

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: | | 9 |
| STCM 23000 | Meeting and Event Management | |
| STCM 23200 | Public Relations | |
| STCM 30000 | Crisis Communication | |
| STCM 31000 | Organizational Speech Writing and Interviewing | |
| STCM 31100 | Communicating with Stakeholders | |
| STCM 33300 | Applied Event Management | |
| STCM 44000 | Public Relations Lab | |
| Select two of the following 3-credit courses: | | 6 |
| STCM 20400 | Virtual Teams | |
| STCM 25100 | Organizational Culture and Conflict | |
| STCM 32000 | Leadership Communication | |
| STCM 38000 | eLearning | |
| STCM 49000 | Internship ¹ | |
| Select one of the following 3-credit courses: | | 3 |
| STCM 20600 | Web Design | |
| STCM 22000 | Interactive Media | |
| STCM 23400 | Promotional and Instructional Video | |
| 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: | | 6-7 |
| CNPH 14100 | Introduction to Photography | |
| STCM 20400 | Virtual Teams | |
| STCM 21200 | Experience Design | |
| STCM 23400 | Promotional and Instructional Video | |

| | | |
|---|--------------------------------|--------------|
| 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.