

## Student Name

Communications and Marketing

Self-Determined Major Proposal

Cumulative GPA:

Advisors: Grace Burton & Catherine White Berheide

## Description

I propose a self-determined major in communications and marketing. Communication studies drives an academic to learn the methods, processes, and applications of human communication - both verbal and nonverbal, and marketing is a business realm where I can direct and apply my study of communications. As someone who thrives when indulging in different forms of learning, the curricula of my proposed major will fulfill my need for a broad, yet goal-oriented area of study, as well as properly prepare me for a wider range of career opportunities after graduation. My proposed major is designed to be both coherent, tied together by the overarching theme of communications, and also interdisciplinary in the liberal arts tradition. This proposed major will allow me to pursue my interests in various forms of English and Writing, Art, Sociology and Business. Each discipline will cultivate the skills and analysis methods necessary for my understanding of communications, culminating in a widely applicable, well-rounded body of knowledge.

Writing is an essential, classic component of communication in society. My passion for writing combined with my fascination with effective communication techniques led me to design my major with a large writing portion. EN 211: Fiction helped me develop my close-reading techniques and served as an introduction to various forms of fictive writing. EN 228W: Stealing Fictive Ideas will allow me to develop my writing skills in a writing-intensive course by riffing

into a new realm of writing, further informing and influencing my personal voice in another intensive workshop format. To finalize the writing portion of my self-determined major, I will



is why I feel academically at home here. I want to take advantage of the opportunity Skidmore provides to create a Self-Determined Major because I know that I will have a more fulfilling experience at Skidmore if I am empowered to pave my own creative path rather than following a pre-prescribed major. I would like to take on the challenge of making thoughtful connections between the disciplines detailed above. These courses will result in a coherent understanding of communications and allow me to pursue the area of study with which I am most intellectually engaged.

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### Course List

\* = already taken

\*\* = currently taking

The courses that make up the Interdisciplinary Communications Studies major are:

#### Foundation

- \*EN 211 - Fiction (3 credits)
- \*SO 202C - Individual in Society (4 credits)
- \*SO 204W - Introduction to Race, Class, and Gender (4 credits)

#### Methodology

- \*\*EN 228W - Stealing Fictive Ideas (4 credits)
- \*\*BST 205 - Black Panther Archive (3 credits)
- SO 227R - Social Research Methods (4 credits)
- EN 280 - Intro to Nonfiction Writing (4 credits)
- EN 378 - Nonfiction Workshop (4 credits)

#### Theory

- AR 209 - Communication Design I (4 credits)

- IB 326 (IES Abroad) -

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## Semester Outline

(\*R\* = All -School Requirements, \*PR\* = Prerequisite Not Included in Core Courses)

Spring 2023	Fall 2023	Spring 2024	Fall 2024	Spring 2025
**EN 228W - Stealing Fictive Ideas	AR209- Communication Design I			
**BST 205 - Black Panther Archive	SO 227R -Social Research Methods			
	*PR*MB 107 - Business and Organization Management			

### SO 202 - Individual in Society- Foundation (4 credits)

A variety of social psychological approaches to the experiences of individuals as they influence or are influenced by social interactions and structures. The course introduces a sociological orientation known as "symbolic interactionism," which assumes that among the key elements in the social environment are the symbols and understandings possessed by people in the group.

This course serves as a broad exploration of Sociology, an aspect of my major that can be referenced across other disciplines. This class serves to increase my understanding of sociological approaches to social interactions and structures, something that will inform my stance in writing by teaching me how different people interpret and experience the world. This will also broaden my perspective in the business world. This is a foundation course due to its introductory nature, and because its content will help inform many courses after it.

### SO 204W - Introduction to Race, Class, and Gender Foundation (4 credits)

An introduction to sociological analysis of race, class, and gender in contemporary social life. This course explores how race, class, and gender are constructed, reinforced, and maintained in U.S. society. Using readings (historical, theoretical, sociological, and autobiographical), films, class discussion, current issues/events, and exercises, we will critically examine questions such as: What is sociological imagination? How can it help us understand the intersections of race, class, and gender in social life? How do systems of power and inequality affect cultural norms, social interactions, and institutional structures? How can we move from social inequality to social change? By grappling with these questions, students will develop an appreciation 2 (e)-6 (i)-6 0 7





### AR 209 - Communication Design I - Methodology (4 credits)

An introduction to visual design and communication theory. Emphasis is on developing a strong foundation in visual perception, design principles, and typography. Students will undertake studio problems aimed at developing visual awareness, analytical thinking, craftsmanship, and use of hands-on media and digital techniques.

This course will introduce me to design principles and theory. Its hands-on approach will allow me to learn and practice methods of visual communication while encouraging visual and analytical thinking. This is a theory course, as it offers principles and techniques to communicate visually based on the communication methods I will learn in other courses.





In this course, I will craft my self-determined major Capstone Project.

#### Possible Elective Courses

- \*AR 133 - Drawing I
- \*EN 213 - Poetry
- \*\*AR 214 - Fiber Arts
- MB 107 - Business Organization Management
- EN 241 - Afrofuturism: Literature and Culture

#### Potential Courses at Institutions Other than Skidmore (Abroad)

IES Italy Today: IB/CM 340 - Digital Marketing, E-Commerce and Communication

This course will provide an overview of e-commerce and digital marketing tendencies from a communications perspective. Analyzing current Internet, mobile, and media campaigns, we will evaluate evolving marketing techniques and promotional technologies and find ways to integrate them into an effective communications strategy. Emerging media channels and cases will be analyzed to predict future trends. Class projects will emphasize current trends and propose an outlook into the new marketing landscape.

IES Italy Today: CM/AR 260 - Strategies for Digital Engagement

Milan, the Italian capital of contemporary creativity, will be explored as a privileged observatoire for cutting-edge multimedia and interactive communication practices for art and as a unique opportunity for students to be part of this vivid environment. Students will be able to develop a wide knowledge of multimedia tools and to analyze how classic media (such as printed ones) and new media (such as the Internet, social networks, apps for smartphones, augmented reality, etc.) play different roles in communicating art and in building a new relationship between art and viewer.

Students will be challenged to reflect on how this heritage can interact with contemporary perspectives of growing dematerialization imposed by new media. Some of the most interesting and recent proposals in Italy (MACRO – Museo d'Arte Contemporanea Roma and Gallerie

d'Italia in Milan and Vicenza, among others), will be considered as case studies, which will underline the Italian specificity of such contexts and projects. Field studies and guest speakers will provide a deeper understanding and a wider professional perspective of current developments in the field. Multimedia and interactive practices will be analyzed not only in relation to art and design, but also in their connections to other fields such as fashion, music, theater, and cinema. In the second half of the course, students will develop their own individual projects of possible interactive and multimedia experiences for art, and the course will culminate in a public presentation of their works, which will take place in IES at the end of the semester.

IES Italy Today: IB 326 - Principles of Marketing Management -(Equivalent to MB 214)

Note: This course's position in my ~~SD~~ ~~Skidmore~~ ~~Determined~~ Major is tentative. In the case that I am not able to take IB 326, or study with IES in Italy at all, the IB 326 course will be replaced with MB 214 (the equivalent Skidmore course), which I will take upon my return in Fall 2024.

The marketing function is an essential part of almost every large business enterprise. To be effective, senior business managers and leaders must understand how marketing activities are connected to overall organizational performance, and any professional who works within the marketing function must master that discipline's key concepts, analytical tools, and processes. This course provides students with an introduction to the central elements of marketing management. In particular, we will consider:

1. The basic concepts of marketing
2. The role of the marketing function within the overall business enterprise
3. The various activities necessary for effective marketing planning, including an analysis of crosscultural and environmental factors that impact international operations
4. Key issues of strategy, implementation, and marketing management relevant to a firm's long-

