

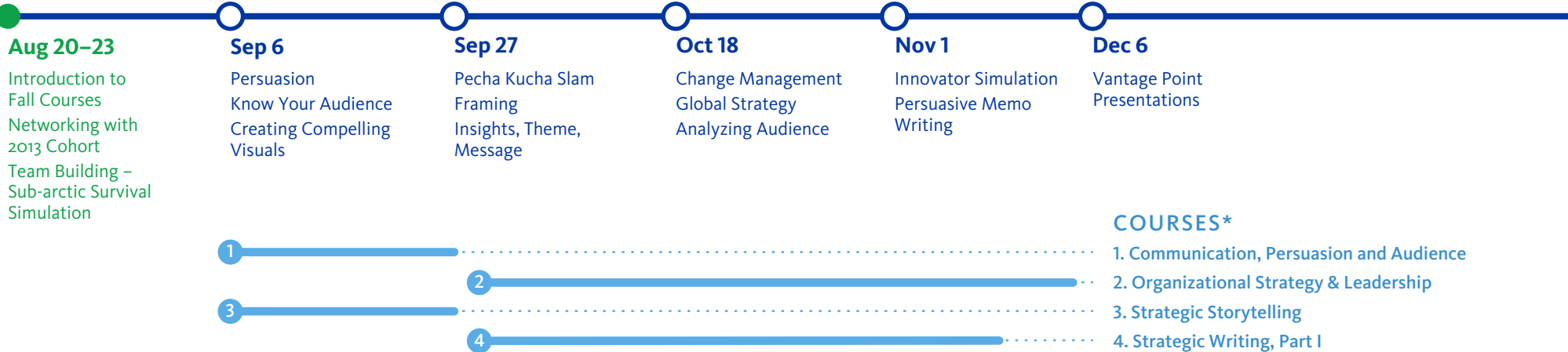


Fall 2014 Cohort – 4 Semester Curriculum Sequence (36 credits)

1ST SEMESTER – FALL 2014 (10 CREDITS)

RESIDENCY 1

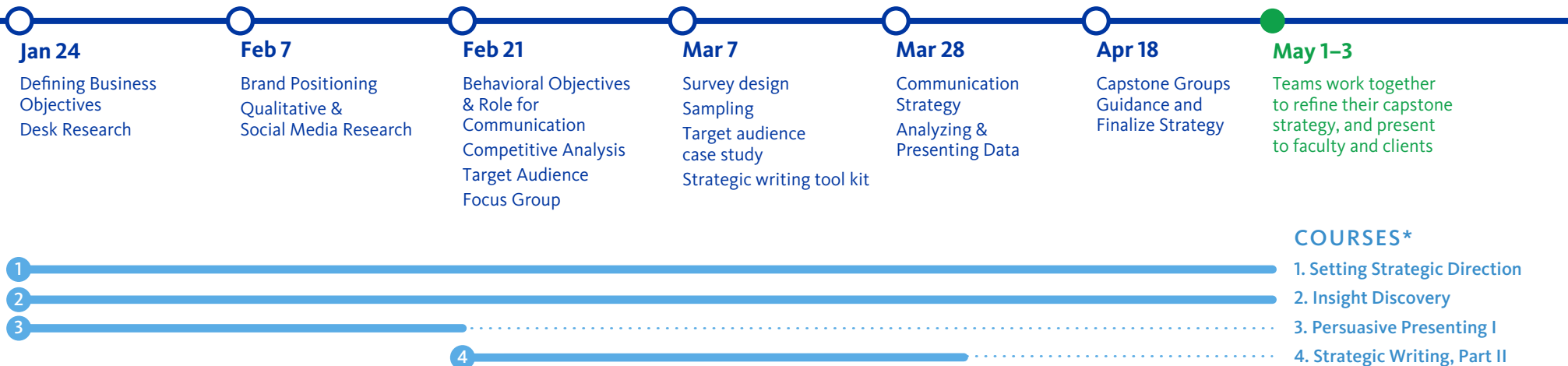
SATURDAY SESSIONS



2ND SEMESTER – SPRING 2015 (10 CREDITS)

SATURDAY SESSIONS

RESIDENCY 2



*Full-time students take one 3 credit elective. 13 credits total.



3RD SEMESTER – SUMMER 2015 (6 CREDITS)

2 ELECTIVES*

Examples

- CONTENT STRATEGY
- CRISIS COMMUNICATIONS
- THE VALUE OF BRAND
- VISUALIZING BRAND
- THE MASTER NARRATIVE
- SOCIAL MEDIA IN THE ORGANIZATION

4TH SEMESTER – FALL 2015 (10 CREDITS)

RESIDENCY 3

Aug 20–23

- Introduction to Fall Courses
- Networking with 2015 Cohort
- Team Building

SATURDAY SESSIONS

Sep 5

- The Big Idea
- Creative Brief
- Building the Channel Plan
- Neuroscience & Leadership

Sep 26

- Creativity Workshop
- Capstone Teams Meet

Oct 17

- Focused Capstone Development
- Ideal Job Discussion
- Develop Your Leadership Style

Nov 7

- Capstone Teams Presentation
- Run-through
- Creating A Leader 'User Manual'

Dec 5

- What The Best Leaders 'Do'
- Final Capstone Presentation to Clients
- Celebrate!

COURSES

- 1. Creative Expression & Channel Architecture
- 2. The Practice of Leadership
- 3. Persuasive Presenting II

*Full-time students take no electives