Courses

STRC 0801. Contemporary American Social Movements. 3 Credit Hours.
Social movements range from identity-based movements (such as the civil rights movement and the gay and lesbian rights movement) to issue-based movements (such as anti-globalization and animal rights) to ideological movements (such as the free software movement and the green movement). The course introduces students to contemporary American social movements and their counter-movements, dominant strategies and tactics movements use to communicate with a larger public, and individual campaigns within the larger framework of social movement from both theoretical and applied perspectives. NOTE: This course fulfills the U.S. Society (GU) requirement for students under GenEd and the American Culture (AC) requirement for students under Core. Students cannot receive credit for this course if they have successfully completed STRC 0901.

Course Attributes: GU
Repeatability: This course may not be repeated for additional credits.

STRC 0821. Emotional Intelligence and Leadership. 3 Credit Hours.
Using an interdisciplinary approach that looks at the theory of emotional intelligence and the leadership process in diverse personal, cultural, political, and business contexts, you will enhance your own leadership capacity. Develop conceptual thinking, self-awareness, self-management, personal motivation, social skills, and your capacity for empathy within a globalized and interconnected world. Engage in personal reflections, class discussions, small group experiential activities, and collaborate on a case study project as you observe and interview Philadelphia community leaders. NOTE: This course fulfills the Human Behavior (GB) requirement for students under GenEd and Individual & Society (IN) for students under Core.

Course Attributes: GB
Repeatability: This course may not be repeated for additional credits.

STRC 0901. Honors Contemporary American Social Movements. 3 Credit Hours.
Social movements range from identity-based movements (such as the civil rights movement and the gay and lesbian rights movement) to issue-based movements (such as anti-globalization and animal rights) to ideological movements (such as the free software movement and the green movement). The course introduces students to contemporary American social movements and their counter-movements, dominant strategies and tactics movements use to communicate with a larger public, and individual campaigns within the larger framework of social movement from both theoretical and applied perspectives. (This is an Honors Course.) NOTE: This course fulfills the U.S. Society (GU) requirement for students under GenEd and the American Culture (AC) requirement for students under Core. Students cannot receive credit for this course if they have successfully completed STRC 0801.

Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR
Course Attributes: GU, HO
Repeatability: This course may not be repeated for additional credits.

STRC 1111. Public Speaking. 3 Credit Hours.
Students will prepare, present, and evaluate speeches on significant topics of public concern in professional settings. Students will learn principles of public speaking and of critical thinking: the discovery and evaluation of arguments and evidence, organization, style, audience analysis and adaptation, speech composition, and presentation skills. At least five individual, graded speeches are required in this course. Class size is limited and class meetings focus on helping students develop public speaking skills through in-class activities, collaborative learning, and peer critiques. This course helps students give professional presentations in an increasingly diverse workplace. NOTE: Departmental foundation requirement. Students currently taking English 0701 may not register for this course.

Repeatability: This course may not be repeated for additional credits.

STRC 1112. Communicating Leadership. 3 Credit Hours.
This course introduces students to leadership studies from a communication perspective. Leadership will be considered in a variety of contexts, including group leadership, for-profit and non-profit organizational leadership, and elected and non-elected public leadership. Through all course activities (e.g., readings, discussion, and case studies) students will gain a broad understanding of how leadership emerges and is enacted on a daily basis through communication. NOTE: Departmental foundation requirement.

Repeatability: This course may not be repeated for additional credits.

STRC 1911. Honors Public Speaking. 3 Credit Hours.
Beyond learning about the form and function of public speaking, this course also allows students an opportunity to explore, expand upon, and introduce policy decisions in any particular topic of their choosing. Students learn about methods of making solid presentations, means of analysis and logic, and effective methods of persuasion. Finally, students consider the role of public speaking as an agent for political, social, and academic change.

Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR
Course Attributes: HO
Repeatability: This course may not be repeated for additional credits.
STRC 2111. Introduction to Communication Theory. 3 Credit Hours.
This course introduces students to the field of communication through an examination of historical and contemporary communication theories. Students will learn to analyze communication theories from a variety of areas, including interpersonal, small group, organizational, mass, and public communication, and integrate these theories into their daily communication practices. NOTE: Departmental foundation requirement. Not recommended for students with fewer than 30 credit hours.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STRC 1111|Minimum Grade of C|May not be taken concurrently)
AND (STRC 2111|Minimum Grade of C|May be taken concurrently).

STRC 2112. Strategies and Tactics of Persuasion. 3 Credit Hours.
Persuasion viewed from the perspectives of the persuader and the persuadee. The course is designed to make students more effective in both roles, and also to raise troubling ethical questions. It covers politics, product advertising, religious cults, education, and much more. This course offers extensive use of media in conjunction with readings, lecture-discussions, and assignments. NOTE: Departmental foundation requirement.
Repeatability: This course may not be repeated for additional credits.

STRC 2221. Public Advocacy. 3 Credit Hours.
This course provides an overview to the field, history, and practice of public advocacy. The course focuses on understanding the nature and role of public discourse in addressing significant social, political, economic, and/or cultural concerns. This is a core course and primary prerequisite for all students in the "Rhetoric and Public Advocacy" concentration.
Repeatability: This course may not be repeated for additional credits.

STRC 2296. Rhetoric of Social Movements. 3 Credit Hours.
This course introduces students to the guiding ideas and communication strategies of social movements, groups that seek support from a larger public in efforts to exert influence and gain power on behalf of a cause they consider just. Recent examples of interest include gay and lesbian rights, environmental protection, and anti-globalization. NOTE: This course can be used to satisfy a university Core Studies in Race, Writing Intensive, and American Culture (XC) requirement. Although it may be usable towards graduation as a major requirement or university elective, it cannot be used to satisfy any of the university GenEd requirements. See your advisor for further information.
Course Attributes: XC
Repeatability: This course may not be repeated for additional credits.

STRC 2333. Discussion Methods. 3 Credit Hours.
A "hands-on" survey of discussion methods, focusing on group problem-solving techniques and panel discussions. Students will gain experience in group leadership, group participation, and criticism of group interactions.
Repeatability: This course may not be repeated for additional credits.

STRC 2440. Special Topics in Public Relations. 3 Credit Hours.
This course focuses on subject matter not covered by regular departmental courses. Topics announced in advance.
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
STRC 2552|Minimum Grade of C-|May not be taken concurrently.

STRC 2496. News Writing and Media Relations. 3 Credit Hours.
This writing-intensive course focuses on the fundamentals of writing for various forms of news media, including print and electronic. Use of AP Style is taught and required. NOTE: Required course for all students in the Public Relations concentration. This course is a prerequisite for all Public Relations writing courses. A grade of C or higher is required in order to take upper-level PR courses.
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits.

STRC 2551. Media Information Gathering and Evaluation. 3 Credit Hours.
This is a basic course in applied research for planning and evaluating communication campaigns.
Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Public Relations
Level Registration Restrictions: Must be enrolled in one of the following Levels: Undergraduate
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STRC 2496|Minimum Grade of C|May be taken concurrently.

STRC 2552. Introduction to Public Relations. 3 Credit Hours.
Overview of public relations careers, skills and responsibilities. Intended for both those who are considering a PR career and those planning to enter any field that deals with the public.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STRC 2496|Minimum Grade of C|May be taken concurrently.
STRC 2661. Introduction to Organizational Communication. 3 Credit Hours.
Organizational communication is the study of the relationship between communicating and organizing. This course introduces students to classical and contemporary theories of organizational communication and their implications for everyday communication practices. Focusing on a variety of organizational forms, including both for-profit and non-profit organizations, students will develop a strong ability to integrate their understanding of organizational communication with their current and future participation in organizations through creative and critical verbal and written analyses of communication processes.
Repeatability: This course may not be repeated for additional credits.

STRC 2662. Leading Groups and Team Building. 3 Credit Hours.
Teams, and small groups, are an essential element of work and social life; we are constantly asked to cooperate, coordinate, and collaborate. While teamwork can be a productive, immensely satisfying and rewarding experience, too often it falls short of meeting our expectations. This class introduces students to the small group communication theories and principles that provide the basis for both understanding team building and becoming a productive group member and leader. Through (1) the study of small group communication theory, (2) the evaluation of teams in practice (from mountain climbing to virtual work teams), and (3) analyzing students’ own group experiences, students will develop the communication and analytic skills necessary to make teamwork work for you.
Repeatability: This course may not be repeated for additional credits.

STRC 2672. Global Communication and Leadership. 3 Credit Hours.
This course focuses on communication processes and issues that arise in multinational and global organizations. This course explores the relationship between culture, communication, technology, and ways of organizing across national contexts and in different types of organizations (non-profit, voluntary, civic, governmental, small business and corporate systems). The communicative and ethical dimensions of international organizing are addressed.
Repeatability: This course may not be repeated for additional credits.

STRC 2996. Honors Rhetoric of Social Movements. 3 Credit Hours.
This course focuses on the struggle for black equality in America, viewed from the perspectives of campaign and social movement theory. The course begins with the civil rights movement, moves through black power and subsequent white backlash, and then examines current controversies using books that take diametrically opposed positions. Its aim in part, is to improve critical thinking and communication skills. NOTE: This course can be used to satisfy a university Core Studies in Race, Writing Intensive, and American Culture (XC) requirement. Although it may be usable towards graduation as a major requirement or university elective, it cannot be used to satisfy any of the university GenEd requirements. See your advisor for further information.
Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR
Course Attributes: HO, XC
Repeatability: This course may not be repeated for additional credits.

STRC 3220. Special Topics in Rhetoric and Public Advocacy. 3 Credit Hours.
Variable topics in Rhetoric and Public Advocacy not covered by regular departmental course offerings. Topics announced in advanced.
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
STRC 2221|Minimum Grade of C|May not be taken concurrently.

STRC 3234. Speech Writing. 3 Credit Hours.
Students prepare speeches for their own presentation and ghost write speeches for others. Emphasis on audience analysis, speech construction, style, persuasion, and manuscript preparation. Includes study of practices of prominent speechwriters and their speeches, as well as great speeches in American history.
Class Restrictions: May not be enrolled in one of the following: Freshman 0 to 29 Credits
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STRC 1111|Minimum Grade of C|May not be taken concurrently.

STRC 3282. Independent Study in Public Communication. 1 to 4 Credit Hour.
Arranged each semester, please consult with the instructor.
Repeatability: This course may be repeated for additional credit.

STRC 3323. Rhetoric and Political Culture. 3 Credit Hours.
Focuses on the nature, strategies, and implications of human discourse within a variety of political settings. Topics might include persuasion in electoral campaigns, the political nature of sign-usage, the implications and consequences of everyday choices, the relationship between media and political ideology, etc.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STRC 1111|Minimum Grade of C|May not be taken concurrently
AND STRC 2112|Minimum Grade of C|May not be taken concurrently).
STRC 3333. Rhetorical Theory. 3 Credit Hours.
Introduction to classical and contemporary theories of speechmaking and other advocacy. Issues to be addressed include rhetoric's relationship to truth, knowledge, ethics, politics, and judgment.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STRC 1111|Minimum Grade of C|May not be taken concurrently
AND STRC 2112|Minimum Grade of C|May not be taken concurrently).

STRC 3336. Argumentation. 3 Credit Hours.
Students learn the basic principles of making arguments. Includes format for analyzing arguments, organizing ideas, providing evidence for claims, and preparing briefs. Students prepare speeches and debates on current public policy issues.
Repeatability: This course may not be repeated for additional credits.

STRC 3338. Independent Study in Rhetoric and Public Advocacy. 1 to 3 Credit Hour.
Arranged each semester, please consult with the instructor.
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
STRC 2221|Minimum Grade of C|May not be taken concurrently.

STRC 3339. Internship in Rhetoric and Public Advocacy. 3 Credit Hours.
Arranged each semester; please consult with the Program Director. NOTE: Students must be a Strategic Communication (STRC) major; complete 3 of 4 STRC core courses; complete at least 4 courses in their concentration; and have a minimum 3.0 GPA in the major courses. (See http://smc.temple.edu/strc/internships for additional information.)
Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
Repeatability: This course may be repeated for additional credit.

STRC 3340. Special Topics in Public Relations. 3 Credit Hours.
Subject matter not covered by regular departmental course offerings. Topics announced in advance.
Repeatability: This course may be repeated for additional credit.

STRC 3343. Directed Readings in Public Relations. 3 Credit Hours.
Advanced reading in Public Relations topics. NOTE: Hours arranged.
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
STRC 2552|Minimum Grade of C|May not be taken concurrently.

STRC 3542. Fundamentals of Public Relations Writing. 3 Credit Hours.
Preparation of public relations materials such as news releases, letters, memos, and other external and internal communications.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STRC 2496|Minimum Grade of C|May not be taken concurrently)
AND (STRC 2551|Minimum Grade of C|May not be taken concurrently)
AND (STRC 2552|Minimum Grade of C|May not be taken concurrently).

STRC 3543. Internship in Public Relations. 1 to 3 Credit Hour.
Organized professional work under supervision in public relations organization. NOTE: To register for this internship, you must be a major in Strategic Communication (STRC), have Junior or Senior status and permission of the STRC Internship Director. Minimum GPA of 3.0 in the major. A grade of C or higher is required in order to count towards graduation.
Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Strategic Communication
Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
Repeatability: This course may be repeated for additional credit.
STRC 3587. Communication Field Experience. 1 or 2 Credit Hour.
The Communication Field Experience compliments the Strategic Communication student's formal education. For many students, the Field Experience is the first opportunity to gain experience in a communication career path. The Field Experience should acquaint students with actual professional practices in their disciplines. The Communication Field Experience offers students the first on-site opportunity to learn about some of the realities of working in the communications field they are planning to pursue as a possible career path. The Field Experience typically occurs before the internship (STRC 3685, 3385, or 3585).

Department restrictions: Must be enrolled in one of the following Departments: SMC:Strategic Communication
Field of Study Restrictions: Must be enrolled in one of the following Majors: Strategic Communication

College Restrictions: Must be enrolled in one of the following Colleges: Media and Communication

Repeatability: This course may not be repeated for additional credits.

STRC 3596. Advanced Public Relations Writing. 3 Credit Hours.
This writing-intensive course is designed to teach preparation of materials such as brochures, speeches, annual reports, proposals, reports to management, radio and TV copy, and client presentations.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
(STRC 2496|Minimum Grade of C|May not be taken concurrently)
AND (STRC 2551|Minimum Grade of C|May not be taken concurrently)
AND (STRC 2552|Minimum Grade of C|May not be taken concurrently).

STRC 3663. Research Methods for Organizational Communication. 3 Credit Hours.
This course provides an overview of the methods, concepts, and tools by which research in organizational communication is designed, conducted, interpreted, and critically evaluated.

Repeatability: This course may not be repeated for additional credits

Pre-requisites:
STRC 1112|Minimum Grade of C|May not be taken concurrently.

STRC 3670. Special Topics in Organizational Leadership. 3 Credit Hours.
Variable topics in Organizational Leadership.

Class Restrictions: Must be enrolled in one of the following Classes: Sophomore 30 to 59 Credits, Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits

Repeatability: This course may be repeated for additional credit.

Pre-requisites:
STRC 2661|Minimum Grade of C|May not be taken concurrently.

STRC 3685. Internship in Organizational Leadership. 3 Credit Hours.
Students undertake a semester-long internship that directly furthers their practical knowledge of organizational leadership. Students will be supervised and graded by the internship coordinator or other suitable faculty member. The final grade is based on work journals, a final paper, attendance at meetings, the supervisor's report, and a portfolio of all work created during the experience.

Repeatability: This course may be repeated for additional credit.

STRC 3782. Independent Study in Organizational Leadership. 3 Credit Hours.
Students will undertake an independent study of an area of organizational leadership not otherwise offered. The study and results of that study (e.g., a paper) will be completed under the supervision of a faculty member. A syllabus must be filed within the first week of class.

Repeatability: This course may be repeated for additional credit.

STRC 3801. Intercultural Communication. 3 Credit Hours.
This course considers how culture influences communication processes by examining theories of intercultural communication and looking at many of the different processes that make up cultural differences.

Repeatability: This course may not be repeated for additional credits.

STRC 3882. Independent Research for Organizational Leadership. 3 Credit Hours.
Under the supervision of a faculty member, students will undertake an independent research project. This project may be completed at the students’ own initiative or be part of a larger faculty research project. Students will plan, execute and write-up a research project. Data may be archival, ethnographic, participant response, or experimental. The final result will be a submission-quality research paper. Students will be strongly encouraged to submit their papers to conferences and/or publications. A syllabus or research agreement must be filed within the first week of class.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits

Repeatability: This course may be repeated for additional credit.
STRC 4212. New York City I: Communities. 3 Credit Hours.
This course focuses on how New York City represents a unique and powerful American and global experience without cultural, social, or political parallels. Students will investigate how the history and narratives of New York City are emblematic of a unique urban experience. To that avail, students will investigate how organizational relationships are developed in one of the world's greatest market conglomerates. Students will also investigate how New York City became a vital player in the improvement of American society through numerous communicative, rhetorical, and political acts.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits

Repeatability: This course may be repeated for additional credit.

STRC 4213. New York City II: Institutions. 3 Credit Hours.
This course is a continuation of STRC 4212, "New York City I: Communities." Understanding that communication within New York City is multi-layered and complex, students will investigate numerous artifacts related to its image and reputation. In particular, students will consider public presentations related to life in New York City. Primarily, these presentations will be related to aspects of communications, media, and theater. In particular, students will cultivate and deepen their understanding of urban communication by analyzing the physical artifacts that are indicative of and advance public life in New York City. To do so, students will investigate exhibits, performances, and cultural or social institutions related to America's largest and only global city. This course is part of a Study Away experience and is offered online, with expectations for self-guided participation in New York City. See the Program Director for more information.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits

Repeatability: This course may be repeated for additional credit.

Pre-requisites: STRC 4212|Minimum Grade of C|May not be taken concurrently.

STRC 4220. Special Topics in Rhetoric and Public Advocacy. 3 Credit Hours.
Advanced readings in the methods, theories, and/or strategies of rhetoric and/or advocacy.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits

Repeatability: This course may be repeated for additional credit.

Pre-requisites: STRC 2221|Minimum Grade of C|May not be taken concurrently.

STRC 4289. New York City Applied Experience: Field Experience/Corporate Works/Projects. 1 to 4 Credit Hour.
This course is open only to participants in the NYC Study Away Program. Students will be involved with experiential learning in NYC through internships, field experiences, and projects. Credit hours will be affixed depending on the amount of hours worked per week over the entire program session. Only admitted students from the NYC Study Away Program will be authorized to register. Students will be expected to follow program guidelines and procedures and must meet with the Program Director to secure permission to be enrolled in this course. This course can only be taken for work done on location in NYC. Note that students must also register for STRC 4212 (New York City I: Communities) and STRC 4213 (New York City II: Institutions).

Repeatability: This course may be repeated for additional credit.

STRC 4440. Special Topics in Public Relations. 3 Credit Hours.
Advanced readings in Public Relations topics.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits

Repeatability: This course may be repeated for additional credit.

Pre-requisites: STRC 2552|Minimum Grade of C|May not be taken concurrently.

STRC 4670. Special Topics in Organizational Leadership. 3 Credit Hours.
Advanced readings course in leadership and organizational communication. Emphasis on research on special topics in the field, e.g., organizational culture, organizational discourse studies, workplace participation and democracy, feminist organizational communication theories, power, control, consent and resistance, socialization, etc. NOTE: Seminar format.

Class Restrictions: Must be enrolled in one of the following Classes: Sophomore 30 to 59 Credits, Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits

Repeatability: This course may be repeated for additional credit.

Pre-requisites: STRC 2661|Minimum Grade of C|May not be taken concurrently.
STRC 4696. Diverse Communication and Leadership. 3 Credit Hours.
This course addresses the impact of increasingly diverse workplaces on communication and leadership theories and practices and the ways in which they shape individual and institutional responses. Through an examination of traditional and non-traditional communication and leadership theories, this course focuses on legal aspects of workplace diversity including race, gender, age, ability, orientation, and nationality. This course also examines the communicative and ethical dimensions of working in, leading, and creating diverse workplaces. Students will produce written and oral analyses of case studies and organizational communication practices.

Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STRC 2661|Minimum Grade of C|May not be taken concurrently
AND STRC 3663|Minimum Grade of C|May be taken concurrently)
OR CMST 2111|Minimum Grade of C|May not be taken concurrently.

STRC 4774. Communicating Organizational Change. 3 Credit Hours.
Students will examine the various reasons for and processes of organizational change. Concepts covered include leading change, collaborative change, facilitating stakeholder involvement and acceptance, communication strategies for change, and maintaining change.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STRC 2661|Minimum Grade of C|May not be taken concurrently.

STRC 4775. Health Communication. 3 Credit Hours.
Health communication encompasses theories, research, and applications of the symbolic processes by which people, both individually and collectively, understand, share ideas about, and accommodate to illness, trauma, and health in interpersonal and public contexts. This course focuses on the major concepts, theories, and findings that have emerged in health communication scholarship.
Class Restrictions: Must be enrolled in one of the following Classes: Sophomore 30 to 59 Credits, Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
Repeatability: This course may not be repeated for additional credits

STRC 4839. Seminar in Rhetoric and Public Advocacy (capstone). 3 Credit Hours.
Content and format may vary. The overall emphasis is on researching and applying special topics within the field of rhetoric and public advocacy - e.g., political campaigns, rhetoric of social issues, interpersonal influence, presidential communication, rhetorical masterpieces, etc. The focus of the course could be on a single topic, individual topics, or group projects.
Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STRC 2221|Minimum Grade of C|May not be taken concurrently
AND STRC 2296|Minimum Grade of C|May not be taken concurrently).

STRC 4859. Public Relations Management and Case Problems. 3 Credit Hours.
Public relations management principles are applied to solve organizational problems and maximize opportunities. Study of trends in public relations and issues management. An applied project will enable students to use the skills taught in this course in order to address a variety of audiences, including investors, employees, the community, government, and consumers. Use of AP Style is required. NOTE: Capstone course. Open to Public Relations concentration students only.
Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(STRC 2496|Minimum Grade of C|May not be taken concurrently
AND STRC 2551|Minimum Grade of C|May not be taken concurrently
AND STRC 2552|Minimum Grade of C|May not be taken concurrently
AND STRC 3543|Minimum Grade of C|May not be taken concurrently
AND STRC 3596|Minimum Grade of C|May be taken concurrently).

STRC 4879. Collaborative Advocacy. 3 Credit Hours.
This course will educate students to understand, observe and facilitate inter-organizational efforts at problem-solving and social change within the public sphere. Employing principles of service learning, students will engage in a semester-long project where they facilitate a change within the public sphere by bringing multiple agents together to address and share concerns.
Class Restrictions: Must be enrolled in one of the following Classes: Junior 60 to 89 Credits, Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
STRC 2662|Minimum Grade of C|May not be taken concurrently.
STRC 5001. Communicating Organizational Leadership. 3 Credit Hours.
This course focuses on reaching your leadership potential by assessing personal leadership styles and strengthening them through effective communication. You will understand how subtleties in communication and relationship management may have a huge impact on how an organization is run, defined and perceived. We will examine the forms of power and influence and how to become a trusted advisor with senior executives. This course is designed to help you shape a better future for yourself and the communities you serve.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5002. Leadership in Crises and Conflict Management. 3 Credit Hours.
Crisis and conflict can sharpen the thinking of your teammates, spark creativity and galvanize a virtual dispersed team. Or it can leave teammates speechless, defensive, squabbling and discouraged. Your leadership can make the difference. This course will show you how to step in, reach out and take charge of contentious issues, whether they surface in live meetings, e-mail volleys or teleconferences. It will equip you to surface the “real issues” that need to be faced and resolved, before they create a crisis. It will show you how to bridge cultural, personality, age, gender and professional differences to get the best of each other’s thinking. And do all of this in a way that increases your credibility and advances your career.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5003. Leading Diverse Teams. 3 Credit Hours.
This program consists of 7 sessions designed to prepare individuals to both lead with pragmatic skills and, in addition, develop a theoretical understanding of the cultural, social, and communication dynamics at play within a highly diverse teamwork environment. The program will provide a rigorous theoretical framework for understanding how to work with a dynamic and diverse cross section of people who are brought together with specific skills and expertise to design and implement major organizational initiatives. Further, participants will be exposed to specific organizing structures that are used, including employees working together in multi-function, cross-geography and cross time zone teams. People within such organizations are expected to collaborate both online and face to face. The key to success is the degree to which a leader “reads” the team and leads by adapting communication and leadership behavior to provide focus on goals and structures and on team dynamics – the complex human issues that emerge when employees are required to work together as a well functioning team. This program prepares participants by providing a solid theoretical foundation while also focusing on practical day to day skills.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5004. Cross-Cultural Leadership. 3 Credit Hours.
This course takes a communication approach to addressing the challenges and opportunities created by local and global leaders in fostering cross-cultural perspectives: providing a framework for looking at culture and leadership from a communication perspective; looking at the role of leadership in developing the needed competencies among organizational members for successful cross-cultural communications; and, proposing strategies for developing and maintaining cross-cultural communications for successful global undertakings.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 5800. Spec Topics in Comm Mgmt. 1 to 3 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 8101. Communication Management Research Methods. 3 Credit Hours.
Types and methods of research applied in communication settings, including market research, surveys, interviews, content analysis, focus groups, audience analysis, and campaign testing. Note: Core course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8102. Legal Issues in Communication Management. 3 Credit Hours.
Grounding in legal issues that bear on communication: governmental regulation of speech; deceptive advertising; product liability class action; defamation and commercial speech; publicity and privacy; trademarks, patents, trade secrets, and copyrights; obscenity and indecency; journalistic privilege, free press, fair trial, and access to information. Note: Core course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8103. Organizational Communication. 3 Credit Hours.
Classical and contemporary theories of management and communication and their implications for communication management. This course addresses topics such as organizational culture and identification, organizational change, and power/control in organizations. Note: Core course.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 8105. Social Responsibility in Corporations and Not-for-Profit Organizations. 3 Credit Hours.
Students will critically examine ethical issues associated with social responsibility of corporations and not-for-profit organizations to local, regional, and global stakeholders – and to the environment.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.
This course covers funding for both academic and non-profit projects, from both government and private sources. It teaches students how to research funding sources, target a proposal to funders' interests, budget a project, and write a proposal. During the course, each student will develop a complete proposal for submission to a specific funder.

**Level Registration Restrictions:** Must be enrolled in one of the following Levels: Graduate

**Repeatability:** This course may not be repeated for additional credits.
STRC 9020. Special Topics in Communications Management. 1 to 3 Credit Hour.
Content and credit hours variable. Arranged each semester, please consult with the instructor.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9030. Special Topics in Communications Management. 1 to 3 Credit Hour.
Content and credit hours variable. Arranged each semester, please consult with the instructor.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9044. Directed Readings in Communication Management. 1 to 3 Credit Hour.
Independent study. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9045. Directed Projects in Communication Management. 1 to 3 Credit Hour.
Includes internships. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9054. Directed Readings in Communication. 1 to 4 Credit Hour.
Independent study. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9055. Directed Projects in Communication. 1 to 8 Credit Hour.
Includes internships. A specific faculty member must agree to serve as supervisor before the student registers. Special form needed.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

STRC 9101. Capstone Project in Communication Management. 3 Credit Hours.
In-depth, original analysis of a professional issue in communication management. Required of all MS students in their final semester.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may not be repeated for additional credits.

STRC 9800. Special Topics in Communications Management. 1 to 3 Credit Hour.
Content and credit hours variable. Arranged each semester, please consult with the instructor.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.