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 ETHICAL, LEGAL AND SOCIAL ISSUES IN ISC. (3)
Course will focus upon the legal, ethical and social issues faced by ISC professionals. The course will examine government regulation of direct response communications, advertising, and public relations practices as well as the industry’s ethical standards and self regulation efforts. Emphasis will also be placed upon gaining an understanding of ISC’s role in society’s economic, social, and cultural systems. Topics will include potential societal consequences of persuasive communication practices and the ethical responsibilities of professionals in each of the ISC disciplines. 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 or ISC 161 or MAS 101 or TEL 101. (Same as JOU/MAS 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.
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 381 INTERNATIONAL AND CROSS-CULTURAL ADVERTISING. (3)
The International Advertising course is designed to introduce students to the opportunities and challenges involved in developing strategies and for implementing communication plans for international markets. The course examines the topic of international advertising from an “inside-out” perspective, beginning with an exploration of marketers’ opportunities among consumers in the US before expanding the scope of discussion to international and global markets. The course provides the balance between the practical and theoretical concepts advertisers must consider if they are to effectively operate in the global marketplace within an integrated strategic communication perspective.

ISC 382 GLOBAL PUBLIC RELATIONS STRATEGIES. (3)
This course will focus on the role, function and influence of public relations in a global environment. Topics include culture, global trends, multicultural communication knowledge, national media structures and public policy, and international legal and ethical codes in public relations. Global case studies are used to develop and implement strategic and creative communications plans. Prereq: ISC 161, ISC 261 OR JOU 204.

ISC 395 INDEPENDENT STUDY. (1-3)
Designed for students with research or special study problems. Regular consultation with the instructor. May be repeated to a maximum of six credits. Enrollment normally limited to juniors and seniors with a 3.0 standing in the major. These requirements may be waived by the department in exceptional circumstances. Prereq: Consent of instructor.

ISC 399 INTERNSHIP: ISC. (1-3)
Qualified students enter the professional sector to refine skills and knowledge. Supervised internships approved by the School allow placements in industry, government, radio, television, print media, research agencies, etc. A signed contract must be completed prior to the start of the internship. Pass/fail only. Prereq: Completion of upper division major path, fulfillment of internship prerequisites for the major, and approval of internship director for the major.

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 471 EVENT PLANNING. (3)
This course will introduce students to special event planning processes and strategies. Emphasis is on creating, organizing, and managing both physical and virtual events. Topics will include research and planning, attracting sponsors and exhibitors, using integrated strategic communication to generate publicity and awareness, and evaluating event effectiveness toward reaching client objectives. Prereq: Major status and senior standing.

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 CAPSTONE. (3)
An advanced senior capstone course in which students unify strategies and tactics by applying knowledge and skills developed in their research, creative, account management, public relations, and/or direct response and major elective courses. The format for this synthesis requires students to establish strategy, develop, execute, and present a multichannel integrated campaign. Student teams compete for client approval on national, regional, or local accounts. Prereq: Completion of Major Path and Senior Standing.

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.

ISC 541 CRITICAL TOPICS IN INTEGRATED STRATEGIC COMMUNICATION (Subtitle required). (3)
Students will use psychological or sociological perspectives to analyze one or more important aspects of the interaction between integrated strategic communication and society. Topics that may be considered include behavioral, political, economic, and/or international issues. The course may be repeated to a maximum of six credits when identified by different subtitles. Prereq: Senior or graduate standing; ISC 161.

ISC 543 REGULATION OF STRATEGIC COMMUNICATION. (3)
Course examines regulation of strategic, persuasive communication by federal, state, and local agencies as well as self regulation. Privacy, copyright, and deception are among featured issues. Prereq: Major standing.

#ISC 551 SALES PROMOTION AND SPONSORSHIP. (3)
This course will guide students to explore the principles and applications of sales promotion and sponsorship within ISC campaigns. It will explain why sales promotion and sponsorship are widely used and how the strategies work at the consumer and trade sales levels. Students will explore the various forms of sales promotion and sponsorship and develop competency on how to use the techniques as effective components of an overall ISC campaign.

#ISC 571 INTEGRATED STRATEGIC COMMUNICATION IN CORPORATE SOCIAL RESPONSIBILITY. (3)
A growing number of companies are engaging in corporate social responsibility (CSR) as an integral part of integrated strategic communication. They attempt to embrace CSR as long-term commitment they should sustain and expand to build a sustainable and competitive advantage in the market. This course is designed to introduce students to the dynamic landscape of CSR and then provide an in-depth look at CSR principles and practices corporations have adopted for integrated strategic communication. Prereq: ISC 321.
#ISC 583 SPECIAL TOPICS IN ISC EDUCATION ABROAD (Subtitle required). (3)
A course that gives students the opportunity to apply integrated strategic communication principles and theory in a cultural setting outside the United States. Students will observe how strategic communication is developed and implemented in the context of another culture. While focused on issues related to integrated strategic communication, the course is open to students from all majors at the University of Kentucky, and may be taken for graduate credit.

This course carries additional fees, detailed on the UK Education Abroad page for the program. The cost breakout lists the fees that will be billed to your UK account, as well as an estimate of additional costs you will incur, such as airfare, meals, etc. Please refer to the Education Abroad program page for the specific costs.