

STRATEGIC COMMUNICATION AND MEDIA (COMM)

COMM 110 - Communication Concepts

An overview of basic theories concerning the communication process. Recommended as a basis for major study in the area.

Credits: 3

Term(s) Typically Offered: Offered Every Term

Thematic Thread(s): Cultural Literacy & Community Building, Conservation, Technology & Imagination, Human Diversity & Well-Being, Transfer Thread Completion Course

COMM 115 - Visual Literacy

A cornerstone course that involves the study of visual forms of communication with an emphasis on image-based media (newspaper, magazine, film, television, photography, informational graphics, interactive multimedia, digital games and web-based technologies). Topics include visual interpretation, visual manipulation, visual conventions, the role of visual media in cultural processes, and aesthetic appreciation.

Credits: 3

Term(s) Typically Offered: Offered Fall, Winter, & Spring

Thematic Thread(s): Conservation, Technology & Imagination, Institutions & Human Innovations, Transfer Thread Completion Course

COMM 120 - Introduction to Digital Photography

This course provides an introduction to the basic concepts of digital photography. Technical and compositional elements for the creation of quality digital photography are covered. Focus on this course is on the commercial application of photography for media production.

Credits: 3

Term(s) Typically Offered: Offered as Needed

COMM 139 - Foundations of Academic Discovery

Foundations of Academic Discovery serves as the entry point to the Rock Integrated Studies Program. With its strong faculty-student interaction, the course promotes intellectual inquiry, critical and creative thinking, and academic excellence. Through varied content, the course introduces students to academic discourse and information literacy while exploring topics such as diversity and inclusion and global awareness. This course will set students along the path to becoming engaged with issues and scholarship important to a 21st century education while they learn about themselves and their place in the world.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Enrollment limited to students with a semester level of Freshman 1 or Freshman 2.

Enrollment limited to students with the ROCK STUDIES 2 STUDENT or ROCK STUDIES STUDENT attributes.

COMM 170 - Communicology

This course will introduce students to the methods of social science inquiry with an emphasis on how to analyze social trends and propose solutions to social problems facing our world within local, national, and/or global communities. Students will learn about social scientific concepts, theories, and research as they investigate the dynamic processes of understanding and sharing meaning in diverse contexts. (3 credits). No prerequisites.

Credits: 3

Enrollment limited to students with the ROCK STUDIES 2 STUDENT or ROCK STUDIES STUDENT attributes.

COMM 190 - Experimental

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

COMM 195 - Workshop

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

COMM 198 - Selected Topics

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

COMM 200 - Civil Discourse: Theory & Practice

Theory and practice of promoting shared understanding and the common good through civil discourse as related to the development and presentation of oral messages. Students will be expected to develop an understanding of the principles and practices of public speechmaking that constitute civil discourse, how the First Amendment enables it, its history and role in problem-solving, and the influence of mediated discourse on democracy.

Credits: 3

Term(s) Typically Offered: Offered Every Term

COMM 201 - Digital Imaging

This course exposes students to the use and manipulation of electronically generated images through hands-on experience with digital cameras and scanners. Market specific imaging software is used to further enhance and manipulate imagery. Course topics include visual aesthetics, composition, image layering, photo-retouching, spatial relationships, compression techniques, digital painting, editing, color adjustment, filtering, image capture and file formatting.

Credits: 3

Enrollment limited to students with department of Strategic Comm and Media.

COMM 204 - Environmental Communication

In this course, students will learn about the theoretical and applied concepts that guide the discipline of environmental communication including rhetoric & discourse, media, public participation, social marketing, collaboration & conflict resolution, risk communication, and pop culture. Students will demonstrate understanding and show application of materials for successful environmental communication in a variety of protected areas and conservation settings.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms Even

COMM 205 - Audio Production

An introduction to the aesthetic and technical production of audio for a variety of media and disciplines. Course topics include principles of hearing, sound, acoustics, and psychoacoustics, field and studio recording techniques, tools and applications for single and multi-track production and editing; and the development of vocal techniques associated with on-air announcing for radio, television and online productions.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms

Students with a semester level of Freshman 1 may **not** enroll.

COMM 215 - Small Group Communication

Communication problems and processes in small groups. Topics include role and nature of the small group, communication structure, problem-solving techniques, and leadership.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms Odd

Thematic Thread(s): Citizenship & Social Problems, Cultural Literacy & Community Building, Transfer Thread Completion Course

COMM 217 - Intercultural Communication

This course is designed to create a greater understanding of communication patterns and breakdowns which occur as members of one culture group interact with those of another culture group. This course will also develop an increased awareness of particular skills and knowledge that can foster more effective intercultural communication.

Credits: 3

Term(s) Typically Offered: Offered Fall, Spring, & Summer

Thematic Thread(s): Citizenship & Social Problems, Conservation, Technology & Imagination, Human Diversity & Well-Being, Institutions & Human Innovations, Transfer Thread Completion Course

COMM 228 - Principles of Creative Advertising

This course introduces students to the history, role and context of advertising and how advertising messages solve communication problems by informing, changing attitudes and motivating behavioral changes among an organization's target audiences. Students will learn fundamentals about the advertising development and execution process, including theory and strategy, copy writing, design and selection of media.

Credits: 3

Term(s) Typically Offered: Offered as Needed, Offered Spring Terms Even

COMM 231 - Principles of Integrated Marketing Communication & Public Relations

This course seeks to introduce students to the principles of integrated marketing communication and public relations. Students will examine the strategy and tactics through which professional communicators seek to engage audiences to establish and maintain relationships between a brand/organization and its publics. In doing so, the course addresses audience analysis, audience behavior, brand messaging, strategic planning, data analysis & metrics, message strategies & tactics, digital and social media, ethics and regulation. Assignments engage students in analysis relevant to professional practice.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

COMM 232 - Publication Production

This course will be concerned with the nonverbal aspects of print communication, i.e., areas by which the communication process can be enhanced by the use of pictures, charts, graphs, white space, type faces and sizes, etc. It seeks to make students aware of the fact that print communication does not involve only words.

Credits: 3

COMM 235 - Introduction to Digital Design

Exposes students to the manipulation of digital images and their use in digital publication through hands-on experience with market-specific software. Course topics include visual aesthetics, composition, spatial relationships, type-faces, and file formatting.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

COMM 242 - Media Writing

Basic course in media writing techniques and news writing for print, broadcast, and online media platforms. Students practice and write news stories utilizing standard media editing, organization, style, sourcing, and quotation modes.

Prerequisite: ENGL 102^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

COMM 247 - Photojournalism

Photojournalism upholds the professional standards specific to newspaper photography and the recording of news events visually. Students will be introduced to basic photography skills and required to shoot assignments according to print standards on deadline. The course includes issues related to the specialization of shooting sports, spot news, features and special essays. Technical aspects of digital photography and printing for publication are also reviewed.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms Odd

COMM 248 - Interactive Multimedia 1

An introduction to the production of written and media-based content for a variety of web-based applications. Course topics include the use of content management systems, the basics of web design and blog creation, writing for the web, making media for the web, connecting to social media and web analytics.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

COMM 254 - Video Production

An introduction to video production as communication media. Emphasis on the processes and technologies of single-camera production, including: (1) operation of audio and video recording equipment, and (2) development of techniques for composition, lighting, scriptwriting, storyboarding, directing, and editing.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

COMM 256 - Message Preparation

An introduction to message preparation for a variety of media and communication functions, including radio, television, video, podcasts, instructional media, social media, websites, and advertising.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Enrollment limited to students with department of Strategic Comm and Media.

COMM 257 - Recording and Producing in the Audio Industry

To better comprehend and appreciate the industry, this course will introduce students to the business of audio production and publishing. The course will address the elements of recording contracts, production and recording royalties, producing rights, and copyright laws within the audio industry. Students gain valuable knowledge in the legal and business areas within the recording industry.

Credits: 3

COMM 258 - Interactive Multimedia 2

An introduction to the aesthetic and technical production of basic multimedia content for a variety of applications and disciplines. Course topics include basic aesthetics of multimedia, and introduction to media coding and industry specific applications, and development of graphic, animated, and interactive media assets.

Prerequisites: COMM 235^D or COMM 201^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

COMM 263 - Mass Media and Society

An introduction to the mass media that includes an examination of the historical development, current structure, and functions of the traditional and emerging media. The course will also explore the economic, legal, and ethical issues facing the media and introduce the interaction of the media and society, culture, and the individual.

Credits: 3

Term(s) Typically Offered: Offered Every Term

Thematic Thread(s): Cultural Literacy & Community Building, Conservation, Technology & Imagination, Transfer Thread Completion Course, United States in Global Context

COMM 270 - Strategic Health Communication

This course examines strategic communication in the areas of health and the healthcare system, current events and issues in health communication, and the role of media and communication technologies in reaching individuals, communities, and specialized target audiences. Topics such as diversity, crisis communication, and ethics in the context of health communication will be addressed. Students will learn how to apply persuasive strategies and health communication tactics in the development of health communication campaigns.

Credits: 3

COMM 290 - Experimental

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

COMM 295 - Workshop

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

COMM 298 - Selected Topics

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

COMM 303 - Communication and Media Ethics

This course will address the application of ethical standards, guidelines, and policies to situations related to media and to communication. This course is based on two fundamental premises: (1) we create the sort of person that we are through our actions and inactions, and (2) an ethical communicator is one who acts with integrity. This course will cover what constitutes communication ethics from various historical points of view, how recent ethical conflicts have arisen in media production and communication, and how to apply ethical judgments to issues and controversies.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 305 - Broadcast Journalism

An examination of topics critical to practice of broadcast journalism, including researching, news-gathering techniques, writing, and production skills. The course will also introduce the components of the broadcasting system in America including economics, programming, regulations, and broadcast technologies.

Prerequisites: (COMM 242^D or COMM 256^D) and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 307 - Social Media

This course will provide students with a professional approach to using social media tools in their field, examining both the technological and theoretical perspectives of social media through the hands-on application of the technologies.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2, Sophomore 1 or Sophomore 2 may **not** enroll.

Enrollment is limited to students with a program in Communication, Comm-Graphic Design(Art Major), Communication Studies, Strategic Communication&Media, Communication, Strategic Communication&Media, Environ Comm & Heritage Interp, Advertising, Converged Journalism, Digital Media, Integrated Marketing or Public Relations.

COMM 310 - Communication Research Methods

An introduction to the principles, procedures, and tools of research used in the analysis of the communication situation, including consideration of research design and statistical analysis and the identification, control, and measurement of communication variables.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Every Term

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 312 - Argumentation

A study of argumentation as a decision-making process. Course focuses on theories of argument, the roles of advocates and opponents, the nature of argument building, evidence, and reasoning and argument in various contexts.

Prerequisites: COMM 200^C and COMM 110^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offerings Vary

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 314 - Interpersonal Communication

This is a theory-based course examining the process of communication in dyadic and group settings. Emphasis is placed upon (1) influences upon communication processes and resulting behavior and content and (2) the development of skills and skill assessment in both settings.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms Even

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 315 - Organizational Communication

A study of the communication behavior of persons in organizations. Considers the nature of organizations, communication structures in organizations, and the development of communication training in organizations.

Credits: 3

Term(s) Typically Offered: Offerings Vary

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 317 - Topics in Global and Intercultural Communication

To promote effective communication with diverse audiences in an increasingly globalized world, this course develops theoretical and applied approaches to global and intercultural communication. Through readings, resources, and case studies, students will explore intercultural communication in a variety of global contexts, analyze current global communication issues, and develop the ability to design communication strategies that are specific and adapted to an audience's historical and cultural milieu.

Credits: 3

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 318 - Professional Presentation

Principles and applications of communication techniques and media for presentations and processes common to professional settings.

Credits: 3

Term(s) Typically Offered: Offerings Vary

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 332 - Case Studies in Public Relations and Integrated Communication

This advanced course seeks to develop critical thinking skills through the examination of audience-centered case studies. Students examine how professionals in public relations and integrated communication develop objectives that translate into communication campaigns, illustrating theoretical applications in real-life situations. The development of analytical skills, ethical guidelines, and issues of diversity in communication practice are emphasized.

Prerequisites: COMM 231^D and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 333 - Writing for Public Relations and Integrated Marketing Communication

Course seeks to further develop the writing skills of public relations and integrated marketing communication majors. Course assignments focus on expanding students' ability to make critical decisions regarding the process of gathering necessary information, identifying objectives, and creating appropriate messages for specific target audiences.

Prerequisites: (COMM 242^D or COMM 256^D) and COMM 231^D and COMM 110^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 334 - Publication Production

The course continues to expose students to the in-depth study of electronic publication issues, specifically with design and layout for newspapers, annual reports and other multiple-page publications. The course covers issues related to prepares, separations, advanced topography and paper selection.

Prerequisites: (COMM 235^D or COMM 232^D) and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms Even

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 335 - Digital Animation

An exploration of the aesthetic and technical production of animated and interactive assets for a variety of media applications. Course topics include development of raster and vector graphic elements and design and production of both simple and interactive animation for a variety of applications and disciplines.

Prerequisites: (COMM 235^D or COMM 201^D) and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 336 - Media Relations and Crisis Communication

This course focuses on two key areas of public relations and crisis communication. During the first half of the semester, this course will explore how the news media works and how PR practitioners establish and maintain positive relationships with the news media. This course will explain the role of the news media in message dissemination and how to effectively work with reporters. During the second half of the semester, students will build on their media relations knowledge and explore issues and crisis management - before, during and after a crisis. Students will learn common crisis response strategies to address many organizational audiences through well-known case studies. Emphasis will be placed on practical application of crisis communication theory.

Prerequisites: COMM 110^C and COMM 231^C

^C Requires minimum grade of C.

Credits: 3

Enrollment limited to students with a semester level of Junior 1, Junior 2, Senior 1 or Senior 2.

Enrollment limited to students in the College of Business college.

COMM 342 - Sports Journalism

Discussion of ethics and responsible sports journalism, sports information and public relations interview techniques, broadcast sports journalism. Guest lecturers in sports information, public relations, and broadcast journalism may speak on relevant topics.

Prerequisites: COMM 242^D and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms Odd

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 343 - Feature Journalism

Course will focus on writing feature articles for newspapers and magazines.

Prerequisites: COMM 242^D and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 347 - New-Media Journalism

An examination of new-media forms and the effects of new digital media on media industries and the practice of journalism. The course will examine the differences between traditional and new media journalism in theory and in practice and explore online writing techniques and the impact of social networking sites on the practice of journalism.

Prerequisites: (COMM 242^D or COMM 248^D or COMM 256^D) and COMM 110^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 348 - Advanced Journalistic Writing and Reporting

Instruction in writing and reporting techniques beyond the basic news story, focused on detailed, in-depth news-writing and news-gathering practices, including use of human and documentary sources, toward production of public affairs stories; discussions of contemporary journalistic ethics and values.

Prerequisites: COMM 242^D and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 350 - Editing for Video

This course provides students with the opportunity to expand their knowledge of video editing. Special attention is given to expanding skill sets associated with digital non-linear editing.

Prerequisites: COMM 254^D and COMM 110^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 352 - Digital Radio Production

This course introduces students to the business and production of digital radio broadcasting, including broadcast technology, producing, directing, writing, and performance for radio. Students gain experience in studio and control room operation and production roles.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 3

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

Enrollment limited to students with department of Strategic Comm and Media.

COMM 354 - TV Studio Production

The course covers the process and technique of multi-camera video production. Students gain experience in studio and control room operation and production roles. The course trains students to integrate video packages produced in the field for presentation in a multi-camera studio broadcast.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 355 - TV Field Production

An advanced course in the processes and techniques of single-camera field production and editing. Students will report, film, write, and edit packages for television news.

Prerequisite: COMM 110^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 359 - Interactive Multimedia 3

This course provides students the ability to move beyond the traditional models of information distribution using image, sound, motion and text. The course introduces the fundamentals of communicating through digital interfaces with an audience. Topics include digital imaging, creating effective interactive projects, models of information structure, analysis of design problems and distribution models. Theories of communication, learning, human-centered design and project evaluation are discussed.

Prerequisites: COMM 258^D and COMM 110^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 360 - Corporate Media

The application of adult training theories, communication theories, and production skills in the planning, design, and implementation of media in the corporate and institutional setting, with emphasis on media management and the use of media in training and development.

Prerequisites: (COMM 235^D or COMM 232^D) and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 364 - Strategic Brand Communication

This course provides insights on developing strategic brand communication strategies. This course offers essential concepts, frameworks, theories, practices, and skills required to create and manage strategic brand communications.

Prerequisites: COMM 231^D or MRKT 330^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms Even

Enrollment limited to students with a semester level of Junior 1, Junior 2, Senior 1 or Senior 2.

Enrollment limited to students in the College of Business college.

COMM 365 - Sports and Esports Production

The course prepares students to broadcast sports and esports events and news. Topics covered include media production, play-by-play announcing, studio sportscasts, field reporting, pre-game and post-game analysis, social media integration, streaming, and content creation for live sports broadcasts.

Credits: 3

COMM 370 - Health Communication Cases and Strategies

This course further develops students' strategic competencies in the area of health communication through the investigation of case studies and campaign design. Students will analyze proactive and responsive communication strategies; messaging techniques and audience segmentation; multimedia and multiplatform tactics; and media relations and crisis response. Students will utilize qualitative and quantitative research techniques to drive messaging and strategy in the creation of integrated health communication campaigns.

Prerequisite: COMM 270^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Enrollment limited to students with a semester level of Junior 1, Junior 2, Senior 1, Senior 2 or Sophomore 2.

Enrollment limited to students in the College of Business college.

COMM 390 - Experimental

A unique and specifically focused course within the general purview of a department which intends to offer it on a "one time only" basis and not as a permanent part of the department's curriculum.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 395 - Workshop

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 398 - Selected Topics

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 401 - Digital Imaging

This course continues to expose students in the use, manipulation and creation of digital images through hands-on experience with market specific imaging software. Course topics include visual aesthetics, image composition, vector graphics, typography, image scalability and file formatting.

Prerequisites: (COMM 235^C or COMM 201^C) and COMM 110^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 405 - Global Media

An examination of different regions of the world and their media systems. The course will explore how politics, economics and culture play a role in shaping global media structures. Both historical and contemporary perspectives on the topic are addressed, particularly as they relate to issues of democracy, cultural autonomy, political rights, social justice, media systems of different world regions, global representations in U.S. media, new technologies and developments in global technology and economic media developments.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms

Thematic Thread(s): Conservation, Technology & Imagination, Transfer Thread Completion Course, United States in Global Context

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 407 - Social Media Network Analytics

COMM 407 examines the core concepts of social media networks and the process of collecting, analyzing, measuring, and visualizing data for organizations and businesses. The course emphasizes understanding the role of theories in social media analytics and the tools that help collect and analyze social media data and prepare reports. Students learn and work on data analytics software in this advanced-level course for their assignments and projects.

Prerequisite: COMM 307^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms Odd

Enrollment limited to students with a semester level of Junior 1, Junior 2, Senior 1 or Senior 2.

COMM 410 - Communication Law

Discussion of topics related to the field of mass communication (freedom of the press, libel, invasion of privacy, copyright, obscenity, regulations, ethics, and responsibility of the communicator and the agency).

Credits: 3

Term(s) Typically Offered: Offered Every Term

Enrollment limited to students with a semester level of Senior 1 or Senior 2.

COMM 413 - Communication Theory

A study of the significant theories of human communication that help to explain and predict the role of communication in determining the social, cultural, and political behavior of the community.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 415 - Persuasion

This course will familiarize students with the processes of persuasion, the relationship of persuasion to other forms of human communication, methods for studying persuasion, the theories of persuasion and ethical concerns about persuasion. The perspectives and tools developed in this course should enable the student to develop effective message strategies in work and personal situations.

Prerequisites: COMM 110^D and COMM 200^D and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 419 - Propaganda: Ideology, Communication Warfare, and Social Control

The purpose of this course is to enhance the critical thinking and analytical skills of students to make them better able to cope intellectually with public argument in a world of where sound-bites and terrorism rule the day. This course addresses the ways in which various ideologies compete for global dominance by employing advocacy strategies and propaganda techniques, a process made both more complex and more consequential by rapidly advancing communication technologies. By manipulating visual imagery, propagandists often exert control over the public's perception of political, social and economic reality. Extensive use of art and video examples will be made in this course.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms Odd

Thematic Thread(s): Citizenship & Social Problems, Conservation, Technology & Imagination, Transfer Thread Completion Course, United Stated in Global Context

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 422 - History of Journalism

Tracing the history of American journalism from its early English European heritage to modern times. Emphasis on people, organization, and media that have helped establish the press as an American institution.

Credits: 3

Term(s) Typically Offered: Offered Fall Terms Odd

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 431 - PR and IMC Campaigns Capstone

Capstone course in the PR, IMC and Health Communication concentrations. Course provides students a thorough experience in conducting public relations and integrated marketing communication campaigns and preparing communication materials. Working in teams, students prepare and conduct the research, planning, implementation and evaluation of an actual campaign for a client.

Prerequisites: (COMM 332^D or COMM 336^D or COMM 370^D) and COMM 333^C and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2, Junior 1, Junior 2, Sophomore 1 or Sophomore 2 may **not** enroll.

COMM 434 - Advertising Production

Advanced production course which applies concepts of design, creative strategy and message development to the creation of advertising in a variety of mediums. Course focuses on development of consumer, public service and public relations advertising campaigns.

Prerequisites: (COMM 235^D or COMM 232^D) and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Students with a semester level of Freshman 1, Freshman 2, Sophomore 1 or Sophomore 2 may **not** enroll.

COMM 441 - Issues in Journalism

An analysis and discussion of the impact of journalism on contemporary society. Among the subjects discussed will be the evolution of journalism in a digital age, ethical concerns for modern journalists, and the impact of mobile technology on the practice of journalism.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms Even

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 449 - Communication Projects

This course provides students an opportunity to investigate in-depth, approved topics in applied communication.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 450 - Internship

Supervised placement or research in selected private or public agencies.

Prerequisite: COMM 310^D

^D Requires minimum grade of D.

Credits: 1-12

Term(s) Typically Offered: Offered Every Term

Students with a semester level of Freshman 1, Freshman 2, Sophomore 1 or Sophomore 2 may **not** enroll.

COMM 453 - Media Project Management

This course is intended to develop student mastery of the emerging environment of digital information through a project-based, team-based course. The course focuses on issues of team work, project management, strategy development and communication both inside and outside of the team. Other topics include budgeting, development of human capital, leadership, time management and legal issues.

Prerequisites: COMM 258^D and (COMM 307^D or COMM 347^D) and (COMM 359^D or COMM 401^D) and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 454 - Live Broadcast Production

This course will teach students visual aesthetic principles and technical skills required to produce live programming and graphics for broadcast. Course topics include objective development, composition, element layering, branding, and advanced multi-camera studio and field production.

Prerequisites: (COMM 235^D or COMM 201^D) and COMM 350^D and COMM 354^D and COMM 110^C

^D Requires minimum grade of D.

^C Requires minimum grade of C.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 455 - History of Broadcasting

A focus on the history and development of radio and television broadcasting in the United States. Students will watch and listen to historical broadcasts and discuss the evolution of entertainment and news programming from the beginning of the 20th century through today.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms Odd

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 458 - Media Criticism

A critical examination of film, television, and radio. The course focuses on the formation and application of standards for appraising media and their messages.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Thematic Thread(s): Conservation, Technology & Imagination, Institutions & Human Innovations, Transfer Thread Completion Course

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 459 - Issues in Communication Technologies

An exploration of current and emerging communication technologies including their development and regulation, as well as the social, individual and ethical impact of these technologies.

Credits: 3

Term(s) Typically Offered: Offered Spring Terms

Thematic Thread(s): Transfer Thread Completion Course

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 464 - Advertising Campaigns Capstone

This course is a capstone course in the Advertising program. Students will demonstrate how the knowledge and skills learned in their program can be applied directly to designing and developing creative advertising campaigns. Students will be responsible for conducting research, strategic planning, writing creative briefs, planning and preparation of advertising copy and design, and campaign evaluation.

Prerequisites: COMM 228^D and COMM 235^D and COMM 310^D and COMM 434^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered as Needed

Enrollment limited to students with a semester level of Senior 1 or Senior 2.

Enrollment is limited to students with a program in Advertising.

COMM 480 - The Communication Age

Presentation and discussion of the influences, trends, and issues that permeate the evolution toward a 'Communication Age'. Major issues and influences are examined, including significant technological developments and solutions that have been applied to communication needs and opportunities. Discussion addresses marketplace forces; humanistic, social, personal, and ethical issues; and the impact on organizations, workplace, home, education, government, and international functions. Major attention is given to the role of the impact on the individual amidst these far-reaching changes.

Credits: 3

Term(s) Typically Offered: Offerings Vary

Thematic Thread(s): Cultural Literacy & Community Building, Conservation, Technology & Imagination, Institutions & Human Innovations, Transfer Thread Completion Course, United States in Global Context

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 490 - Independent Study

Independent Study courses give students the opportunity to pursue research and/or studies that are not part of the university's traditional course offerings. Students work one on one or in small groups with faculty guidance and are typically required to submit a final paper or project as determined by the supervising professor.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 495 - Workshop

A workshop is a program which is usually of short duration, narrow in scope, often non-traditional in content and format, and on a timely topic.

Credits: 1-6

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.

COMM 497 - Senior Capstone Seminar

The seminar is designed to assist students develop career awareness and proficiency in career/job search skills relevant to obtaining an entry-level position in a communication-related field, or to obtain entry to graduate study. Students enrolled will participate in career development activities, including portfolio development, job seminars, establishing credential files, participating in mock and actual interviews, on-site mentoring/shadow program and public presentation of their portfolio.

Prerequisite: COMM 110^D

^D Requires minimum grade of D.

Credits: 3

Term(s) Typically Offered: Offered Fall & Spring Terms

Students with a semester level of Freshman 1, Freshman 2, Junior 1, Junior 2, Sophomore 1 or Sophomore 2 may **not** enroll.

Enrollment limited to students with department of Strategic Comm and Media.

COMM 498 - Selected Topics

A Selected Topics course is a normal, departmental offering which is directly related to the discipline, but because of its specialized nature, may not be able to be offered on a yearly basis by the department.

Prerequisite: COMM 110^C

^C Requires minimum grade of C.

Credits: 1-3

Term(s) Typically Offered: Offered as Needed

Students with a semester level of Freshman 1, Freshman 2 or Sophomore 1 may **not** enroll.