

# STRATEGIC COMMUNICATION (STCM)

## **STCM 10300 Introduction to Strategic Communication (LA)**

Introduction to the fundamental theories, principles, concepts and applications of strategic communication to meet a variety of organizational goals. Provides an overview of strategic practices in corporate communication, management, design, advertising, public relations and marketing communication. Students analyze case studies, conduct research, and design strategic solutions to contemporary organizational communication issues and problems. (F,S)  
4 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 and Graphic Design (NLA)**

Introduction to the planning, design, production, and delivery of presentations supported by visual storytelling, data visualization and motion graphics. Emphasis on design and production, critical application of graphic design principles to instructional, informational, and motivational messages. Projects require creative use of graphic design practices using pixel, vector, and animation tools. Students gain practical experience in graphic design, layout, composition, image manipulation, website design, and presenting. (F-S)  
Attributes: CCCS  
4 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)  
Attributes: CSD  
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. This is a block course. Prerequisite: STCM 10300. (F-S)  
1 Credit

## **STCM 20400 Leading Effective Teams (LA)**

This course provides a conceptual foundation and experiential learning opportunities enabling learners to become leaders of effective and inclusive teams in various settings. Topics include team composition and life cycle, goal setting and project management, cultural competency and inclusion, conflict resolution, facilitation, and emerging kinds of teamwork including remote/hybrid work, virtual environments, and digital autonomous organizations (DAOs). (IRR)  
2 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, CSD  
3 Credits

## **STCM 21000 Instructional Design and Technology (NLA)**

An introduction to theories, processes, and practices associated with workplace learning and education. Major topics include learning theory, designing instruction, and utilizing educational technology. Prerequisites: STCM 10300 or STCM 11100 or EDUC 21010. (F)  
Attributes: ESE  
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)  
Attributes: CSD  
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, CSD

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)

Attributes: CSD

3 Credits

**STCM 23200 Public Relations: Theory and Practice (LA)**

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

Attributes: CSD, UND

4 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, CSD

3 Credits

**STCM 24100 Advertising, Promotion, and Brand Experiences (LA)**

A survey of the history, organization, operation, economics, and regulation of the advertising industry. Emphasis is placed on the campaign process including target marketing, strategic planning, media analysis, creative strategy, promotions, experiential marketing, and the evaluation of advertising effectiveness. (F,S)

4 Credits

**STCM 25100 Organizational Culture and Conflict (LA)**

This course integrates communication, strategy, and design frameworks, addressing each aspect. The course explores our own conflict styles and the ways in which we personally communicate and manage conflict with others, and the means by which organizational conflict is expressed and negotiated with an organization's culture. Students examine organizational strategies for how to resolve workplace conflicts by analyzing case studies and designing a conflict management system. (S)

Attributes: CSD, 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, marketing, and public communications settings. Emphasis on theoretical bases, procedures, data analysis and interpretation, ethical considerations, application of research techniques, and assessment of research credibility. Focus on the use of research to make evidence-based strategic communication recommendations. Prerequisites: STCM 10300. (F,S)

Attributes: CCRM, QL

4 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, CSD

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 examination of the media planning and selection process for integrated marketing communications campaigns. Explores digital, traditional, and non-traditional media capabilities and strategies. Particular emphasis placed on the interpretation and application of audience data to make evidence-based media planning decisions.

Prerequisites: STCM 24100. (FS)

4 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)

Attributes: CSD

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)

Attributes: CSD

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: CSD, SS

3 Credits

**STCM 33000 Advertising Copywriting and Art Direction (NLA)**

This course focuses on building a strategy to meet marketing communication goals using effective advertising across various media. Students will learn, think, and communicate through both copy and visuals as they gain experience conceptualizing, writing, and designing effective messages for media. Students will learn how to create, apply, and present these messages, as well as how to analyze and evaluate their persuasiveness. Prerequisites: STCM 24100, STCM 11100. (FS)

Attributes: CCCS

4 Credits

**STCM 33200 Writing for Public Relations (LA)**

Fundamentals of writing for public relations. Emphasis is placed on writing for a client or in-house department; content for the web and social media platforms; preparation of specific writing tactics for journalists, nonprofits, businesses, and consumers; persuasion in writing; and clarity, flow, and other elements of proper public relations writing style. Prerequisites: STCM 23200; WRTG 10600 or ICSM 10800. (FS)

Attributes: CCCS, WI

4 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. (S)

Attributes: DV

4 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)

Attributes: CSD

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)

Attributes: CSD

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 6 credits. Prerequisites: Junior standing. (FS)

Attributes: CSD

1-6 Credits

**STCM 42000 Integrated Marketing Communications Lab (LA)**

A program 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: STCM 23200; STCM 24100; MKTG 31200. (S)

4 Credits

**STCM 43000 Brand Design and Communication Lab (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: STCM 33000. (F)

4 Credits

**STCM 43400 Communication Strategy Lab (NLA)**

Program 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. This is a block course. (S)

3 Credits

**STCM 44000 Public Relations Lab (NLA)**

This capstone course is dedicated to public relations planning, including analysis of the publics involved and traditional and social media options; planning, budgeting, and scheduling; and development of problem-solving messages, activities, and/or events. Students work in account teams with real-world client projects to help organizations achieve their promotional goals. Students also undertake an independent project. Designed for advanced students in communications or for those planning a career in public relations. Prerequisites: STCM 33200. (F)

Attributes: SL

4 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 30900 or STCM 33000. (S)

Attributes: UND

4 Credits

**STCM 45000 Communication Consulting Lab (LA)**

In the context of a simulated consulting team, students identify contemporary organizational issues and trends, conduct research and design inquiries, write and design original content, and publish insights that are engaging and actionable for business leaders. This program capstone course reinforces key concepts and skills in communication strategy and stakeholder relations, design thinking, research methods, information / presentation design, business writing, and project management. Students learn to manage project timelines and budgets, create appealing and usable recommendations, and position their expertise through professional publication and presentations. Permission of instructor required. Prerequisites: STCM 12300; STCM 28800. (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 12 credits, 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)

Attributes: CSD

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 12 credits. 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)

Attributes: CSD

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)

Attributes: CSD, 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)

Attributes: CSD

1-6 Credits