
ISC Integrated Strategic Communication

ISC 161 INTRODUCTION TO INTEGRATED STRATEGIC COMMUNICATION. (3)

An introductory course in all phases of integrated strategic communication and its role in contemporary business and society. Includes an historical and socio cultural overview of advertising, public relations, sales promotion and direct response marketing as well as an exploration of their interrelationships. Covers strategic planning for integrated communication, message approaches and their foundations in theories of persuasion and information processing, and characteristics of message delivery systems. Provides a discussion of ethics and regulation, and the economic and social impact of the industries. Prereq: ISC pre-majors only or consent of instructor.

ISC 261 STRATEGIC PLANNING AND WRITING. (3)

Introduces students to the systematic planning processes and techniques of creative and persuasive message preparation for integrated strategic communication. Extensive practice in writing and visual communication for print and electronic vehicles in the disciplines of advertising, public relations, sales promotion and direct marketing. Lecture, two hours; laboratory, two hours per week. Prereq: ISC pre-major status; ISC 161; keyboarding 30 wpm.

ISC 311 ETHICS AND THE STRATEGIC COMMUNICATOR. (1)

An introduction to the ethical dilemmas inherent in the strategic persuasion that permeates a democratic, free-market society. Emphasis will be placed on the consequences such persuasion can have on targeted groups as well as society as a whole and on the nature and exercise of responsibility as it links client to persuader to intended target. Prereq: Major standing.

ISC 319 WORLD MEDIA SYSTEMS. (3)

A comparison of the communications media in different countries of the world and the theories used to justify them. How various political and social systems affect the media and how the media affect the societies in which they exist. Prereq: JOU 101, TEL 101, or ISC 161. (Same as JOU/TEL 319.)

ISC 321 RESEARCH METHODS FOR THE INTEGRATED STRATEGIC COMMUNICATION PROFESSIONAL. (3)

Introduces students to applied research as a decision making tool for the integrated communications professional. Students acquire basic skills in: identification of information needs, stating of research objectives, selection of appropriate research technique (s), sample selection, questionnaire design, analysis procedures, report writing, and budget management. Topics prepare students to conduct small-scale survey research and to buy and evaluate studies from custom and/or syndicated research suppliers. Legal and ethical issues are also examined. Prereq: Major standing; one course in statistics.

ISC 331 ADVERTISING CREATIVE STRATEGY AND EXECUTION I. (3)

Ideas and their translation into words and images which inform and persuade. Emphasis is on a disciplined, strategic approach to creative decision-making across all media. Topics include setting objectives, selection of appeal, copy structure demands of different media, design principles, layout and storyboarding, and regulations affecting messages. Lecture, two hours; laboratory, two hours per week. Prereq: Concurrent or previous enrollment in ISC 311 and ISC 321.

ISC 341 STRATEGIC PUBLIC RELATIONS. (3)

A course introducing students to the basic concepts of public relations, including its theory and practices, professional history, function in organizations, and role in society. This course meets the needs of those planning or currently involved in professional and managerial careers which require an understanding of public relations. Prereq: For ISC majors, concurrent or previous enrollment in ISC 311 and ISC 321; for all others, admission to upper-division in the College of Communications and Information Studies.

ISC 351 INTEGRATED STRATEGIC COMMUNICATION ACCOUNT MANAGEMENT. (3)

Development and management of ISC programs that coordinate advertising, public relations, direct/interactive marketing, and sales promotion tactics. Topics include structure of the strategic communication management function, planning, strategy, leadership, operations, evaluating the effectiveness of communications, company-agency relationships, and career development. Practical knowledge and fundamental management concepts are integrated to enhance understanding of communication management's role and challenges in the business environment. Prereq: Concurrent or previous enrollment in ISC 311 and ISC 321. Cannot be taken concurrently with ISC 451.

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ISC 361 DIRECT RESPONSE TARGETING: MEDIA AND DATABASE MANAGEMENT. (3)

This course will introduce students to direct marketing practices with emphasis on data base marketing, strategic business planning, importance of the offer, selection and selling merchandise, business-to-business direct marketing, fund raising, mailing lists, print and electronic media, co-ops, telemarketing, production lead generation, direct marketing math, idea development, research and integrating direct marketing into the overall marketing mix. The course will be practical rather than theoretical in nature. Prereq: Concurrent or previous enrollment in ISC 311 and ISC 321; cannot be taken concurrently with ISC 461.

ISC 371 SPECIALIZED PUBLIC RELATIONS WRITING. (3)

Audience and purposes of writing are assessed as students develop a formal strategy to guide - and to evaluate - their writing. Strategic writing tasks include writing of position papers, speech writing, and writing for brochures, media releases, letters and newsletters. Societal impact and ethical considerations are examined across all writing tasks. Lecture, two hours; laboratory, two hours per week. Prereq: ISC 341.

ISC 431 ADVERTISING CREATIVE STRATEGY AND EXECUTION II. (3)

Students refine their ability to meet strategic goals through creative message executions. Media options and their impact on message structure and preparation are explored more fully. Application is made of pertinent theoretical principles such as source credibility, selective exposure/perception, and learning theory. Presentation skills stressed. Portfolio preparation and review. Prereq: ISC 331.

ISC 441 CASE STUDIES IN PUBLIC RELATIONS. (3)

This course is designed to reinforce and expand the knowledge learned in the introductory public relations course, ISC 341. The course will provide students with an opportunity to apply public relations principles and approaches to institutional experiences. Emphasis will be placed on actual case studies, and students are expected to demonstrate a high level of proficiency in written and oral communication skills. Prereq: ISC 341.

ISC 451 INTEGRATED STRATEGIC MEDIA MANAGEMENT. (3)

An overview of the strategic use of media in integrated promotional campaigns is provided. Students acquire basic skills in quantitative and qualitative evaluation of media; choice of target audience, use of secondary research on products and audiences; development of media objectives, strategies and tactics; and the oral and written presentation of media plans. The basic structure of media organizations is discussed. Prereq: Concurrent or previous enrollment in ISC 311 and ISC 321; cannot be taken concurrently with ISC 351.

ISC 461 DIRECT RESPONSE MESSAGE STRATEGIES. (3)

Examines the purpose, range, social and economic impact, and techniques of direct response messages. Students review type and role of suppliers as well as legal considerations. Based on a strategic plan, students frame messages for print, broadcast, and computer-based media that guide and facilitate response from prime prospects. Examines methods to evaluate message effectiveness. Prereq: Concurrent or previous enrollment in ISC 311 and ISC 321; cannot be taken concurrently with ISC 361.

ISC 489 TOPICAL STUDIES IN MASS MEDIA PROFESSIONS (Subtitle required). (1)

Each course module offers advanced, pinpoint study of a topic central to the mass media professions. Depending on the topic, the course format may include lectures, seminars, and/or studio work. May be repeated to a maximum of three credits when identified by different subtitles. Prereq: Variable, given when topic is identified.

ISC 491 INTEGRATED STRATEGIC COMMUNICATION CAMPAIGNS. (3)

An advanced course which enables students to unify strategic and tactical abilities developed in their research, creative, account management, public relations, and/or direct response courses. The format for this synthesis requires students to establish strategy, develop, execute, and present a multimedia integrated campaign. Student teams compete for client approval on national, regional, or local accounts. Prereq: Completion of Major Path.

ISC 497 SPECIAL TOPICS IN ISC (Subtitle required). (3)

This course will focus on selected topics of industry practice associated with the integrated fields of strategic communication. Title assigned each time the course is offered. May be repeated with different subtitles to a maximum of six credits. Prereq: Variable, given when topic is identified.

