Strategic Communication (STRC)

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 3382. Independent Study in Rhetoric and Public Advocacy. 1 to 3 Credit Hour.
Arranged each semester, please consult with the Program Director.
Repeatability: This course may be repeated for additional credit.
Pre-requisites:
STRC 2221|Minimum Grade of C|May not be taken concurrently.

STRC 3385. 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 3396. Rhetorical Criticism. 3 Credit Hours.
Students learn how to apply different methodologies to speeches, songs, poems, essays, and other forms of public discourse. Critical approaches including neo-Aristotelian, cluster criticism, fantasy theme analysis, metaphor analysis, feminist criticism, etc.
Course Attributes: WI
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 3440. 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 3483. 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 3543. 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 3582. Independent Study in Public Relations. 1 to 3 Credit Hour.
Arranged each semester. Arrange through Public Relations concentration director.
Repeatability: This course may be repeated for additional credit.

STRC 3585. 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.
Under the supervision of a faculty member, 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 2554|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.