

# STRATEGIC COMMUNICATIONS (STCO)

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## **STCO 526 Strategic Storytelling 3 Credit Hour(s)**

Investigative journalism in the digital age.

**Offered:** Resident and Online

## **STCO 532 Media Technologies & Communication Strategies 3 Credit Hour(s)**

This course examines established and emerging media technologies used by various organizations in communicating specific messages to diverse audiences.

**Offered:** Resident and Online

## **STCO 533 Video, Social & Mobile Promotion 3 Credit Hour(s)**

This course explores the creation & use of disruptive video-intensive social & mobile integrated marketing strategies.

**Offered:** Resident and Online

## **STCO 534 Strategic Media Analysis 3 Credit Hour(s)**

The strategic media analyst utilizes the situation analysis to determine the strengths, weaknesses, opportunities, and threats facing a client, a company, or a product. In this course, students will employ a situation analysis or SWOT to assess an existing media plan, to propose improvements to an existing advertising plan, and to prepare presentations to deliver findings to a client.

**Offered:** Resident and Online

## **STCO 546 Effective Media Analysis 3 Credit Hour(s)**

Using social media platforms to build a competitive advantage. Involves extensive integration and application of social media technologies.

**Offered:** Resident and Online

## **STCO 550 Best Practices: Transforming the Digital Organization 3 Credit Hour(s)**

Lead digitally-driven organizations to extraordinary growth in both for-profit & non-profit sectors.

**Offered:** Resident and Online

## **STCO 562 Using Emerging Trends in Strategic Communication 3 Credit Hour(s)**

Developing the ability to grow organizations through online market-making and strategy. Hands-on experience with radical new digital and interactive tools for achieving relationships and spreading ideas.

**Offered:** Resident and Online

## **STCO 622 Organizational Communication Theory and Practice 3 Credit Hour(s)**

Analysis of theories and practices that assist individuals in success in organizations. Students develop the ability to add value to employing organizations and enhance individual careers.

**Offered:** Resident and Online

## **STCO 638 Video Storytelling 3 Credit Hour(s)**

How to create and use affective video narratives to strategically move consumers and other viewers through online digital media.

**Offered:** Online

## **STCO 639 Digital Storytelling 3 Credit Hour(s)**

Principles and practice to strategically manage digital interactive and Transmedia organizations.

**Offered:** Resident and Online

## **STCO 648 Setting Social & Interactive Goals 3 Credit Hour(s)**

The use of social, mobile and online benchmarking and metrics in maximizing social media strategy and growing a customer/audience base.

**Offered:** Online

## **STCO 658 Strategic Communication Campaigns for the Digital Age 3 Credit Hour(s)**

An exploration of the use of integrated marketing communication for strategic movement of organizations, products and services toward growth.

**Offered:** Resident and Online

## **STCO 670 Challenge Examination 3 Credit Hour(s)**

Capstone written challenge.

**Offered:** Online

## **STCO 681 New Beginnings: Research, Insight, and Application 3 Credit Hour(s)**

This course provides the student with a personalized career-oriented framework for successful completion & application of this graduate program.

**Offered:** Resident and Online

## **STCO 690 Thesis Defense 3 Credit Hour(s)**

Intended to demonstrate a student's ability to carry out original research using one of three class research methods: historical-critical (qualitative), descriptive (qualitative and quantitative), or experimental (quantitative). Thesis may be designed to answer practical research questions, theoretical, or ethical issues of interest to scholars and professionals in the communication field.

**Offered:** Resident and Online

## **STCO 691 Project 3 Credit Hour(s)**

Project may be designed to answer practical research questions, theoretical, or ethical issues of interest to scholars and professionals in the communication field. Demonstrates the ability of a student to conduct research and exhibit expertise in communication.

**Offered:** Online