Course Offerings for Strat Comms Spring 27

Department of Journalism & Media Communication

JTC 350

Public Relations and Advertising

Credits: 3
Course Description: The theory and practice of public relations and advertising, as well as its impact on audiences and society. Examines the profession; concepts, issues, and principles in the practice; and models and theories guiding the practice. Key topics include media relations, brand management, message strategy, audience analysis, and the use of digital and social media platforms.
Prerequisite: JTC 100.
Registration Information: Sections may be offered: Online.
Terms Offered: Fall, Spring
Instructor: Emily Johnson
Meeting times: MW 3:00-4:15 p.m.
Where: Eddy

JTC 354

Crisis Communication

Credits: 3
Course Description: Strategies and skills to help organizations and brands navigate issues and crisis situations, ranging from social media backlash to public relations disasters.
Prerequisite: JTC 210.
Registration Information: Junior standing. Sections may be offered: Online.
Terms Offered: Fall, Spring.
Instructor: Kim Jangyul
Meeting times: MW 11:00-12:15 p.m.
Where: Social Sciences Hall

JTC 356

Advertising Creativity and Copywriting

Credits: 3
Course Description: Advertising planning, and production for traditional, online, and social media.
Prerequisite: (JTC 211) and (JTC 350 or JTC 355).
Registration Information: Sections may be offered: Online.
Terms Offered: Fall, Spring.
Instructor: TBD
Meeting times: MW 9:30-10:45 a.m.
Where: Social Sciences Hall

JTC 359

Strategic Communication Research

Credits: 3
Course Description: Essential research methods used in fields such as public relations, advertising, social media management, and corporate communications. Equips students with the skills to critically evaluate existing research and conduct studies to support effective communication strategies. Topics include the research process, measurement, sampling, ethics, and methods like content analysis, surveys, interviews, and experiments.
Prerequisite: JTC 210.
Restriction: Must not be a: Freshman.
Registration Information: Sophomore standing. Sections may be offered: Online.
Terms Offered: Fall, Spring.
Instructor: Esther Thorson
Meeting times: MW 9:30-10:45 a.m.
Where: Social Sciences Hall

JTC 374
Social Media Management
Credits: 3
Course Description: This course introduces students to the foundations of strategic social media management through hands-on, real-world applications. Students will learn to develop data-driven social media strategies, create engaging content, identify and analyze target audiences, evaluate performance, and provide evidence-based recommendations for organizations and clients.
Prerequisite: JTC 211
Registration Information: Sections may be offered online.
Terms Offered: Fall, Spring, Summer.
Instructor 1: Yeunjae Lee
Meeting time 1: TR 11:00-12:15 p.m.
Where: Social Sciences Hall
Instructor 2: Umberto Famulari
Meeting time 2: MW 1:00-2:15 p.m.

JTC 425
Strategic Multicultural Communication
Credits: 3
Course Description: Identify, formulate and implement effective strategies in integrated advertising and communication campaigns to effectively connect with individuals of Hispanic/Latino, African-American and Asian descent as well as the LGBT sub-segments of the general market in the U.S.; consideration of the globalized marketplace and consumers across under-served markets internationally.
Prerequisite: JTC 326.
Registration Information: Junior standing. Sections may be offered: Online.
Instructor: Tori Arthur
Meeting times: MW 9:30-10:45 a.m.
Where: Social Sciences Hall

JTC 428
Creative Visual Workflows
Credits: 3
Course Description: Essential and advanced tools for visual workflows in digital media creation. Complete hands-on projects that build skills in photo illustration, social media graphics, logo and business card design and cross-platform workflows. Also covers proper file setup, export practices and industry standards.
Prerequisite: JTC 211.
Registration Information: Sophomore standing. Must register for lecture and laboratory. Sections may be offered online.
Instructor: Daniela Castillo
Meeting times: MW 9:00-9:50 a.m. and 10:00-10:50 a.m.
Where: Social Sciences Hall

STRATEGIC COMMUNICATION CENTER
COLORADO STATE UNIVERSITY