

COMMUNICATION MANAGEMENT AND DESIGN MAJOR – B.S.

Learn more at the Department of Strategic Communication page

This B.S. degree requires 60 liberal arts credits out of the 120 credits required for graduation.

The bachelor of science (B.S.) program in communications management and design has two concentrations: corporate communication, and communication design. Students typically declare their concentration prior to the third year.

Requirements for the Major Summary

Code	Title	Credits
Major Core Requirements		56-57
Integrative Core Curriculum (ICC) Requirements and Other Electives ¹		64-63
Total Credits		120

* **Total Credits** must include 60 liberal arts credits and 60 credits outside the Park School

¹ This major is approved to fulfill the Integrative Core Curriculum (<https://catalog.ithaca.edu/undergrad/programsaz/integrative-core-curriculum/>) requirement for the Creative Arts perspective.

Degree Requirements

Code	Title	Credits
Core Requirements		
GCOM 13000	Spark: Igniting your Future in Communications	1
STCM 10300	Introduction to Strategic Communication	3
STCM 10800	Communication in Organizations	3
STCM 11100	Presentation & Graphic Design	3
STCM 12300	Systemic Design	3
STCM 20200	Career Pursuit	1
STCM 21000	Instructional Design	3
STCM 21100	Corporate Communication: Strategy and Design	3
STCM 28800	Research and Statistics for Strategic Communication (ICC- QL)	3
STCM 43400	Communication Management Lab	3
STCM 45000	Critical Issues	3
Supplemental Requirements		
WRTG 10600	Academic Writing I (fulfills ICC requirement for same course) ¹	3
MGMT 11100	Introduction to Business	3
WRTG 21100	Writing for the Workplace	3
Additional Requirements for Concentrations		

Select one concentration from the list below ²	18-19
Total Credits	56-57

¹ Fulfills ICC requirements of same course.

² Communication Management and Design majors can declare only one concentration. A concentration must be declared by the end of the sophomore year.

Concentrations

Corporate Communication Concentration

Students learn to influence communication in organizations by creating crisis communication plans, corporate events, and strategies for managing relationships with the media, government agencies, and stakeholders. Courses cover internal communications, communicating corporate social responsibility, community relations, event planning, and leadership.

Code	Title	Credits
Select three of the following 3-credit courses:		
STCM 23000	Meeting and Event Management	3
STCM 23200	Public Relations	3
STCM 30000	Crisis Communication	3
STCM 31000	Organizational Speech Writing and Interviewing	3
STCM 31100	Communicating with Stakeholders	3
STCM 33300	Applied Event Management	3
STCM 44000	Public Relations Lab	3
Select two of the following 3-credit courses:		
STCM 20400	Virtual Teams	3
STCM 25100	Organizational Culture and Conflict	3
STCM 32000	Leadership Communication	3
STCM 38000	eLearning	3
STCM 49000	Internship ¹	3
Select one of the following 3-credit courses:		
STCM 20600	Web Design	3
STCM 22000	Interactive Media	3
STCM 23400	Promotional and Instructional Video	3
Total Credits		18

¹ A maximum of 3 credits of STCM 41200, STCM 49000, STCM 49800 and/or STCM 49900 may be applied totally.

Communication Design Concentration

Students learn to use their creativity purposefully. Students learn to utilize the right information with the right visuals to inspire, persuade, and inform. Courses cover graphic design, web design, interaction design, social media design, instructional design, and information design.

Code	Title	Credits
STCM 20600	Web Design	3
STCM 22000	Interactive Media	3
STCM 40400	Communication Design Lab	3
Select two of the following 3- to 4-credit courses:		
CNPH 14100	Introduction to Photography	3-4
STCM 20400	Virtual Teams	3
STCM 21200	Experience Design	3
STCM 23400	Promotional and Instructional Video	3

2 Communication Management and Design Major – B.S.

STCM 30100	Social Media Strategy	
STCM 30300	Games for Marketing & Training	
STCM 49000	Internship ¹	
Select one of the following 3-credit courses:		3
STCM 30600	Advanced Web Design	
STCM 31200	Information Design	
STCM 38000	eLearning	
Total Credits		18-19

¹ A maximum of 3 credits of STCM 41200, STCM 49000, STCM 49800 and/or STCM 49900 may be applied totally.