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

1ST SEMESTER – FALL 2015 (10 CREDITS)

RESIDENCY 1

Sat 12
Persuasion
Know Your Audience
Creating Compelling Visuals

Sat 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

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

SATURDAY SESSIONS

Aug 18–21
Introduction to Fall Courses
Networking with 2016 Cohort
Team Building
Electives Begin

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