

Steven R. Van Hook, PhD
Courses Designed/Developed/Taught

**University of California Santa Barbara (UCSB
International Programs and Extension)**

BUSADX490.11 – International Marketing
LINGX465 – Global Issues
BUSADX420.9 – Cross-Cultural Marketing
Communications
ECONX450.7 – Fundamentals of International
Advertising
ECONX455 – Global Economics
BUSADX420.6 – Global Marketing Techniques for
Your Small Business
BUSADX160 – Principles of Marketing
LINGX491.4 – Business English as Lingua Franca

**University of California Los Angeles (UCLA
Custom International Programs & Extension)**

MGMNT 860.05 – Fundamentals of Global
Business Administration & Management
MGMNT 860.15 – International Communications
FILMTV 887.31 – Business of Global Broadcasting
MGMNT 860.111 – Cross-Cultural Global Business
Management
MGMNTX460.52 – Integrated Marketing
Communications
COMCTNX439 – Writing for Public Relations
MGMTX160 – Marketing Principles & Practice
MGMTX461A – Writing for Marketing & Advertising
MGMT 469.13 – Working with the Media

National University

COM660 – MA Capstone Project
COM650 – Legal and Ethical Issues
COM630 – Campaign & Program Evaluation
COM625 – Campaign & Program Management
COM620 – Crisis Communications
COM615 – Research Methods
COM610 – Integrated Marketing Communication
COM402 – Communication Technologies
COM400 – Mediated Messaging
COM394 – Strategic Writing
COM334 – Persuasion
COM103 – Public Speaking

*All courses are either hybrid on-ground
with online components, or fully online*

California Lutheran University

BA BUS375 / COMM 375 – Principles of Marketing
BA BUS 474 – International Marketing
BA BUS 482 – Cross-Cultural Marketing
Communications
BA BUS482 – US & Global Issues

**Cardean Learning Group (NYIT & Ellis
University)**

MS EDIT603 – Foundations of Instructional Design
and Technology
MBA MBA501 – Managerial Marketing
MBA MBA507 – Global Environment of Business
MBA MKT583 – International Marketing
MBA MGT562 – Business Communications
MBA MKT580 – Managing Innovation
MA MSM504 – Organization Analysis &
Development
MA MSM506 – Strategic Decision Making
MA PRE520 – Masters Seminar in Public Relations
MA COM630 – Communications Arts: Media &
Culture
MA PRE530 – Writing for Public Relations
MA JOUR600 – News Reporting & Writing
BA WRT330 – Writing for Communication Arts
BA JOUR101 – Introduction to Journalism
BA COM240 – Writing for Mass Media
BA WRT310 – Business Writing
BA – Independent Studies

Antioch University Santa Barbara

MA OMN567 – Marketing in the New Millennium
BA MGT366 – Marketing Principles & Applications
BA MGT361 – Global Economics

Charter College

OFM102 – Customer Service
HUM202 – Logic & Reasoning