

STEVEN R. VAN HOOK, PHD

University Courses Designed, Revised & Taught 2000-2019

UCLA / UCSB / National University / California Lutheran University / Saylor Academy / Antioch

[Working with the Media](#) (MGMNT X469.13)

(University of California, Los Angeles Extension Online)
[<https://www.uclaextension.edu>]

[Writing for Public Relations](#) (COMCTN X439)

(University of California, Los Angeles Extension Online)
[<https://www.uclaextension.edu>]

[Integrated Marketing Communications](#) (MGMNT X460.52)

(University of California, Los Angeles Extension Online)
[<https://www.uclaextension.edu>]

[Writing for Marketing and Advertising](#)

(University of California, Los Angeles EmpowerEd Program)
[<https://www.uclaextension.edu>]

[Marketing Principles & Practice](#) (MGMNT X160)

(University of California, Los Angeles Extension Online)
[<https://www.uclaextension.edu>]

[Global Communication Management](#) (MGMNT 860.111)

(University of California, Los Angeles Custom Programs)
[<http://ucla.wwmr.us>]

[Fundamentals of Global Management & Marketing](#)

(University of California, Los Angeles Custom Programs)
[<http://ucla.wwmr.us>]

[Principles of Business Administration & Management](#)

(University of California, Los Angeles Custom Programs)
[<http://manage.wwmr.us>]

[Masters Capstone Project](#) (COM 660)

(National University)
[<http://nu.edu>]

[Legal and Ethical Issues](#) (COM 650)

(National University)
[<http://nu.edu>]

[Campaign & Program Evaluation](#) (COM 630)

(National University)
[<http://nu.edu>]

[Campaign & Program Management](#) (COM 625)

(National University)
[<http://nu.edu>]

[Integrated Marketing Communications](#) (COM 610)

(National University)
[<http://nu.edu>]

Persuasion (COM 334)
(National University)
[<http://nu.edu>]

Art of Public Speaking (COM 103)
(National University)
[<http://nu.edu>]

Strategic Writing (COM 394)
(National University)
[<http://nu.edu>]

Mediated Messaging (COM 400)
(National University)
[<http://nu.edu>]

Communication Technologies (COM 402)
(National University)
[<http://nu.edu>]

Principles of Marketing (BUS 375 / COMM 375)
(California Lutheran University)
[<http://clu.wmr.us>]

Business English for the Global Marketplace (LING X491.4)
(University of California, Santa Barbara)
[<http://ucsb.wmr.us>]

Communication Skills for the Business Professional (BUSAD x406.001)
(University of California, Santa Barbara)
[<http://ucsb.wmr.us>]

Global Economies
(University of California Santa Barbara International Program)
[<http://globalecon.wmr.us>]

Global Issues
(University of California Santa Barbara Language & Culture Program)
[<http://global.wmr.us>]

Principles of Marketing
(UC Santa Barbara ELS Core Business & Management Program)
[<http://marketing.wmr.us>]

Fundamentals of International Advertising
(University of California Santa Barbara International Program)
[<http://advertising.wmr.us>]

Innovations in International & Domestic Education
[<http://educate.wmr.us>]

Global Marketing Techniques for Your Small Business
(UCSB Extension)
[<http://market.wmr.us>]

Public Relations (COMM 411)
(Saylor Foundation Open Course Free Education Initiative)
[<http://www.saylor.org/courses/comm411/>]

Customer Service (CUST105)

(Saylor Foundation Open Course Free Education Initiative)
[<http://www.saylor.org/courses/cust105/>]

Principles of Marketing (BUS 203 / COMM 324)

(Saylor Foundation Open Course Free Education Initiative)
[<http://www.saylor.org/courses/bus203/>]

Organizational Analysis and Development (MSM 504)

(John Hancock University)
[<http://www.hancocku.edu/>]

Strategic Decision Making (MSM 506)

(John Hancock University)
[<http://www.hancocku.edu/>]

Principles of Internet Marketing (MKT 581)

(John Hancock University)
[<http://www.hancocku.edu/>]

Logic and Reasoning

(Charter College)
[<http://wwmr.us/smf>]

Customer Service

(Charter College)
[<http://wwmr.us/smf>]

International Marketing (BUS 474)

(California Lutheran University)
[<http://clu.wwmr.us>]

Cross-Cultural Marketing Communications (BUS 482)

(California Lutheran University ADEP)
[<http://clu.wwmr.us>]

Global Issues (BUS 482)

(California Lutheran University ADEP)
[<http://clu.wwmr.us>]

Fundamentals of International Marketing

(10-week Online Course)
[<http://marketing.wwmr.us>]

Educare Learning Center

(Second Life)
[<http://slurl.com/secondlife/Imzadi/15/67/850>]

MS Foundations of Instructional Design and Technology

(Ellis College of NY Institute of Technology)

MBA Managerial Marketing

(Ellis College of NY Institute of Technology)

MBA Global Environment of Business

(Ellis College of NY Institute of Technology)

MBA International Marketing

(Ellis College of NY Institute of Technology)

MBA Business Communications

(Ellis College of NY Institute of Technology)

Masters Seminar in Public Relations

(Ellis College of NY Institute of Technology)

MA Communication Arts: Media and Culture

(Ellis College of NY Institute of Technology)

MA Writing for Public Relations

(Ellis University)

MA American Media Law & Ethics

(Ellis University)

MA Global Media History

(Ellis University)

MA News Reporting & Writing

(Ellis University)

MA Misreporting & Misbehavior

(Ellis University)

MSM Strategic Decision Making

(Ellis University / Course Designer)

MSM Managerial Communication Strategies

(Ellis University)

MSM Implementing Marketing Strategies

(Ellis University)

MSM Organization Analysis & Development

(Ellis University)

BA Introduction to Journalism

(Ellis College of NY Institute of Technology)

BA Writing for the Mass Media

(Ellis College of NY Institute of Technology)

BA Business Writing

(Ellis College of NY Institute of Technology)

BA Writing for Communication Arts

(Ellis College of NY Institute of Technology)

Marketing Principles & Applications (MGT366)

(Antioch University)

Global Economics (MGT361)

(Antioch University)

Marketing in the New Millennium (OMN567)

(Antioch University)