



Fall 2015 Cohort – 4 Semester Curriculum Sequence (36 credits)

1ST SEMESTER – FALL 2015 (10 CREDITS)

RESIDENCY 1

SATURDAY SESSIONS

Aug 19–22

Introduction to Fall Courses
Networking with 2014 Cohort
Team Building – Sub-arctic Survival Simulation
Introduction to Personal Brand Reflection

Sep 12

Persuasion
Know Your Audience
Creating Compelling Visuals

Sep 26

Pecha Kucha Slam
Framing
Insights, Theme, Message

Oct 17

Change Management
Global Strategy
Analyzing Audience

Nov 7

Innovator Simulation
Persuasive Memo Writing

Nov 21

Vantage Point Presentations

COURSES*

1. Communication, Persuasion and Audience
2. Organizational Strategy & Leadership
3. Strategic Storytelling
4. Strategic Writing

2ND SEMESTER – SPRING 2016 (10 CREDITS)

SATURDAY SESSIONS

RESIDENCY 2

Jan 23

Defining Business Objectives
Desk Research
Channel Planning
Consumer Journey

Feb 6

Brand Positioning
Qualitative & Social Media Research

Feb 20

Behavioral Objectives & Role for Communication
Competitive Analysis
Focus Group
Creative Briefs

Mar 19–20

Survey Design
Sampling
Target Audience
Case Study
Creative Workshop

Apr 2

Communication Strategy
Analyzing & Presenting Data
Capstone Teams
Check-in with Faculty

Apr 16

Capstone Groups
Guidance and Finalize Strategy
Creative Work Sessions

May 7

Capstone Teams
Work Sessions

May 14–15

Teams work together to refine their capstone strategy, and present to faculty and clients

COURSES*

1. Setting Strategic Direction
2. Insight Discovery
3. Creative Expression & Channel Architecture

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



3RD SEMESTER – SUMMER 2016 (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 2016 (10 CREDITS)

RESIDENCY 3

Aug 18–21

- Introduction to Fall Courses
- Networking with 2016 Cohort
- Team Building
- Electives Begin

SATURDAY SESSIONS

Sep 10

- The Big Idea
- Creative Brief
- Neuroscience & Leadership
- Electives

Oct 1

- Electives

Oct 22

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

Nov 12

- Creating A Leader 'User Manual'
- Electives

Dec 10

- What The Best Leaders 'Do'
- Students' professional brand presentations to industry experts, recruiters, and faculty
- Celebrate!

COURSES



1. The Practice of Leadership
2. Persuasive Presenting II
3. Two Electives

EXAMPLES:

- *Crisis Communications*
- *Building Internal Engagement*
- *Communications for Social Change*
- *Power of Opinion*
- *The Business of Issues: Social Responsibility and Sustainable Practices*
- *Channel Architecture and Communications Planning*

*Full-time students take no electives