

GLOBAL STRATEGIC COMMUNICATION

Storytelling Track

Advertising & Social Media

ADV6325 3 Credits

16-week Live & Asynchronous

The course teaches students to conceptualize, create, polish, and place effective advertisement executions in social media. Within the social media curriculum, this is the class that will allow students to flex their creative muscles. Students will learn how to concept an ad campaign, as well as learn a basic understanding of how Photoshop works. Thus furthering their ability to sell products through social channels, and sell themselves to companies.

Data Storytelling & Visualization

MMC6456 3 Credits

12-week Asynchronous

This course will cover the fundamentals of effective data-driven storytelling. Students will learn how to detect and articulate the stories behind data sets and communicate data findings in visual, oral, and written contexts for various audiences and publics. Students will become familiar with Tableau.

Introduction to Multimedia

MMC5006 3 Credits

12-Week Asynchronous

This course is designed to provide students a new skillset in digital storytelling ideas, production, and analysis. In this course students will develop skills to produce creative online stories that will reverberate with the widest audience possible. Creating impactful stories will require a new understanding and thought process of how digital stories differ from those in print, radio and television. To do this, we will look at the changing roles of storytellers in news, promotion, and public relations and marketing while discussing and analyzing media consumption habits that encourage a seamless transition from active audience member to creator. Students will learn video storytelling techniques with Adobe Audition and Adobe Premier Pro.

Presentation Power

MMC5046 3 Credits

12-week Asynchronous

Effective salespeople can comfortably communicate their ideas to any audience. This course teaches students advanced pitching skills that include how to effectively organize ideas, integrate storytelling in pitches, how to read and respond to key audience stakeholders, and how to integrate both logic and emotion in a sales appeal.