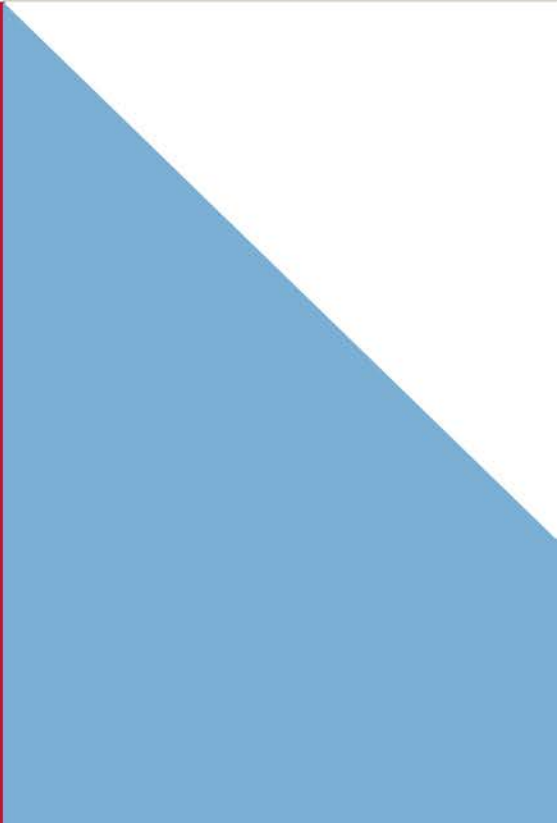
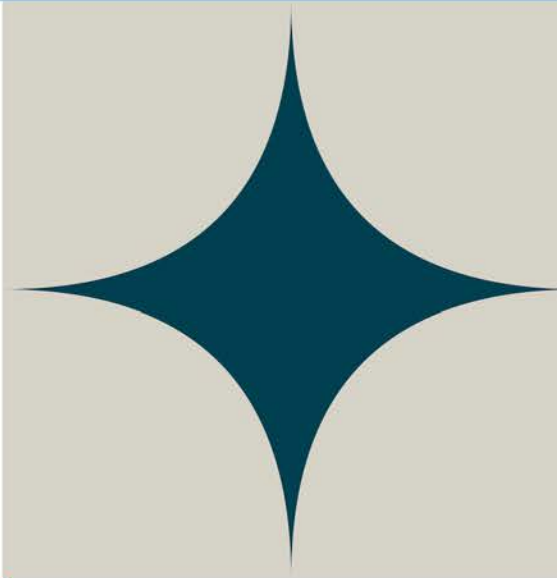


Fall 2024 Course Catalog

**STRATEGIC  
COMMUNICATION  
STUDIES**



## 102: PUBLIC SPEAKING IN THE PUBLIC SPHERE (HE, J1)

Teaches speaking skills and examines how speeches generate social change

Key Skills: speaking, research, ethics

## 103: MEDIA AND SOCIETY (HE, T1)

Learn how the media we access through our digital devices influences our everyday lives, shapes knowledge, and affects our relationships. Due to the sheer amount of time we spend with media, Media and Society is relevant to anyone growing up in the digital age. In this class, you'll learn how to critically analyze media messages and to understand the larger context behind why and how they are created and what it means for us as consumers.

Key Skills: critical thinking, media literacy, message analysis

## 105: INTRODUCTION TO HUMAN COMMUNICATION (SW, T1)

Understand how and why we humans communicate as we do and improve your personal effectiveness in one-on-one communication

Key Skills: communicate effectively, listening, collaboration, understanding how research creates theories



## 205: INTERPERSONAL COMMUNICATION (SW, BN, T1)

Understand how and why we humans communicate as we do and improve your personal effectiveness in one-on-one communication.

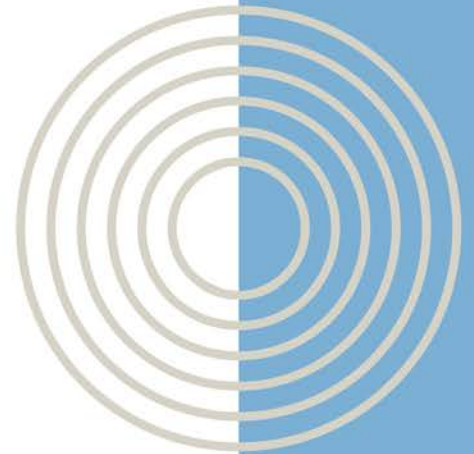
Key Skills: communicate effectively, listening, collaboration, understanding how research creates theories

## 220: DEBATE AND DEMOCRACY (BN, TF)



Students will participate in debates on public issues to empower them to be skillful, informed, and ethical advocates.

Key Skills: Argument development and analysis; presentation skills; critical thinking; advocacy



## 245: INTRODUCTION TO MEDIA WRITING (WR)

Learn to write across media—blogs, websites, email, social media, print, broadcast— and get a good introduction to writing in a variety of media-related professions

Key Skills: effective message design, portfolio-building



Denotes course that can apply to the Public Relations, Advertising and Marketing Concentration



Denotes course that can apply to the Public Advocacy and Leadership Concentration

## 265: GROUP COMMUNICATION (SW, J1)



Strengthen your communication in small groups! Learn about effective and ineffective group dynamics, leadership, feedback, decision-making, power, norms and roles, conflict, and groupthink.

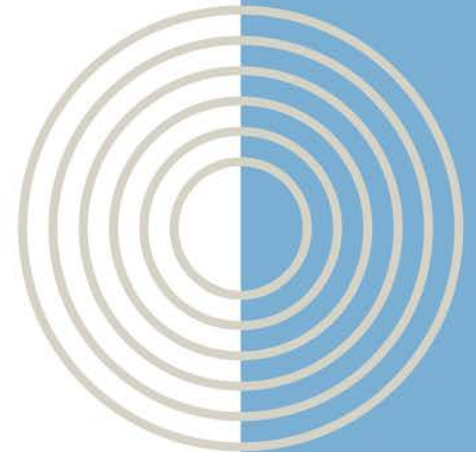
Key Skills: analysis, improved group work

## 330: APOLOGY AND CRISIS COMMUNICATION (HE, BN, JF)



The course examines crisis communication, image repair, and statements of apology. Special attention is given to official apologies for historical transgressions and injustices.

Key Skills: communication and community



## 336: PUBLIC RELATIONS, ADVERTISING, AND MARKETING CAMPAIGN DESIGN (SW, T3)



Learn how effective strategic campaigns in PR, marketing, and advertising are designed

Key Skills: message analysis, campaign planning, presentation skills



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## 346: STRATEGIC CAMPAIGN DESIGN EXPERIENCE (CAPSTONE OPTIONAL, EX)



Create and implement a non-profit marketing campaign, practice strategy and analysis skills.

Key Skills: Campaign creation and implementation, Focus group experience, team building and presentation skills

Note: Capstone students will have first access; contact instructor to register for non-capstone access to class.

## 350: INTERCULTURAL COMMUNICATION

SW, J3

Identify and explore barriers and opportunities in communicating with individuals from different cultures and co-cultures

Key Skills: intercultural communication, critical thinking, analysis, writing, discussion



## 351: GENDER AND COMMUNICATION (SW, J3)

Learn current gender communication theories and examine the impact of socialization on gender identity

Key Skills: critical thinking, analysis, writing, discussion



Denotes course that can apply to the Public Relations, Advertising and Marketing Concentration



Denotes course that can apply to the Advocacy and Leadership Concentration

## 352: HEALTH COMMUNICATION (SW, T3, GLHH, NARP)



Communicate more effectively to improve your health

Key Skills: understand how healthcare works, communicate within medicine effectively

## 354: GENDER, MEDIA, AND POLITICAL CAMPAIGNS (CS, GEND)



Learn how intersectional gender norms determine and shape access to and leadership in systems of power and be empowered by those who did something about it

Key Skills: analysis, collaboration, presentation skills, cultural competence, media literacy



## 384B: RHETORIC AND POPULAR MUSIC (CS)

Students will explore how music helps people shape and maintain their identities.

Key Skills: Communication and Community, rhetorical analysis



Denotes course that can apply to the Public Relations, Advertising and Marketing Concentration



Denotes course that can apply to the Advocacy and Leadership Concentration