STCM - Strategic Communications | Grad

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Course Descriptions

STCM 5210 Digital Media Strategy (3)

This course explores the dynamic field of Digital Media Strategy, and how advanced organizations leverage online tools to build and maintain integrated communication strategies with internal and/or external audiences. Students will learn to maximize engagement with target audiences through case studies, real-life examples, readings, and expert videos. The course covers target audience identification, selection of appropriate online platforms, constructing message strategies, setting and measuring key performance indicators and continuous learning from past executions to advance the next.

STCM 5250 Analytics for Strategic Communications (3)

This class is designed to provide students with a comprehensive understanding of communication analytics in the context of the digital age. The course will explore various tools and techniques used in analyzing consumer behavior, engagement and persuasive communication with a focus on digital marketing strategies. Students will gain practical skills in utilizing analytics tools such as Google Analytics, understanding the intricacies of search engine optimization (SEO), search advertising, and leveraging data analytics for effective communication strategies.

STCM 5260 Visual Storytelling for Strategic Communications (3)

This course explores the art and science of visual storytelling as a powerful tool in strategic communications. Students will learn the principles of effective storytelling through visual mediums, including photography, videography, and graphic design. Emphasis will be placed on understanding the role of visuals in conveying compelling narratives that align with organizational goals and messaging strategies.