

AI and the Communicator's Craft

Command of the tools, and the judgment that holds when the tools change

UNDERGRADUATE ONLINE SYNCHRONOUS SIX MODULES SPECIAL TOPICS OR CATALOG

THE COURSE

You're entering a field that's being rebuilt in real time. This course doesn't just teach you how to use AI — it teaches you how to think about it, how to stay current as it changes, and how to maintain your voice, judgment, and authority as a communicator when the tools keep shifting.

Starting with the fundamentals of what makes communication work, story, resonance, audience, students will learn to apply AI strategically across the core disciplines of the field: content creation, research, campaign design, and multi-channel execution. Equal emphasis is placed on craft and on the practice of continuous learning: where to find reliable information, how to experiment responsibly, and how to build the judgment that no tool can replace.

This is a practitioner's course. Every module is grounded in how communication professionals actually work, with frameworks that hold up whether you're at an agency, a brand, or a startup, and whether the tools you're using today still exist in five years.

WHY THIS COURSE, FOR THIS PROGRAM

Undergraduates need to graduate employable, which means real command of the systems the field is actually using. They also need to not be stranded when those systems are replaced, which is the part a tools course cannot give them.

This course does both at once. Every module pairs hands-on execution with the framework underneath it, so students leave able to do the work now and able to evaluate whatever arrives next. It is taught by someone running AI-assisted content systems for regulated clients, so the practice is current.

THE SIX MODULES

1 • AI and the Evolution of Communication Strategy

How the field is being rebuilt and where the work actually sits now. The foundation for everything after it.

2 • Prompting as Stylistic and Rhetorical Practice

The core practitioner skill, taught as craft rather than as a list of tricks. Real command of the tools, plus the reason that command transfers when the tools change.

3 • Narrative and Meaning-Making in an AI Environment

What makes communication matter when the supply of content is effectively infinite. Story, resonance, and audience as the things that still decide whether anything lands.

4 • AI in Content Systems, Campaign Design and Research

Hands-on content creation, campaign design, and multi-channel execution with AI applied across each, plus using it for real audience research.

5 • Staying Current and Building Judgment

Where to find reliable information, how to experiment responsibly, and how to keep building judgment after the course ends.

6 • Ethics, Trust and Governance

Responsible use, bias, and transparency in day-to-day professional practice.

WHAT STUDENTS LEAVE WITH

- Working command of AI across content, research, and campaign execution
- Their own voice intact, and the vocabulary to defend authorship in a professional setting
- A habit of staying current in a field that will not stop moving
- A frame for judging tools that do not exist yet, which is most of the ones they will use

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	Undergraduate
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. A graduate companion, *AI-Driven Communication Strategy & Leadership*, runs the same architecture at a leadership altitude. A 35-minute lecture, *The Editor Still Wins*, works as a guest session or a pilot for either course. Syllabi on request.