

# SLMC 210: Intro to Strategic Communication

This introductory course explores the basics of how strategic communications works and teaches students the strategic concepts and principles necessary to understand how of how effective advertising, public relations and marketing decisions are developed and executed. This course will provide students with an overview of the principles, history and contemporary practices of the advertising, public relations and marketing industries and explain the nexus among those disciplines. SLMC 203 explores the role of public communication, its pervasiveness in society and provides an introduction to the development of a strategic communications plans.

**Credits:** 3

**Prerequisites/Permissions:**

Sophomore standing

**Program:**

## Strategic, Legal & Management Communication

### COURSE DESCRIPTIONS