

Professional Studies Design Management & Communication (MPDC)

MPDC 5000 Ethical Design 3 Credits

Visual communications and design professionals face ethical challenges that impact both personal and organizational integrity. In recognition of the overarching importance of sound ethical judgment in these fields, Georgetown MPS students start their program with a required core course in applied ethics. Students will gain a solid foundation in ethics and relate what they learn to their own professional situation through class discussions, case studies, and guest lectures conducted by industry experts. Looking at ethics through a professional lens, students are asked to explore their own values and are challenged to codify and commit to their own code of ethics in relation to a broad range of professional codes of conduct and best practices. Foundational concepts in ethics are woven throughout the program's other courses and revisited throughout a student's tenure in the program.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

MPDC 5003 Design Leadership 3 Credits

Design, as both a concept and a practice, has the ability to affect change within business and throughout society. Design Leadership focuses on approaches to problem-solving that are human-centered and guided by the underlying principles of design—a solution that is built within a given set of parameters—and of leadership—the stake one puts in the ground for a design solution. In this course, students will learn to build a design leadership practice by digging into the multiple dimensions of design leadership including empathy mapping, ethnographic research, and case studies of applied solutions to a set of “wicked design problems”. Upon completion, students will be able to lead cross-functional teams working on solutions for the wicked problems faced by brands, businesses, and social issues. This is a foundation course.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

MPDC 5023 The Brand Concept 3 Credits

What is a brand? What is the definition of a great brand? Why do some brands survive generation after generation while others fail after a short shelf life? This course will explore the core principles of branding. You will learn how brands compete in an environment full of choices for consumers, and the tactics they employ to be best in class. Using a consumer-centric approach, you will learn how to think critically and creatively about measuring, sustaining, building, and defending brands in today's competitive environment.

Level: Graduate, Undergraduate

Prerequisites: (MPDC 500 or MPDC 5000) and (MPDC 520 or MPDC 5042)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

Enrollment limited to students in the School of Continuing Studies college.

MPDC 5041 Design Thinking 3 Credits

Design thinking is a creative way to problem solve. Through a series of design challenges, this course prepares students to lead teams in envisioning new ideas by using both creative and strategic skills and developing innovative solutions to real-world design issues.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

MPDC 5042 Visual Communications 3 Credits

In today's digital world, it has become necessary for communicators to use visual tools to communicate ideas effectively. In this course, students learn how to research, apply and critique typography, color strategies, digital imaging, design principles, and visual trends. Prior knowledge of design applications such as Adobe Creative Suites and relevant computer programs is helpful but not required.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Mutual exclusion: MPMC 7155, MPJO 878, MPJO 7155, MPPR 7155, MPMC 878, MPPR 778

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

MPDC 5043 Design Management Strategy 3 Credits

This course introduces students to design management concepts. Students learn to work at the intersection between visual design and business strategy. The course covers an overview of business fundamentals; students learn how to successfully manage a team and visual projects within visual communications and design industry, advertising and marketing, creative processes and business models, client relations and management, and business development and evaluation.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

MPDC 6071 Change Management Comms 3 Credits

Communications, as a management discipline, must not only be swift to react, but be forward thinking to anticipate and help solve future problems. Change Management Communications is increasingly where practitioners can demonstrate greatest value, as businesses, and their employees, navigate uncharted waters at a furious pace. This hands-on class will help prepare practitioners to identify and act on the communications implications of change. Using a mix of case studies, practical workshops, and group discussion, students will sharpen communications skills, from storytelling to consultative listening, by looking at them anew through the change "lens."

The forces driving change are not simply impacting individual companies but upending entire industries and spawning entirely new ones. Such change compels companies to rethink their two business strategy, reposition themselves in the marketplace, and redefine their value proposition to customers. Business leaders need to acquire new communications skills to help employees take actions to reach new goals. In-house communications teams must reimagine themselves to fulfill their new role. The class will address these, and other, aspects of change. Participants will be encouraged to explore communications, business and other readings – the point being that practitioners need to "connect the dots" between information and issues beyond the traditional boundaries of communications be effective change partners.

Level: Graduate

Prerequisites: (MPDC 500 or MPDC 5000) and (MPDC 550 or MPDC 5043) and (MPDC 620 or MPDC 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 6700 Creativity and Generative AI 3 Credits

In this course, we face these issues head-on, building an understanding of what is possible with generative AI, and how people can best leverage them in artistic domains. This course provides an overview of generative AI, defining its role and capabilities in creating novel content. The course focuses on the practical applications of generative AI in various creative domains. Students will explore how AI is used to generate visual art, create music, design products, and even write creative literature. The course will showcase a range of case studies and examples where generative AI has been successfully implemented, offering insights into its transformative potential. Students will also engage with the creative process behind generative AI. This involves understanding the human-AI collaboration in creative work, and exploring how artists and designers can guide AI to enhance creativity rather than replace it. Discussions will include the ethical considerations and implications of AI-generated content, particularly regarding originality, copyright, and authorship. We will also examine issues of bias and the future of work as generative AI reshapes the global market for creative content. Students will be introduced to careers in the intersection of AI and creative fields, hearing from guest speakers on different strategies for participating in and benefiting from the generative AI transformation. They will learn the fundamentals of how these models are trained and how they produce creative outputs. Then, they will build on this knowledge to see firsthand where AI shines, where it reaches its current limitations, and how they can use AI to reach their own creative goals. Upon completion of the course, students will have AI-assisted artifacts of their own design, as well as frameworks and processes that they can apply to new technologies still to come.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPDC 6701 Inclusive Marketing 3 Credits

Course Description: In this course, students will gain a comprehensive understanding of the principles and practices of inclusive marketing as we explore how inclusive marketing aligns with diversity, equity, and inclusion (DEI) culture—recognizing that marketing is a powerful tool for shaping perceptions, challenging bias/stereotypes, and driving business growth. Students will also study and engage in the practical application of marketing strategies and integrated campaigns that are inclusive and culturally sensitive, leveraging various platforms and tools to reach a larger and more diverse customer base.

Level: Graduate

Prerequisites: MPDC 5000 or MPDC 500

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPDC 6702 Next-Gen Products Services 3 Credits

Building Next-Gen Products and Services brings together students from diverse disciplines to address real-world challenges through a project-based approach. Emphasizing practical experience, teamwork, and interdisciplinary integration, the course aims to create impactful solutions. This course is designed to dismantle academic silos, encouraging students from varied disciplines to collaborate on solving real-world challenges. It acts as an incubator for innovation and creativity, equipping students for today's dynamic tech driven job market. The course emphasizes applying interdisciplinary knowledge to global issues, fostering empathy and cultural understanding. It aims to develop future leaders skilled in navigating complex scenarios, with a focus on lifelong learning and adaptability.

Level: Graduate

Prerequisites: MPDC 600 or MPDC 5041

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPDC 7051 Cause Consulting 3 Credits

Level: Graduate

Prerequisites: (MPDC 500 or MPDC 5000) and (MPDC 520 or MPDC 5042) and (MPDC 550 or MPDC 5043) and (MPDC 600 or MPDC 5041) and (MPDC 620 or MPDC 5003)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a program in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPDC 7052 Personal Branding 3 Credits

Thought leadership and personal branding are two essential, yet often ambiguous ingredients in a career strategy. This course will arm students with the resources to evaluate, improve, and employ personal branding strategies for themselves and for key members of their organizational team. The course will discuss personal branding strategies in both digital and event contexts – including social media platforms, presentations, and networking opportunities.

Note: Students must have completed core/foundation courses MPDC 500, MPDC 520, MPDC 550, MPDC 600, MPDC 620 to register for this elective course. This course is cross-listed with MPPR-891 and MPMC-891.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7054 Project Management and Budgeti 3 Credits

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRDM-O program.

Enrollment is limited to Graduate level students.

MPDC 7100 Dig. Analytics Measurement 3 Credits

This course examines the processes for gathering, interpreting, and presenting compelling digital data. Students will learn to use digital public opinion polling, specialized reports, social media platforms, digital analysis tools, and news aggregators to explain market research, audience trends, and social conversations. Students will also create data visualization tools to streamline data presentation into succinct, engaging formats.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7105 Negotiation Strategy Skills 3 Credits

The purpose of this course is to provide students with an understanding of current negotiation theory and practice. Students will study negotiation theories, research and techniques. As a result of taking this course, students will have an understanding of how to negotiate effectively in transactions, as managers, and to build effective teams. The materials for this course will consist of readings, negotiation scenarios, and real-life examples. Students will engage in skill-building exercises, actual negotiations, classroom and online discussions, individual presentations, and close reading of assigned texts and other materials. Students will have an opportunity to explore negotiation theory and practice different styles and techniques, and develop their own strategic approaches to negotiations.

Level: Graduate

Prerequisites: (MPDC 500 or MPDC 5000)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7110 Customer-First IMC Strategy 3 Credits

In this course, students will learn to turn the corner from being tactical and creative professionals that develop successful IMC campaigns to becoming strategic managers that can drive successful IMC programs. To accomplish that goal, they will develop the skills to develop and manage IMC programs in alignment with an organization's short- and long-term financial objectives, enabling them to participate successfully at a mid-to-senior level at a sophisticated corporation. A key concept that students will explore in detail is the concept of "customer centricity," which lies at the heart of the IMC process — how we assess the value of customers and build IMC goals, objectives, strategies, tactics, and budgets with the aim of maximizing that value. In order to be able to utilize this concept effectively, students will also learn:

- How to apply Cost-Volume-Profit (CVP) analysis and read basic corporate financial statements.
- How to apply the Goals-Objectives-Strategies-Tactics process to create actionable customer-centric IMC plans that align with organizational objectives.
- How to develop supportable budgets that align with organizational objectives and can drive customer-centric IMC plans.
- How to make effective IMC-related business decisions.

In order to help students develop the critical thinking and problem solving skills necessary to achieve these goals, this course will employ readings from many sources, a number of case studies, a robust customer centricity simulation, and a final team project with a "live" client. Bonus: You'll learn how to play backgammon. And, yes, there will be math. But not to worry, we'll leave conjoint analysis and differentials out of the equations. This course was formerly called "The Management of IMC."

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

Enrollment is limited to Graduate level students.

MPDC 7118 eCommerce Marketing/Management 3 Credits

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

Enrollment is limited to Graduate level students.

Enrollment limited to students in the School of Continuing Studies college.

MPDC 7120 Strategic Leadership 3 Credits

Why are some organizations innovative and forward-thinking while others continually struggle to find a competitive advantage? In one word, the answer is leadership. Leaders determine if an organization is able to be flexible, responsive and innovative in the face of change. Yet, the majority of leaders unknowingly reward behaviors that curtail strategic thinking rather than nurture it. They confuse innovation with the creation of new products and technologies. And they miss the opportunity to create a competitive advantage in areas from fundraising and programming to marketing and communications. In this course, we will learn which leadership practices create a culture that overcomes obstacles and promotes creative problem solving. Through hands on, interactive exercises, students will develop the creativity and critical thinking skills to develop high-performing teams, construct industry-leading ideas and, ultimately, generate an enduring competitive advantage.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRDM-O program.

Enrollment is limited to Graduate level students.

MPDC 7130 The Creative Brief 3 Credits

The creative brief is the road map to a powerful IMC campaign. What does it take to marry business concerns with creative considerations? In this course, students will learn how to navigate this delicate balance and bring both sides of their brains to this important task. There are a number of different formats for creative briefs that make the job easier. Students will learn about the core components of a creative brief and gain exposure to different approaches, particularly those adopted by creative agencies. At the end of the course, students will appreciate that a strong creative brief is only as good as the consumer insights that drive it.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRDM-O program.

Enrollment is limited to Graduate level students.

MPDC 7150 Content Strategy 3 Credits

In response to changing consumer expectations, marketing has become less about paid advertising and more about providing value-added content to attract and retain customers. It is no longer acceptable to speak at customers; rather, they expect to be engaged in conversation around topics that they are interested in. Moreover, the addition of new web-based and social channels has created demand for large amounts of new content. Students in this course will work with clients to develop content tailored to a specific target audience. They will learn how to create a cross-channel content plan and build a portfolio of content samples for web stories, social media, email newsletters, and other channels.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7170 In Search of the Big Idea 3 Credits

The search for the "Big Idea" is part of advertising legend. But how relevant is this quest in a time of data-driven decision making? And how does this play out across today's noisy media landscape? In this course, students will learn the communication building blocks of strategy, insights and ideas. Starting with research-based insights that lead to a strategy, students will have the opportunity to flex their creative muscles to generate "big ideas." At the end of the class, students will gain experience in balancing creativity with strategy in ways that will move audiences.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment limited to students in the MPS-PRDM-O program.

Enrollment is limited to Graduate level students.

MPDC 7220 Collaboration Lab 3 Credits

Collaborating with other marketers is hard enough – but when you add a real-life client into the mix, figuring out the best path forward can feel like a leap into the great unknown. This course explores how to improve day-to-day collaborations and how to work with clients (internal or external) effectively. You will learn how to navigate strategic disagreements, as well as how to partner with your client to deliver strategic and insightful integrated marketing ideas. In this hands-on, innovative marketing lab, students will work in teams to tackle problems, pitch to real clients, and hone their skills as marketers and leaders while still being able to test, push the boundaries, and experiment as a group.

Level: Graduate

Prerequisites: (MPDC 500 or MPDC 5000) and (MPDC 520 or MPDC 5042) and (MPDC 550 or MPDC 5043)

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7240 Human-Centered Marketing 3 Credits

This experiential course introduces the notions of "Human Centered Marketing" as a response to the marketing waste, or rather, as an insurance for Marketing effectiveness. As such, the course is a special application of design thinking process and human centered mindsets to marketing efforts in which the customer, or target of the marketing effort, is at the center of the effort's design. They will participate, at every step, from the definition of our marketing challenge to ideation, prototyping, testing, and market launch planning. Students will organize as an agency or individually to serve a real client. After identifying and securing a company or organization of their choosing, they will take on their client's marketing challenge. If operating as an agency, the members of the team should organize themselves based on the needs of the client's challenge and their Georgetown SCS program interest or specialty. For example, a digital marketing challenge may need specialists in content design, UX design, data analysts, SEO specialists and so forth. If the students decide to operate as individuals, similarly they will need to align their client's needs with their program interest or specializations. For example, the project may simply be a new social media campaign. In both cases, the students are expected to apply the design thinking process and the appropriate human centered mindsets to creation of their final marketing solution.

Level: Graduate, Undergraduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7310 Tech Innovations 3 Credits

Technology is the driving force in visual communications, design, and innovation. In the workplace, students will be expected to have a basic understanding of how to use technology in a creative setting. This course introduces students to the fundamental concepts of technology-driven innovations in the market, discusses strategic and sustainable solutions to technology issues and challenges, and inspires students to create innovative design models for design businesses.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7330 User Experience 3 Credits

Today, visuals need to engage customers by offering an exceptional experience that people can identify with, purchase, and enjoy. This course provides an overview of user experience (UX) design, the role of research in a design process, and UX design approaches, including archetypes, storyboards, customer journey maps, and empathy maps.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in the Prof Studies Design Mgt Comm department.

MPDC 7340 Integrated Design Strategy 3 Credits

Visual design has become a key function in any organization that offers products, services, and experiences. Students will learn how to understand organizational branding and business strategy, how to identify issues and challenges, and in turn, offer successful products, services, and experiences. Students will also learn to align design strategies with an organization's strategy and how to integrate design functions into the organization's overall innovation and growth.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7350 Business Communications 3 Credits

Successful communication skills have become a critical management tool to thrive and survive in today's increasingly complex and fast-moving business climate. This hands-on, practical course teaches students to analyze, develop, and effectively communicate via all forms of business writing, presenting, visual storytelling, leadership, client management, and negotiating. This course covers the challenges of communicating across global organizations as well as the role that listening and emotional intelligence play in creating effective communication strategies.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7356 Design Bootcamp 3 Credits

This course introduces students to a variety of digital tools used to create effective visual designs. Students will learn how to successfully communicate and evaluate design plans and strategies with internal and external stakeholders. Topics include visual design technologies, approaches and techniques, visual trends and design intelligence, and global and cultural impacts on visual design.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7360 Psychology of Design 3 Credits

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Students in the MPS-PRDM-O program may **not** enroll.

Enrollment is limited to Graduate level students.

MPDC 7362 Design Portfolio 3 Credits

If there is one thing you need to succeed in any creative field -- it's a way to showcase your talent and talk about your body work (aka an amazing portfolio). In this hands on course, students will learn how to build and/or refine a portfolio and will leave the course with tailored personal portfolio and the skills required to continue building it throughout the program. This course will also enhance personal branding skills as well as touching on job searching and career development. This course is taught by an experienced integrated marketing and creative professional with copy and creative direction experience in financial services, automotive, publishing, travel, and telcom on both the corporate and agency side.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in the Prof Studies Design Mgt Comm department.

MPDC 7364 Visual Persuasion 3 Credits

Visuals can be a persuasive and powerful tool in communications. This course discusses effective strategies, tactics, and tools that are used to create persuasive and compelling visual content, messages, and products.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

MPDC 7709 Design Research Method 3 Credits

You can't make sound design decisions without sound design research. How does a designer determine the thematic colors of a new corporate identity or the shape of an avant garde concert hall? Through design research and its related methodology. Designers use a number of ever-expanding methodologies for design research which has been developed over time internally to the field and externally through a number of disparate disciplines. This course provides a comprehensive overview of many of these methodologies while allowing for hands-on application through first-hand experience. This course will focus heavily on valuable skills desired by organizations invested in human centered design and the development of practical design solutions, both product and service based, for some of today's biggest issues. Students will learn qualitative and quantitative methodologies as well as visual and applied research. Whether intent on serving in design management or further development as a skilled designer, this course is for students who wish to have a deeper understanding of decision making in the design process. Learning Objectives 1. Students will become familiar with key design research methodology foundations while learning to define the problems and opportunities associated with the role that research plays in the field of design. 2. Develop skills in quantitative and qualitative research for design can play a role in the design process and how applied research can develop a solution and refine the results. 3. Understand the use of visualization as an important element in carrying out research activities including the development of ethnographies, systematic analysis of found images and objects, and the elicitation of real time user data. 4. Learn to present design research in the form of a report and how to use design research in preparing a design brief.

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to Graduate level students.

Enrollment limited to students in the Prof Studies Design Mgt Comm department.

MPDC 7990 Capstone 3 Credits

MPDC Capstone

Level: Graduate

Grading: Main Campus (UGrad, Grad)

Course registration restrictions:

Enrollment is limited to students with a major in Design Management Comm, Design Management Comm, Design Management Comm or Design Management Comm.

Enrollment is limited to Graduate level students.