

MSC 491: Foundations of Strategic Communications

- Heimans, J., & Timms, H. (2014). Understanding "New Power". *Harvard Business Review*, 92(12), 48-56. Retrieved from <https://hbr.org/2014/12/understanding-new-power>.
- Winig, L. (2012). *Social media and the Planned Parenthood/Susan G. Komen for the Cure Controversy*. HKS729. Boston, MA: John F. Kennedy School of Government, Harvard University.
- Cornelissen, J. (2017). Corporate Identity, Branding, and Corporate Reputation. In *Corporate communication: A guide to theory and practice* (5th ed., pp. 84–106). London, UK: Sage.
- Duhon, S., Ellison, K., & Ragas, M. W. (2016). A whale of a problem: A strategic communication analysis of SeaWorld Entertainment's multi-year *Blackfish* crisis. *Case Studies in Strategic Communication*, 5. Retrieved from <http://cssc.uscannenberg.org/wp-content/uploads/2016/08/v5art2.pdf>
- Grunig, L. A. (1992). Activism: How it limits the effectiveness of organizations and how excellent public relations department respond. In, J. E. Grunig (Ed.), *Excellence in public relations and communication management* (pp. 503-531). Mahwah, NJ: Lawrence Erlbaum Associates.
- Bigus, P. (2011). Domino's Pizza. Ivey ID: W11159. London, Canada: Ivey Publishing.
- Marquis, C., Shah, P., Tolleson, A., & Thomason, B. (2011). *The Dannon Company: Marketing and corporate social responsibility (A)*. HBS 9-410-121. Boston, MA: Harvard Business School Publishing.
- Gosset, L., & Kilker, J. (2006). My job sucks: Examining counterinstitutional web sites as locations for organizational member voice, dissent, and resistance. *Management Communication Quarterly*, 20, 63-90. doi: 10.1177/0893318906291729

MSC 483: Using Data to Make Informed Decision

- Godlee, F., Smith, J. & Marcovitch, H. (2011). Wakefield's article linking MMR vaccine and autism was fraudulent. *BMJ* 342:c7452. doi: 10.1136/bmj.c7452
- Treadwell, D. (2013). Surveys: Putting numbers on opinions. In *Introducing communication research: Paths of inquiry* (pp. 122-141). Thousand Oaks, CA: Sage Publications, Inc.
- Piper, A. M., Campbell, R., & Hollan, J. D. (2010, April). Exploring the accessibility and appeal of surface computing for older adult health care support. In *Proceedings of the sigchi conference on human factors in computing systems* (pp. 907-916).

- 5 Common Survey Question Mistakes That'll Ruin Your Data. (n.d.). Retrieved January 17, 2018, Retrieved from <https://www.surveymonkey.com/mp/5-common-survey-mistakes-ruin-your-data/>.
- Frick, W. (2014, May). An introduction to data-driven decisions for managers who don't like math. *Harvard Business Review*. Retrieved from <https://hbr.org/2014/05/an-introduction-to-data-driven-decisions-for-managers-who-dont-like-math>
- Davenport, T. (2013). Telling a story with data. *Deloitte Insights*, 12. Retrieved from <https://www2.deloitte.com/us/en/insights/deloitte-review/issue-12/telling-a-story-with-data.html>
- White, I. (2016). Demographic targeting is irrelevant and Netflix agrees. Retrieved from <http://www.affinio.com/blog/2016/05/18/18-demographic-targeting-is-irrelevant-and-netflix-agrees/>
- rickyjtu. (2015, April 11). Malcolm Gladwell on the pitfalls of market research. [Video file]. Retrieved from: <https://youtu.be/964va3YwPms>.
- Carli, C.L., & Eagly, A.H. (2015). Women face a labyrinth: An examination of metaphors for women leaders. *Gender in Management: An International Journal*, 31, 514-527.
- Couldry, N., & Mejias, U.A. (2019). Data colonialism: Rethinking big data's relation to the contemporary subject. *Television & New Media*, 20(4), 336-349.
- Zaffron, S., & Unruh, G. (2018). Your organization is a network of conversations, *MIT Sloan Management Review*. Retrieved from: <https://sloanreview.mit.edu/article/your-organization-is-a-network-of-conversations/>
- van Loon, R., & van Dijk, G. (2015). Dialogical leadership: Dialogue as condition zero. *Journal of Leadership, Accountability and Ethics*, 12(3), 62-75.
- Kent, M.L., & Taylor, M. (2002). Toward a dialogic theory of public relations. *Public Relations Review* 28, 21-37.
- Turco, C.J. (2016). *The conversational firm: Rethinking bureaucracy in the age of social media*. New York: Columbia University Press.
- Buber, M., & In Kaufmann, W. (1970). *I and Thou*. New York: Charles Scribner's Sons.
- Yankelovich, D. (1999). *The magic of dialogue: Transforming conflict into cooperation*. New York: Simon & Schuster.

MSC 537: Information Design

Cairo, Alberto, and Safari, an O'Reilly Media Company (2016). *The truthful art: data, charts, and maps for communication*. 1st ed. Berkeley, California: New Riders. Retrieved from: <https://learning.oreilly.com/library/view/the-truthful-art/9780133440492/cover.html>

Ware, C. (2008). *Visual thinking for design*. Amsterdam: Morgan Kaufmann.

Williams, R. (1994). *The non-designer's design book: design and typographic principles for the visual novice*. Berkeley, CA: Peachpit Press.

Chiasson, T., Gregory, D., & Cazares, M. (2014). *Data + design: A simple introduction to preparing and visualizing information*. Infoactive.

Patrick, E. (2020, February 20). *Gestalt theories of perception* [PowerPoint slides]. InstructureMedia. <https://canvas.northwestern.edu/courses/104683/pages/gestalt-theories-of-perception>

Patrick, E. (2020, February 27). *Infographics and automated tools* [PowerPoint slides]. InstructureMedia. <https://canvas.northwestern.edu/courses/104683/pages/infographics-and-automated-tools>

Patrick, E. (2020, February 27). *What and how to display data* [PowerPoint slides]. InstructureMedia. <https://canvas.northwestern.edu/courses/104683/pages/what-and-how-to-display-data>

MSC 540: Leading Collaboration

Reichl, R. (2019). *Save Me the Plums*. New York: Random House.

Catmull, E. (2008). How Pixar Fosters Collective Creativity. *Harvard Business Review*, 86(9), 64-73.

Eastwood, C., Peckham, A., McCreary, L., Lorenz, R., Neufeld, M., Freeman, M., Damon, M. Warner Home Video (Film), (2010). *Invictus*.

MSC 492: Understanding and Leveraging Networks

Leonardi, P., & Contractor, N. (2018). Better People Analytics. *Harvard Business Review*, 96(6), 70-81.

Battilana, J., & Casciaro, T. (2013). The Network Secrets of Great Change Agents. *Harvard Business Review*, 91(7/8), 62-68.

MSC 482 Section 2: Public Persuasion

Cook, J. S. (1989). *The elements of speechwriting and public speaking*. Don Mills (Ont): Collier MacMillan Canada.

Levy, M. (2010). *Accidental Genius: Using Writing to Generate Your Best Ideas, Insight, and Content*. San Francisco: Berrett-Koehler.

DeSanto, J. (2020, July). *Speechwriting logic, emotion & delivery tips* [PowerPoint slides].

Jackson, J. (1984, January 16). *David and Goliath speech; Tendley Baptist Church*. Retrieved from: <https://www.youtube.com/watch?v=6H6vazOz018>

Graham, J. (2020, April 11). 6 tips for looking great in a Zoom meeting. USA Today. <https://www.usatoday.com/story/tech/2020/04/11/zoom-meetings-go-better-these-6-tips-look-your-best/5125980002/>