degree Requirements

Candidates for the baccalaureate degree must complete a minimum of 120 credit hours including the following requirements:

Area	Credit Hours
Marquette Core Curriculum	30
Diederich College of Communication Curriculum	12
Major	48
General Electives	30

Note: No minor is required for this major.

Marquette Core Curriculum (MCC)

Refer to the Marquette Core Curriculum (MCC) (<https://bulletin.marquette.edu/undergrad/marquettecorecurriculum/>) in the university section of this bulletin for courses that fulfill requirements. The university allows a maximum of two courses in the Discovery Tier to apply towards a primary major.

Diederich College of Communication Curriculum

The Diederich College of Communication builds on the foundational educational experience provided by the MCC. It does this through a college curriculum that amplifies and deepens the knowledge, skills and values imparted to students in the MCC, and by offering students the opportunity to develop specialized knowledge and skills in a variety of undergraduate majors and minors. The Diederich College of Communication thereby extends students' academic experiences, and focuses further learning in pursuit of a specialized degree. College of Communication students are required to take the following courses:

COMM 1000	Foundations of Human Communication, Culture and Society	3
COMM 1100	Professional Communication	3
COMM 1200	Media in Society	3
COMM 2500	Communication Research	3
Total Credit Hours		12

Strategic Communication [Online] Major

A total of 48 credits of course work must be completed for the online major in strategic communication.

Required courses:

ADPR 2200	Media Writing	3
ADPR 4300	Emerging and Social Media in a Dynamic Marketplace	3
ADPR 4350	Social Media Analytics and Measurement	3
ADPR 4600	International Advertising and Public Relations	3
or ADPR 4750	Strategic Communication in a Culturally Diverse Marketplace	
or CMST 4140	Intergenerational Communication	
or CMST 4410	Intercultural Communication	
BUAD 2100	Accounting and Finance Fundamentals for Non-Business Majors	3
CMST 2000	Group and Team Communication	3
CMST 3200	Organizational Communication	3

CMST 4230	Managerial Communication	3
HURE 3001 or MANA 3001	Management of Human Resources Behavior and Organization	3
MATH 1700	Modern Elementary Statistics	3
PURE 1800	Public Relations Principles	3
PURE 3600	Public Relations Writing	3
PURE 3800	Public Relations Strategies	3
PURE 3850	Crisis Communication and Reputation Management	3
STCM 2400	Business Essentials for Strategic Communication	3
STCM 4800	Ethics and Corporate Social Responsibility	3
Total Credit Hours		48

Courses

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

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. Prereq: STCM major.

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

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. Prereq: STCM major or cons. of instr.

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

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. Prereq: STCM major and STCM 1600.

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

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