

STRATEGIC COMMUNICATIONS (STC)

STC 101 Writing and Grammar for Strategic Communicators (1 Credit)

Public Communications

Developing skills in standard American English to improve grammar and written work in the field of strategic communications.

STC 108 Introduction to Media (3 Credits)

Public Communications

Digital media convergence and the socio-historical context of modern media institutions. Includes explorations of current issues in media related to economics, diversity, inclusion, and media psychology.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

STC 118 Multimedia Production for Communications (3 Credits)

Public Communications

A multimedia production class providing communication students an understanding of the components of story and the technical skills to produce varied audio/video campaigns for the areas of PR, Advertising, non-profit, and commercial industries.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

STC 206 Fundamentals of Strategic Communications (3 Credits)

Public Communications

Introduction to the role of strategic communications in business. Students will learn basic concepts, regulations, ethics, and diversity associated with advertising and public relations, and how communications fits into the structure of business and industry.

Prereq: STC 118

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

STC 207 Graphic Design for Strategic Communicators (3 Credits)

Public Communications

A graphic design production course providing communication students with an understanding of the elements of design theory and their implementation in corporate messaging, proposals, and aesthetic delivery of strategic communications.

Prereq: STC 118

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

STC 214 Writing for Strategic Communications (3 Credits)

Public Communications

Introduction to the strategic writing process, strategic storytelling, creative strategy, and pitching techniques will be covered in addition to defining audiences, professional writing skills, teamwork, planning and presentation skills.

Prereq: STC 206

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

STC 319 Digital Analytics for Strategic Communications (3 Credits)

Public Communications

This course explores the role social media plays in society, social and digital media innovation and provides a structured process for creating a digital analytics strategy.

Prereq: STC 214

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

STC 345 Media, Ethics and Social Responsibility (3 Credits)

Public Communications

Introduces ethics, principles, strategies, and practice of using media and other forms of communication to promote social change.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

STC 348 Principles of DEIA in Communications (3 Credits)

Public Communications

This course introduces fundamental issues of diversity, equity, inclusion and accessibility that confront media workers and audiences. Topics include roles, obligations, stereotypes, and ownership of media in a multicultural society.

Prereq: STC 206

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

STC 401 Foundations of Media, Content and Planning (3 Credits)

Public Communications

A comprehensive study of how brands are managed and grown using multiple media vehicles. Students create media content and plan for the most efficient and effective ways to distribute that content.

Prereq: STC 214

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

STC 402 Trends and Tech in Media (3 Credits)

Public Communications

This course focuses on product design and production at the intersection of technology and media, exploring how emerging tools shape innovative media products and user experiences in strategic communications.

Prereq: STC 207

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

STC 411 Advanced Media Production (3 Credits)

Public Communications

Building on student's previous experience of media production, this course will teach students how to increase the production value using advanced cinematography, editing techniques, sound design, and motion graphics.

Prereq: STC 207

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

STC 425 Strategic Communications Campaign (3 Credits)

Public Communications

Function as a full-service strategic communications agency, encompassing all the disciplines studied during the student's tenure with Newhouse. Students work with clients and execute a complete campaign, from strategy to creative executions and a media plan.

Prereq: STC 401

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

STC 501 Fundamentals of Communications Law (3 Credits)

Public Communications

Survey of communications law emphasizing applications to strategic communications. Specific topics will include free speech, corporate speech, political strategic communications, intellectual property, and defamation.

Prereq: STC 206

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)