

Strategic Communication (STRC)

Course information contained within the Bulletin is accurate at the time of publication in July 2024 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

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 8800. 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 8985. Teach in Higher Ed:Comm. 3 Credit Hours.

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

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

STRC 9001. Crisis Communication and Issue Management. 3 Credit Hours.

This course examines a wide range of issues and crises, including natural and man-made disasters, defective products, executive malfeasance, and activism. It focuses on managing issues before they become crises, mediating conflict with various publics, putting together a crisis plan, dealing with the unexpected during a crisis, and rectifying long-term effects of crises.

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

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

STRC 9004. Government Relations and Lobbying. 3 Credit Hours.

This course examines the government relations and lobbying functions within non-profit and publicly traded organizations, including corporations, special interest groups, and other organizations. It covers the history of lobbying, different types of lobbying and lobbyists, the role of lobbying within a democratic government, and building a career in government relations. This is a hands-on course; student projects include lobbying a state or federal issue.

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

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

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 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.