

# Master of Strategic Communication Courses

## Master of Strategic Communication

<b>MSC</b>	<b>611.1</b>	<b>Rhetorical Theory</b>	<b>(3)</b>
Learners evaluate the rhetorical effectiveness of communication artifacts in applied contexts, including public relations contexts.			
<b>MSC</b>	<b>611.2</b>	<b>Public Relations Strategies</b>	<b>(3)</b>
Learners analyze and evaluate a public relations problem for an organization as well as the strategic response. Learners structure a strategy for improving public relations responses to specific communication problems.			
<b>MSC</b>	<b>611.T</b>	<b>PR Team Project</b>	<b>(2)</b>
Learners collaborate in a team to solve a public relations communication problem for a client.			
<b>MSC</b>	<b>611.R</b>	<b>Project 1: Residency</b>	<b>(0)</b>
Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.			
<b>MSC</b>	<b>621.1</b>	<b>Visual Communication Theory and Practice</b>	<b>(3)</b>
Learners research contemporary visual communication theories and applications.			
<b>MSC</b>	<b>621.2</b>	<b>Visual Identity and Brand Strategy</b>	<b>(3)</b>
Learners work with client to research, evaluate, and provide recommendations for visual identity and brand strategy.			
<b>MSC</b>	<b>621.T</b>	<b>Brand Strategy Team Project</b>	<b>(2)</b>
Learners collaborate in a team to work with a client on brand strategies and visual identities.			
<b>MSC</b>	<b>621.R</b>	<b>Project 2: Residency</b>	<b>(0)</b>
Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.			
<b>MSC</b>	<b>631.1</b>	<b>Organization Communication Research</b>	<b>(3)</b>
Learners act as consultants to an organization to strategically solve an organizational communication problem. Learners analyze an organization using qualitative research methods to assess an organization's communication problems.			
<b>MSC</b>	<b>631.2</b>	<b>Organization Communication Strategy</b>	<b>(3)</b>
Learners quantify collected data from organizational assessment to draw conclusions and develop a report. Learners analyze, structure, and present organizational assessment results and recommendations to solve an organizational problem.			
<b>MSC</b>	<b>631.T</b>	<b>Organization Communication Team</b>	<b>(2)</b>
Learners collaborative in a team to solve an organizational communication problem for a client.			
<b>MSC</b>	<b>631.R</b>	<b>Project 3: Residency</b>	<b>(0)</b>
Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.			

<b>MSC</b>	<b>641.1</b>	<b>Integrated Marketing Theory and Research</b>	<b>(3)</b>
Learners evaluate and research current trends and best practices in integrated marketing communications. Learners become familiar with research methods involved in the development of integrated marketing communications plans.			
<b>MSC</b>	<b>641.2</b>	<b>Marketing Communication Strategy and Campaign Management</b>	<b>(3)</b>
Learners work with a client to develop an integrated marketing communication plan and campaign management strategy.			
<b>MSC</b>	<b>641.T</b>	<b>IMC Team Project</b>	<b>(2)</b>
Learners collaborate in a team to build an integrated marketing communications plan for a client.			
<b>MSC</b>	<b>641.R</b>	<b>Project 4: Residency</b>	<b>(0)</b>
Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.			
<b>MSC</b>	<b>651.1</b>	<b>Capstone Research</b>	<b>(3)</b>
Learners do primary and secondary research toward a capstone project. Emphasis is on project management planning and project development.			
<b>MSC</b>	<b>651.2</b>	<b>Capstone Production</b>	<b>(3)</b>
Learners create, revise, and present a capstone project based on research. Emphasis is on analysis, synthesis, and evaluation of data.			
<b>MSC</b>	<b>651.T</b>	<b>Strategic Communication Capstone</b>	<b>(2)</b>
Learners collaborative in a team to create a strategic plan for a client.			
<b>MSC</b>	<b>651.R</b>	<b>Project 5: Residency</b>	<b>(0)</b>
Learners attend a residency with faculty mentors and peers to build and develop leadership, project mastery, and strategic communication abilities.			