

STRATEGIC COMMUNICATION (STCM)

STCM 10300 Introduction to Strategic Communication (LA)

Introduction to the fundamental theories, concepts, and applications of strategic communication to meet a variety of organizational goals. Provides an overview of practices in communication management, learning, and design, and integrated marketing communications. Describes how these elements can be combined to create seamless programs that affect the various publics of businesses and not-for-profit organizations, and how such programs increase organizational value and effectiveness. Students investigate issues that challenge contemporary organizations by analyzing case studies, conducting research, and designing possible solutions from multiple perspectives. This is a cross-listed course; students can only receive credit for either TVR 10300 or STCM 10300. (F-S)
3 Credits

STCM 10800 Communication in Organizations (LA)

An introductory examination of human communication in organizations, with an opportunity to develop the skills necessary to approach organizational communication situations. Includes the use of mediated communication for skill development and evaluation. (F-S)
Attributes: SS
3 Credits

STCM 11100 Presentation & Graphic Design (NLA)

Introduction to the planning, design, production, and delivery of presentations, posters, graphics, and websites. Emphasis on design and production, critical application of graphic design principles to instructional, informational, and motivational messages. Projects focus on creative use of graphic design practices for strategic communication. Students gain practical experience in graphic design, layout, composition, image manipulation, website design, and presenting. (F-S)
Attributes: CCCS
3 Credits

STCM 12300 Systemic Design (LA)

An introduction to the perspectives and approaches of systems science and design, particularly emphasizing the usefulness of their combination in planned change in organizations. Sample topics include: thinking across and beyond disciplines; systems types and views; complexity; rational and creative (out-of-control) processes; and the consequences of innovation. Most assignments and projects are set in the context of organizational communication and learning, but their relevance and value extend well beyond. (F-S)
Attributes: CA, SO, TIII, TWOS
3 Credits

STCM 13300 Live Events: Spectacles, Festivals, Celebrations, and Society (NLA)

Introduces students to the field of live events. Through case studies, guest presentations, and class projects, students will explore the evolution of events over time and examine the intersectionality of events with society, identity, community, economy, brand, pop culture and more. Students will research and analyze the strategies and outcomes of specific events, providing them with a foundation for understanding how to conceptualize events that are ethical and achieve the desired outcomes. (Y)
3 Credits

STCM 20200 Career Pursuit (NLA)

The course focuses on the development of professional competencies and professional identity, specifically tailored for students in strategic communication fields. Focus on methods of reflective practice and transferring classroom learning into professional practice. An overview of projected developments and trends, especially increasing integration, in various fields of strategic communication is provided. Readings and activities represent various communication occupations, industries, and professional organizations. Enrollment limited to communication management and design majors and minors. This is a block course.
Prerequisite: STCM 10300. (F-S)
1 Credit

STCM 20400 Virtual Teams (NLA)

An exploration of the communication and collaboration challenges faced by hybrid and virtual work teams. A focus on teams as emergent sociotechnical systems is provided. Students develop an understanding of team attributes, dynamics, and processes as well as a practical set of basic facilitation and assessment skills to enhance team effectiveness across remote workspaces. Prerequisites: STCM 10300, STCM 10800, CMST 11500, or permission of the instructor; Sophomore standing. (IRR)
3 Credits

STCM 20600 Web Design (NLA)

An intermediate level course in designing web sites for organizations. Emphasis is placed on web design (languages and tools), site content, navigation, and aesthetics. The course combines lectures, discussions, classroom exercises, and projects. Prerequisites: STCM 11100. (F-S)
Attributes: CCCS
3 Credits

STCM 21000 Instructional Design (NLA)

An introduction to theories, processes, and practices associated with workplace learning and performance. Major topics include learning theory, designing training, organizational learning, employee development, and performance improvement. Prerequisites: STCM 10300. (F)
3 Credits

STCM 21100 Corporate Communication: Strategy and Design (NLA)

This course is intended to give students a strong foundation in the strategy and design of corporate communication programs for internal and external communication. Students will use theories, principles, and practices of corporate communication to assess contemporary strategies and communication efforts and will gain experience in strategic design for both internal communication (e.g., employee communication, change communication, knowledge management) and external communication (e.g., communication with investors and the community, interorganizational communication, crisis communication, customer and government relations). Prerequisites: STCM 10300. (F-S)
3 Credits

STCM 21200 Experience Design (NLA)

Experience design is the practice of designing interactive processes, media services, exhibitions and events for both entertainment and instruction. The focus is placed on design for an audience rather than an individual user, with an emphasis on finding solutions for client needs. It draws from many other disciplines including psychology, theatrical production, communication, and marketing. The course will provide students with a broad overview of the practice and principles that drives the creation of experience in various forms. Student projects will be delivered via professional presentations, but require design and development of elements using 3D printing and virtual reality. Prerequisites: STCM 11100. (S)
3 Credits

STCM 22000 Interactive Media (NLA)

Provides hands-on experience in designing and creating interactive multimedia projects. An examination of the theoretical bases and applications of interactive media will inform projects involving interactive data visualization, augmented reality design, and design for mobile technologies. Student projects focus on instructional, promotional, and informational applications of these web-based technologies.

Prerequisites: COMP 10500 or STCM 11100. (F,S)

Attributes: CCCS

3 Credits

STCM 23000 Meeting and Event Management (NLA)

Provides theoretical grounding and practical skills in meeting and event management. Students learn to design, manage, lead, and critique events that support strategic organizational goals, including meetings and trainings, conferences, online events, and special events. Student groups practice facilitation, decision-making, and event-planning skills through class exercises, tours and guest speaker presentations. Prerequisites:

STCM 10300 or STCM 10800 or STCM 13300. (F,S)

3 Credits

STCM 23200 Public Relations (LA)

Defines public relations functions and processes. Examines public relations history, ethics, theories, tactics, specializations, and career opportunities. Prerequisites: Sophomore standing. (F-S)

Attributes: UND

3 Credits

STCM 23400 Promotional and Instructional Video (NLA)

Introduction to the theory and practice of video design and production in corporate and other organizational settings. Emphasis is placed on the nature of corporate, industrial, instructional, and not-for-profit video; program formats; and beginning field production and postproduction using digital video tools. Prerequisites: STCM 10300 or TVR 12400. (F)

Attributes: CCCS

3 Credits

STCM 24100 Advertising (LA)

A survey of the history, organization, operation, and regulation of the advertising industry. Emphasis is placed on the economics of advertising, including rate structures, media analysis, and demographics, and on the creation and evaluation of advertising. Prerequisites: Sophomore standing. (F-S)

3 Credits

STCM 25100 Organizational Culture and Conflict (LA)

Examination of the role communication practice plays as both the foundation of organizational culture and the means by which organizational conflict is expressed and negotiated. Focus is on the role of communication in framing and sustaining organizational culture, as well as how modes of communicating and mediating conflict are manifestations of an organization's culture. Review of the value-based, symbolic, and ritualistic foundations of conflict as it occurs between members of organizations, as well as between organizations and the public. Includes the use of appropriate case studies to amplify communication issues. Prerequisites: STCM 10800 or sophomore standing. (S)

Attributes: SS

3 Credits

STCM 28800 Research and Statistics for Strategic Communication (LA)

Basic research methods (including qualitative, quantitative and mixed methods approaches) examined in diverse organizational, corporate, and marketing communications settings. Emphasis on theoretical bases, procedures, and ethical considerations. Skills developed in application of techniques and in interpretation and criticism of studies of external and internal communications serving organizational, corporate, and marketing functions. Focus on methods used to identify, describe, and evaluate stakeholders, determine message effectiveness, establish communication objectives, plan communication strategies and tactics, and evaluate their impact on stakeholders and organizational goals.

Prerequisites: STCM 10300. (F-S)

Attributes: CCRM, QL

3 Credits

STCM 29200-29202 Minicourses in Communications (NLA)

A series of short courses in specialized areas of communications that do not meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. May be repeated. These courses do not count toward required strategic communication electives. Prerequisites: Vary depending on the topic; refer to Undergraduate Course Offerings each semester. Pass/fail. (IRR)

1 Credit

STCM 29203-29205 Minicourse in Communications (NLA)

A series of short courses in specialized areas of communications that do not meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. May be repeated. These courses do not count toward required strategic communication electives. Prerequisites: Vary depending on the topic; refer to Undergraduate Course Offerings each semester. Pass/fail. (IRR)

1 Credit

STCM 29300 Minicourses in Communications (LA)

A series of short courses in specialized areas of communications that meet the College guidelines for liberal arts designation. Visiting lecturers and faculty of the school participate in areas of their expertise. May be repeated. These courses do not count toward required strategic communication electives. Prerequisites: Vary depending on the topic; refer to Undergraduate Course Offerings each semester. Pass/fail. (IRR)

1 Credit

STCM 29600 Audience Research and Media Planning (NLA)

Survey of the major forms of audience research in television and radio, with particular emphasis placed on the Nielson and Arbitron ratings reports. Covers principles of sample surveys; interpretation of audience data; and application to programming, promotion, and sales. Prerequisites: TVR 12100; TVR 26000 or PSYC 20700. (F-S)

3 Credits

STCM 30000 Crisis Communication (NLA)

Emphasizes the process by which individuals and organizations strategically manage various types of social, political, environmental, and organizational disasters or emergencies. The course explores multiple layers and levels of a crisis and the communication issues that develop, especially in terms of rebuilding the community. These communication issues are then applied to a current crisis. Prerequisites: STCM 21100 or STCM 23200. (F)

3 Credits

STCM 30100 Social Media Strategy (NLA)

Explores social media use in marketing and corporate communication. Topics addressed include social media ethics, branding and content strategy, best practices in content creation and management, and social collaboration in the workplace. Enables students to apply social media tools in the design of marketing, advertising and employee communication. Students will analyze and develop social media campaigns and develop plans for leveraging social media for a strategic purpose. Prerequisites: STCM 21100. (S)

Attributes: CCCS
3 Credits

STCM 30300 Games for Marketing & Training (NLA)

Examines the design of and methods for creating games for marketing and training. Emphasis is on applying game design techniques utilizing theories of persuasion, motivation, and learning. Students will also learn about the two different contexts of designing games for marketing and training. Students will create examples and prototypes of their designs. Prerequisites: STCM-22000. (S)

3 Credits

STCM 30600 Advanced Web Design (NLA)

Building on Web Design, an advanced course in website design that provides a hands-on approach to designing dynamic, database driven websites by incorporating a user-based approach in the design and implementation. Core concepts explored include: visual design for the dynamic web, coding and development platforms, relational databases, and content management systems. Prerequisites: STCM 20600. (S)

3 Credits

STCM 30900 Media Planning (NLA)

Advanced application of the qualitative and quantitative study of media audiences, including broadcast, print, out-of-home, online, mobile, and social media, with particular emphasis placed on measures of audience composition, coverage, and engagement, and the interpretation and application of audience data to media planning for integrated marketing communication campaigns. Prerequisites: STCM 24100. (FS)

3 Credits

STCM 31000 Organizational Speech Writing and Interviewing (LA)

The role of the organizational communication specialist includes many functions, two of which are addressed in this course. The organizational interviewing function focuses on dyadic and group situations where information is gathered, evaluated, and sometimes shared, such as selection, appraisal, and focus group interviews. The organizational speech-writing function focuses also on the production and dissemination of information and includes audience analysis and manuscript writing. Students prepare and conduct interviews, write speeches, and critique both the execution and underlying dynamics of each. Prerequisites: STCM 10800, SPCM 11000, or SPCM 11500; two courses in communications, speech communication, or culture and communication. (IRR)

Attributes: CCCS, H, UND
3 Credits

STCM 31100 Communicating with Stakeholders (NLA)

Explores the strategies and tactics employed by communication professionals in engaging and influencing internal and external organizational stakeholders including employees, customers, donors, stockholders, lawmakers and regulators, community neighbors, the press, and business partners. Students will learn and apply legal reporting requirements, current practices, communication and collaboration tools and methods, and ethical considerations related to the various ways that organizations of all types interact with key constituencies. Prerequisites: STCM 21100 or STCM 23200 or any 200-level course in FINA, SMGT, MGMT, or ACCT. (E,Y)

3 Credits

STCM 31200 Information Design (NLA)

Information design is the skill and practice of preparing information for use by the target audience. Topics include examining information graphics, data visualization, wayward signage, and information architecture. Emphasis is on translating data into visual representations in order to improve communication. Prerequisites: STCM 22000. (S,E)

3 Credits

STCM 32000 Leadership Communication (LA)

Examines the theories and practices of participatory leadership in organizational settings. Specific attention is given to communication skills, media applications, and problem-solving and decision-making formats. Prerequisites: Three courses in communications; junior standing. (F)

Attributes: SS
3 Credits

STCM 33000 Advertising Copywriting and Art Direction (NLA)

Focuses on building a strategy to meet marketing communication goals with effective advertising across a variety of media. Students will learn, think, and communicate through both copy and visuals as they gain experience in conceptualizing, designing, and writing messages for media. Students will learn how to create and present such messages, as well as how to analyze and evaluate their persuasiveness. Prerequisites: STCM 24100, STCM 11100. (F-S)

Attributes: CCCS
3 Credits

STCM 33200 Writing for Public Relations (LA)

Fundamentals of writing for public relations. Emphasis is placed on format requirements of materials submitted to the media; writing for a client; persuasion in writing; and clarity, flow, and other elements of proper public relations writing style. Provides applications using news release, feature, article, editorial, and financial report formats. Prerequisites: STCM 23200; WRTG 10600 or ICSM 10800 or ICSM 11800. (FS)

Attributes: CCCS, WI
3 Credits

STCM 33300 Applied Event Management (NLA)

The application of communication and project management principles to complex organizational events such as training seminars, product launches, fund-raising events, and conferences, providing students an opportunity to work on and critique the planning and execution of an actual event. Each student is assigned an event and conducts structured observations of meetings and activities of the event team, reflecting on current issues and trends from readings and lectures. The student is also assigned specific duties in the planning, execution, and/or evaluation stages of the event, and produces a professional portfolio and project notebook that documents and reflects on the competencies they developed. Prerequisites: STCM 23000. (S)

3 Credits

STCM 36500 Communication in International Organizations (LA)

This course explores the relationship between organizational communication and culture in the context of international organizations. In particular, it focuses on communication process and structure, emphasizing the creation and interpretation of messages aimed at persuasion and influence, as well as learning, training, and performance. Prerequisites: Three courses in communications; junior standing. (IRR) Attributes: SS
3 Credits

STCM 36600 Global, Intercultural, and Multicultural Public Relations (NLA)

This course focuses on international, intercultural, and multicultural perspectives of public relations facing public relations firms and in-house communication departments today. It will provide students with an understanding of real-world public relations techniques, as well as viewpoints from scholars, vital to developing effective and ethical communication campaigns targeted to international publics and multicultural publics in the U.S. It also examines the impact of worldwide technological innovations, as well as social, economic, and political changes. Prerequisites: STCM 23200; junior standing. (S) Attributes: DV
3 Credits

STCM 38000 eLearning (NLA)

The theory and practice of designing online learning. Concepts of interactivity, feedback, perception, and learning are studied. Students integrate knowledge of instructional design with development skills in designing, developing, and evaluating an online learning project. Prerequisites: STCM 21000. (S,O)
3 Credits

STCM 39000-39010 Selected Topics in Strategic Communication (LA)

Exploration and analysis of a specific area of communication. Topics vary based on student demand and on faculty expertise and research interest. Course content and pedagogical methods meet the College guidelines for liberal arts designation. May be repeated once. Not a production course. Total number of credits in any combination of STCM 39000, STCM 39010, 22x-41200, and 22x-41210 may not exceed 6. Prerequisites: Junior standing; others vary depending on the topic. Refer to Undergraduate Course Offerings each semester. (IRR)
3 Credits

STCM 40400 Communication Design Lab (NLA)

An advanced course dedicated to the design of a fully functional media-based solution for a client or targeted crowdfunding campaign. Students will navigate the entire design process; including ideation, planning, design creation and testing, implementation, and evaluation. This project may touch on aspects of visual, web, social media, interactive media, information, instructional, and game design. Senior standing or permission of instructor. Prerequisites: STCM 20600 and STCM 22000. (F)
3 Credits

STCM 41200 Workshop in Strategic Communication (NLA)

Individual assignments designed to provide advanced applied experiences based on students' program and career goals. Specific projects may involve production or communication analysis and design; projects are determined jointly by the student and a faculty adviser and must have departmental approval. Students may take a second semester of this course with approval of the instructor. Total for STCM 41200 and STCM 49900 may not exceed Prerequisites: Junior standing. (F-S)
1-6 Credits

STCM 42000 Integrated Marketing Communications Lab (LA)

A capstone course that applies key components of integrated marketing communications including advertising, public relations, brand positioning, and sales promotion. Students complete a client project that requires research and development of integrated strategies to achieve specific marketing objectives. Students will also analyze relevant cases and apply principles and best practices to their client engagement. Prerequisites: TVR 12100; STCM 23200; STCM 24100; MKTG 31200; integrated marketing communications major or minor. (S)
3 Credits

STCM 43000 Brand Design and Communication (NLA)

An advanced course that focuses on the communication process of redesigning a corporate brand for an existing corporation or organization. After defining a company's essence, character, and purpose, students design and execute a corporate image across various forms of internal and external communications. Requires conceptual thinking and creative execution, and culminates in a comprehensive branding campaign for a specific company suitable for inclusion in a creative portfolio. Students need to have prior hands-on experience using graphic design software to create visual images. Prerequisites: Integrated marketing communications major or minor; junior standing; STCM 33000. (F)
3 Credits

STCM 43400 Communication Management Lab (NLA)

Capstone course examining management principles and practices for communication and workplace learning professionals. Topics include developing department operations budgets, strategic planning and organizational alignment, identifying client needs, requests for proposals, senior management relations, communicating value, developing policies and procedures, assessing employee performance, project management, and change management practices. Students carry out a project for a client to investigate a communications/learning problem and design an intervention. Enrollment limited to CMD and IMC majors and minors. Prerequisites: Senior standing. (S)
3 Credits

STCM 44000 Public Relations Lab (NLA)

An advanced workshop dedicated to the planning of an actual public relations case study, including analysis of the publics involved and the media options for the practitioner; planning, budgeting, and scheduling; and development of problem-solving messages, actions, and/or events. For advanced students in business or communications or for those planning a career in public relations. Prerequisites STCM 23200; STCM 33200, STCM 33000, WRTG 31100, or STCM 34000. (FY) Attributes: SL
3 Credits

STCM 44100 Ad Lab (NLA)

The essentials of advertising campaign planning, including media strategy, positioning, and ad design, culminating in a comprehensive plan for a specific product. For advanced students in marketing or communications or for those planning a career in advertising. Prerequisites: STCM 24100; STCM 28800; STCM 30900; STCM 33000; acceptance of portfolio. (S) Attributes: UND
3 Credits

STCM 45000 Critical Issues (LA)

Explores new and emerging issues that impact organizations and society, and how professionals in communication and learning can contribute to understanding and resolving them. Students conduct design inquiries into an issue of their choice. They engage in research to understand the multiple dimensions and perspectives of the issue, and in designing to propose potential resolutions. Enrollment limited to Communication Management and Design, Integrated Marketing Communications, and Culture and Communication majors and minors. Prerequisites: Senior standing, STCM 12300; STCM 28800 or, for Culture & Communication majors, with instructor approval. (F)

3 Credits

STCM 49000 Internship (NLA)

Jointly supervised work experience with a cooperating institution or organization in the field of communications, intended to motivate the intern toward professional growth through observation and participation, to provide an opportunity to meet active professionals, and to stimulate career planning. Skills and academic knowledge will be put into practice. May be repeated. Total may not exceed including London and Los Angeles internships. Enrollment limited to strategic communication majors or minors. Prerequisites: Completion of the Park School internship procedures. (F,S,U,W)

1-12 Credits

STCM 49300 Internship: Live Event Design and Management (NLA)

Jointly supervised work experience with a cooperating institution or organization in the field of live events, intended to motivate the intern toward professional growth through observation and participation, to provide an opportunity to meet active professionals, and to stimulate career planning. Skills and academic knowledge will be put into practice. May be repeated. Total may not exceed Enrollment limited to students enrolled in the Live Event Design and Management minor. Prerequisites: STCM 23000; completion of the Park School internship procedures. (F,S,U,W)

(F,S,U,W)

1-12 Credits

STCM 49800 London Communications Internship (NLA)

A limited number of internships with cooperating institutions or organizations are available to communications majors. The jointly supervised work experience offers the opportunity to learn through observation and participation in a professional setting. Prerequisites: Junior or senior standing; completion of Park School internship procedures; approval of the dean in the semester preceding the London registration. Pass/fail only. (F-S) See 'London Center'

Attributes: UND

3-6 Credits

STCM 49900 Independent Study (LA)

Intensive study under the supervision of a faculty adviser. Possible topics include instructional design and evaluation, organizational communication analysis and evaluation, and the adoption and evaluation of new technologies such as multimedia or teleconferencing. Comprehensive research paper (not a project) is required. May be repeated for a total of no more than six credits; total of CMD 49900 and CMD 41200 may not exceed six credits. Enrollment limited to strategic communication majors. Prerequisites: Junior standing. (F-S)

1-6 Credits