

# Curriculum Map: Strategic Communication and Leadership

## Communication Arts

	COM 6207	COM 6525	COM 5206	COM 6312	JOU 6115	SPC 6646	COM 6129	COM 6930
<b>Content</b>								
Describe and apply concepts and principles relevant to strategic communication	X	X	X	X	X	X	X	X
Describe theory and research regarding leadership communication	X		X		X	X	X	X
Develop effective communication training strategies based on sound principles and techniques			X					X
Identify and describe effective means of researching communication issues	X	X	X	X	X	X	X	X
Identify and gain experience using a complementary blend of communication skills	X	X	X			X		
Describe and identify current communication issues in a range of interdependent contexts	X	X	X			X		X
<b>Critical Thinking</b>								
Apply the principles of strategic communication and leadership to actual communication events and contexts	X	X				X		X
Articulate how theory and research apply to real-life communication challenges	X	X	X	X	X	X	X	X
Evaluate effective and ineffective communication in a range of contexts	X	X	X			X		X
Suggest strategies for improving communication within organizations and with the public	X	X	X				X	X
<b>Communication</b>								
Accurately analyze audiences	X	X	X	X	X	X	X	X
Demonstrate the ability to craft effective communication campaigns and presentations		X						X
Display skill in delivery, audience response, and follow-up	X	X	X			X		
Effectively choose from diverse media options		X		X	X			
Effectively give and receive feedback	X	X	X	X	X	X	X	X
Integrating diverse people and information	X	X	X	X	X	X	X	X
Successfully train others in effective communication skills			X					
Use information technology to effectively communicate with others	X	X	X					X
<b>Integrity/Values</b>								
Distinguish between ethical and unethical leadership approaches	X	X						X
Ethically and accurately interpret, design, conduct, and share research	X	X		X	X		X	X
Articulate and explain ethical principles of persuasion, honesty, and privacy, and engage in behaviors that demonstrate a commitment to adhering to these principles		X			X			
<b>Project Management</b>								
Design, carry out, and analyze professional-quality projects both individually and as part of a team			X				X	X
Practice effective time management strategies			X				X	X
Collaborate effectively with classmates and members of the community							X	X