ST Marketing Techniques is a course designed for students interested in learning about the effective methods and strategies for promoting products and services. The course covers a range of topics including market research, product development, pricing, promotion, and distribution. Students will develop practical skills through hands-on assignments, case studies, and guest lectures from industry professionals. The course is taught by Dr. John Smith, a seasoned marketing expert with over 20 years of experience in the field.}

ST Marketing Techniques is a 3-4 unit course, and it is mandatory for all students in the Marketing and Management program. It fulfills the requirements for the Marketing specialization. Students who complete the course with a grade of B or better will be eligible for advanced standing in the Marketing and Management program.
STS 190. Issues in Technology and the Environment. 4 Units.
Humans have long shaped and reshaped the natural world with technologies. Once a menacing presence to conquer or an infinite reserve for resources, nature is now understood to require constant protection from damage and loss. This course will examine humanity’s varied relationship with the environment, with a focus on the role of technology. Topics include: industrialization, modernism, diversity in environmentalism, environmental justice, global-local tensions, nuclear technology, and biotechnology. Students will explore theoretical and methodological approaches in STS and conduct original research that addresses this human-nature-technology nexus. Enrollment limited to juniors and seniors, or with consent of instructor. First week attendance mandatory.

STS 191. Doing STS: Introduction to Research. 4 Units.
This seminar introduces key analytical approaches and methodologies in STS, as well as basic tools for designing and conducting original research in STS. Students survey a series of influential studies in STS; identify productive questions of their own interest; and explore how to pursue them through strong research design. By completing smaller writing assignments throughout the quarter, you will produce a fully developed research proposal as final assignment. This final proposal can serve as an honors prospectus for students who seek to participate in the STS honors program. First week attendance mandatory.

STS 191W. Doing STS: Introduction to Research. 4 Units.
This seminar introduces key analytical approaches and methodologies in STS, as well as basic tools for designing and conducting original research in STS. Students survey a series of influential studies in STS; identify productive questions of their own interest; and explore how to pursue them through strong research design. By completing smaller writing assignments throughout the quarter, you will produce a fully developed research proposal as final assignment. This final proposal can serve as an honors prospectus for students who seek to participate in the STS honors program. First week attendance mandatory.

STS 199. Independent Study. 1-5 Unit.
Every unit of credit is understood to represent three hours of work per week per term and is to be agreed upon between the student and the faculty member. Instructor consent required. Please contact the department for a permission number.

STS 199A. Curricular Practical Training. 1 Unit.
Students obtain internship in a relevant research or industrial activity to enhance their professional experience consistent with their degree program and area of concentration. Prior to enrolling students must get internship approval by the STS Program Director. At the end of the quarter, a one-page final report must be supplied documenting work done and relevance to degree program. Meets the requirements for Curricular Practical Training for students on F-1 visas. Student is responsible for arranging own internship. Limited to declared STS majors only. Course may be repeated twice. Instructor consent required. Please contact the department for a permission number.

STS 199J. Editing a Science Technology and Society Journal. 1-2 Unit.
The Science Technology and Society (STS) Program has a student journal, Intersect, that has been publishing STS student papers for a number of years. This course involves learning about how to serve as an editor of a peer-reviewed journal, while serving as one of the listed editors of Intersect. Entirely operated online, the journal uses a work-flow management to help with the submission process, peer-review, editing, and publication. Student editors learn by being involved in the publishing process, from soliciting manuscripts to publishing the journal’s annual issue, while working in consultation with the instructor. Students will also learn about current practices and institutional frameworks around open access and digital publishing.

STS 200A. Food and Society: Politics, Culture and Technology. 5 Units.
This course will examine how politics, culture, and technology intersect in our food practices. Through a survey of academic, journalistic, and artistic works on food and eating, the course will explore a set of key analytical frameworks and conceptual tools in STS, such as the politics of technology, classification and identity, and nature/culture boundaries. The topics covered include: the industrialization of agriculture; technology and the modes of eating (e.g., the rise of restaurants); food taboos; globalization and local foodways; food and environmentalism; and new technologies in production (e.g., genetically modified food). Through food as a window, the course intends to achieve two broad intellectual goals. First, students will explore various theoretical and methodological approaches in STS. In particular, they will pay particular attention to the ways in which politics, culture, and technology intersect in food practices. Second, student will develop a set of basic skills and tools for their own critical thinking and empirical research, and design and conduct independent research on a topic related to food. First class attendance mandatory. STS majors must have Senior status to enroll in this Senior Capstone course.

STS 200D. Predictive Technologies of Text. 5 Units.
This course will examine conventions and patterns in the history of recorded human communication to consider how future technologies of text (methods of recording, modes of information exchange, devices for reading text) might develop. All forms of communication from the earliest times to today belong to discrete, discernible systems, whether that’s writing, or representational (art, music, binary code) or paralinguistic (gesture, radio-waves, the stars) and all, it might be argued, follow similar biographies that we’ll describe, authenticate, and model predictively. Same as: ENGLISH 184G

STS 200F. Sociology of Innovation and Invention. 5 Units.
This course examines the social, cultural, and economic factors that foster novelty. We will study a wide array of historical contexts, from the Renaissance to the present day, in which clusters of related innovations transformed the way things are done. We ask when do such innovations cascade out and produce social inventions that, for good and bad, create profound changes in how things are done, leading to new forms of organizations and new categories of people. Seminar/lecture format, reading intensive, final term paper. Prerequisite: admission to the course is restricted to declared STS seniors and is by application only. Email Emily Van Poetsch (emilyvp@stanford.edu) for an application. Applications must be submitted by 5pm on November 1st.

STS 200H. Ethics, Science, & Technology. 4 Units.
Critical analysis of ethical issues raised by recent or emerging advances in science and engineering. Issues: privacy, intellectual property, design equity, the public interest, ethical responsibilities of technical practitioners, research ethics, and freedom of inquiry. Advances from fields such as IT, biotechnology, nanotechnology, neurotechnology, construction technology, and transport technology. Seminar limited to 20 senior STS majors. Prerequisite: a course in ethics or permission of the instructor.

STS 200K. Sciences of Learning. 4 Units.
Understanding the process of learning has enticed and eluded scientists for generations. Abetted by the rise of massive open online courses (MOOCs), learning has attracted new cadres of researchers and stars from scientists in adjacent fields, as well as new forms of financial support and visibility. This seminar investigates the recent dynamics of learning science as a case study in the politics of knowledge. Student projects will enabled focused empirical inquiry.
STS 200L. Critique of Technology. 3-5 Units.
Informed citizens living in today’s world, and especially in Silicon Valley, should be able to formulate their own articulate positions about the role of technology in culture. The course gives students the tools to do so. Against the trend towards the thoughtless celebration of all things technological, we will engage in critique in the two senses of the term: as careful study of the cultural implications of technology and as balanced, argumentative criticism. Can technology make life more meaningful, society more fair, people smarter, and the world smaller? We will pay special attention to the insights that literature, and other arts, can offer for reframing digital culture. Selections by Latin American fiction writers (Cortázar, Zambra), philosophers and thinkers (Heidegger and Beller), as well as recent popular works of social commentary, such as You are not a Gadget, The Shallows, 24/7, and Present Shock. Taught in English.

STS 200M. Tobacco and Health in World History. 4-5 Units.
Cigarettes are the world’s leading cause of death—but how did we come into this world, where 6 trillion cigarettes are smoked every year? Here we explore the political, cultural, and technological origins of the cigarette and cigarette epidemic, using the tobacco industry’s 80 million pages of secret documents. Topics include the history of cigarette advertising and cigarette design, the role of the tobacco industry in fomenting climate change denial, and questions raised by the testimony of experts in court.

STS 200N. Funkentelechy: Technologies, Social Justice and Black Vernacular Cultures. 5 Units.
From texts to techne, from artifacts to discourses on science and technology, this course is an examination of how Black people in this society have engaged with the mutually constitutive relationships that endure between humans and technologies. We will focus on these engagements in vernacular cultural spaces, from storytelling traditions to music and move to ways academic and aesthetic movements have imagined these relationships. Finally, we will consider the implications for work with technologies in both school and community contexts for work in the pursuit of social and racial justice.
Same as: AFRICAAM 200N

STS 200P. Leonardo’s World: Science, Technology and Art. 4-5 Units.
Leonardo da Vinci is emblematic of creativity and innovation. His art is iconic, his inventions legendary. His understanding of nature, the human body, and machines made him a scientist and engineer as well as an artist. This class explores the historical Leonardo, exploring his interests and accomplishments as a product of the society of Renaissance Italy. Why did this world produce a Leonardo? Students will contribute to a library exhibit for the 500th anniversary of Leonardo’s death in May 2019.

STS 200Q. Sociology of Science. 3-4 Units.
The sociology of science concerns the social structures and practices by which human beings interpret, use and create intellectual innovations. In particular we will explore the claim that scientific facts are socially constructed and ask whether such a characterization has limits. Course readings will concern the formation and decline of various thought communities, intellectual social movements, scientific disciplines, and broader research paradigms. A special focus will be placed on interdisciplinarity as we explore whether the collision of fields can result in new scientific advances. This course is suitable to advanced undergraduates and doctoral students.
Same as: EDUC 120, EDUC 320, SOC 330

STS 299. Advanced Individual Work. 1-5 Unit.
For students in the STS Honors program. Every unit of credit is understood to represent three hours of work per week per term and is to be agreed upon between the student and the faculty member. May be repeated for credit.