

AI-Driven Communication Strategy & Leadership

Preparing communication leaders for a function being rebuilt in real time

GRADUATE ONLINE SYNCHRONOUS SIX MODULES SPECIAL TOPICS OR CATALOG

THE COURSE

Communication strategy is changing faster than most organizations can adapt. This course prepares graduate students to lead through that change — not by chasing tools, but by developing the strategic and systems-level thinking that makes leaders effective regardless of which technologies emerge next.

Drawing on frameworks from communication theory, organizational leadership, and applied AI practice, students will examine how artificial intelligence is reshaping the entire communication function: from narrative development and content systems to team design, organizational culture, and governance. Coursework moves between conceptual frameworks and real-world case studies, with an emphasis on the decisions leaders must make, where AI adds value, where it introduces risk, and how to build cultures that use it responsibly.

By the end of the course, students will be equipped to design AI-assisted communication workflows, lead teams through technological change, and make principled decisions about AI use in high-stakes environments.

WHY THIS COURSE, FOR THIS PROGRAM

Programs are under pressure to put AI in the catalog, and most of what is on offer is a tools survey that will be obsolete before the second cohort takes it. Spending a catalog slot on software that dates in eighteen months is what every curriculum committee is trying to avoid.

This course is built so that both halves hold. Students leave with working command of AI in professional communication practice, and with the strategic frame that stays useful when the specific systems change. It is designed and taught by someone running this work for regulated clients now, so the material is current practice rather than recalled experience.

THE SIX MODULES

1 • AI and the Evolution of Communication Strategy

How the communication function is being rebuilt, and what a leader has to decide about it. Fluency and judgment are both required; neither substitutes for the other.

2 • Prompting as Stylistic and Rhetorical Practice

Working command of the tools, taught as a rhetorical discipline. Authorship and voice integrity at a level where a leader answers for everything the organization publishes.

3 • Narrative and Meaning-Making in an AI Environment

Story as the foundation of any communication strategy worth running. What makes a message land once the supply of competent content is effectively unlimited.

4 • AI in Content Systems, Campaign Design and Team Leadership

Designing AI-assisted workflows at organizational scale and leading AI-fluent teams through adoption. Research and audience intelligence sit here.

5 • AI, Organizational Culture and Leading Through Change

Bringing an organization through a change nobody has finished navigating. Decisions under real uncertainty, and the cultural work that makes adoption hold.

6 • Ethics, Trust and Governance

Policy, risk management, and accountability frameworks that survive contact with legal, regulatory, and public scrutiny.

WHAT STUDENTS LEAVE WITH

- The ability to design and run AI-assisted workflows at organizational scale
- A framework for where AI adds value and where it introduces risk they will own
- Practice leading teams through a change nobody has finished navigating
- Governance and policy language they can use the week they are asked for it

THE DIFFERENTIATOR

Module 2 teaches prompting as a rhetorical discipline: a real, usable skill taught at the level of craft, with the theory that makes it transfer to whatever system replaces the current one. Students get working fluency and the reason it will still hold in five years.

THE INSTRUCTOR

Adrienne Sabilia has spent 16 years in strategic communications, in leadership roles at IBM Research and IBM Watson Health and most recently as Director of Content Marketing and Brand at Komodo Health.

She was the communications and marketing lead on IBM Watson's *Morgan* cognitive movie trailer project, and she built a science communications program that scaled to IBM's global THINK conference. Her work has appeared in *TechCrunch*, *Quartz*, *Time*, the *Washington Post*, and *Axios*.

She now runs Twin Bayonets, a fractional marketing and content strategy practice for healthcare, life sciences, and pharma, where she designs and runs AI-assisted content systems for regulated clients. That work is where this material gets tested: the frameworks here are current practice rather than recalled experience.

She holds an M.A. in Science Writing from Johns Hopkins University and an M.A. in Integrated Marketing & Communications from Marist College.

LOGISTICS

LEVEL	Graduate
DELIVERY	Online, synchronous
STRUCTURE	Six modules, full term
FITS	Special topics, or a standing catalog course

PART OF THE CURRICULUM

This course is one of three pieces built on a single six-module spine. An undergraduate companion, *AI and the Communicator's Craft*, runs the same architecture at a practitioner altitude. A 35-minute lecture, *The Editor Still Wins*, works as a guest session or a pilot for either course. Syllabi on request.