GENERAL EDUCATION:

Social and Behavioral Sciences (SB)

ONE COURSE from

|  |  |  |  |
| --- | --- | --- | --- |
| AFRI 200 | Introduction to Africana Studies | 4 | F, Sp, Su (as needed) |
| ANTH 101 | Introduction to Cultural Anthropology | 4 | F, Sp |
| ANTH 102 | Introduction to Archaeology | 4 | F, Sp |
| ANTH 104 | Introduction to Linguistic Anthropology | 4 | F |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 245 | Social Media Communication | 4 | F | |
| CEP 215 | Introduction to Educational Psychology | 4 | F, Sp, Su |
| ECON 200 | Introduction to Economics | 4 | F, Sp, Su |
| GEND 200W | Gender and Society | 4 | F, Sp |
| GEOG 100 | Introduction to Environmental Geography | 4 | F, Sp, Su |
| GEOG 101 | Introduction to Geography | 4 | F, Sp, Su |
| GEOG 200 | World Regional Geography | 4 | F, Sp |
| GEOG 206 | Disaster Management | 4 | F, Sp |
| POL 202 | American Government | 4 | F, Sp, Su |
| POL 203 | Global Politics | 4 | F, Sp |
| POL 204 | Introduction to Political Thought | 4 | F, Sp |
| PSYC 110 | Introduction to Psychology | 4 | F, Sp, Su |
| PSYC 215 | Social Psychology | 4 | F, Sp, Su |
| SOC 200 | Introduction to Sociology | 4 | F, Sp |
| SOC 202 | The Family | 4 | F, Sp, Su |
| SOC 204 | Urban Sociology | 4 | As needed |
| SOC 207 | Crime and Criminal Justice | 4 | F, Sp, Su |
| SOC 208 | The Sociology of Race and Ethnicity | 4 | F, Sp, Su |

**FAS SECTION:**

|  |  |  |
| --- | --- | --- |
| Chemistry\*\* (p. ) | B.A. |  |
|  | B.A. | Environmental Chemistry |
|  | B.S. | Biochemistry |
|  | B.S. | Environmental Chemistry |
|  | B.S. | Professional Chemistry |
| Communication (p. ) | B.A. | Media Communication and Advertising |
|  | B.A. | Public and Professional Communication |
|  | B.A. | Public Relations and Advertising |
|  | B.A. | Speech, Language, and Hearing Science |
| Computer Information Systems (p. ) | B.S. |  |

ANTHROPOLOGY

Linguistic Anthropology Minor

The minor in linguistic anthropology consists of a minimum of 20 credit hours (five courses), as follows:

Course Requirements

Courses

|  |  |  |  |
| --- | --- | --- | --- |
| ANTH 104 | Introduction to Linguistic Anthropology | 4 | F |

ONE COURSE from:

|  |  |  |  |
| --- | --- | --- | --- |
| ANTH 101 | Introduction to Cultural Anthropology | 4 | F, Sp |
| ANTH 102 | Introduction to Archaeology | 4 | F, Sp |
| ANTH 103 | Introduction to Biological Anthropology | 4 | Sp |

THREE ADDITIONAL COURSES from the following list (TWO must be from ANTH):

|  |  |  |  |
| --- | --- | --- | --- |
| ANTH 310 | Language and Culture | 4 | Alternate years |
| ANTH 349 | Visual Anthropology | 4 | Alternate years |
| ANTH 402 | Evolution of the Capacity for Culture | 4 | Alternate years |
| ANTH 484 | Anthropology Field School: Anthropological Linguistics | 4-8 | As needed |
| COMM 242 | Message, Media, and Meaning | 4 | Sp (odd years) |
| GRK 101 | Introduction to Attic Greek | 4 | F |
| LATN 101 | Elementary Latin I | 4 | F (odd years) |
| PHIL 205W | Introduction to Logic | 4 | F, Sp |

Subtotal: 20-24

Total Credit Hours: 20-24

# Communication

**Department of Communication**

**Department Chair:** Giselle Auger

**Department Faculty: Professor** Min; **Associate Professors** Auger, Endress, Galvez, Kim, Knoth, Olmsted; **Assistant Professors** Jenkins, Martin

Students **must** consult with their assigned advisor before they will be able to register for courses.

Communication B.A.

Course Requirements

CHOOSE concentration A, B, C, or D below







A. Media Communication and Advertising

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| COMM 234 | Introduction to Advertising | 4 | F | |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 243W | Writing for Media | 4 | F |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 340W | Media Ethics | 4 | Sp |
| COMM 345 | Digital Video Production | 4 | F |
| COMM 347 | Media Law | 4 | Sp |
| COMM 349 | Media and Advertising Research | 4 | Sp |
| COMM 462 | Media and Advertising Portfolio | 4 | Sp |

FOUR COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 241 | Introduction to Cinema and Video | 4 | F, Sp, Su |
| COMM 242 | Message, Media, and Meaning | 4 | Sp (odd years) | |
| COMM 245 | Social Media Communication | 4 | F | |
| COMM 246 | Television Production | 4 | Sp | |
| COMM 252 | Multimedia Journalism I | 4 | Annually | |
| COMM 337 | Advertising Strategy and Media Planning | 4 | Annually | |
| COMM 339W | Creativity for Communication and Media | 4 | F | |
| COMM 343 | Audio Production for Multimedia | 4 | Annually | |
| COMM 346 | Sports Reporting | 4 | Sp (even years) |
| COMM 348 | Global Communication | 4 | F (odd years) |
| COMM 443 | Sports, Culture, and Media | 4 | F (even years) |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Subtotal: 52

B. Public and Professional Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 251W | Research Methods in Communication | 4 | F, Sp |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 461 | Public and Professional Capstone | 4 | Sp |

SEVEN COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 230 | Interpersonal Communication | 4 | F |
| COMM 256 | Human Communication and New Technology | 4 | Sp |
| COMM 332 | Gender and Communication | 4 | F |
| COMM 333 | Intercultural Communication | 4 | As needed |
| COMM 336 | Health Communication | 4 | Sp |
| COMM 353 | Political Communication | 4 | Annually |
| COMM 354 | Communication and Civic Engagement | 4 | Sp |
| COMM 356 | Group Decision Making | 4 | Sp |
| COMM 359 | Argumentation and Debate | 4 | F |
| COMM 412 | Strategies in Fundraising and Development | 4 | As needed |
| COMM 452 | Conflict Resolution | 4 | As needed |
| COMM 454 | Organizational Communication | 4 | Annually |
| COMM 459 | Debate Practicum | 4 | As needed |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Subtotal: 44

C. Public Relations and Advertising

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 251W | Research Methods in Communication | 4 | F, Sp |
| COMM 301 | Introduction to Public Relations | 4 | F, Sp |
| COMM 334 | Introduction to Advertising | 4 | Sp |
| COMM 357 | Public Opinion and Propaganda | 4 | F, Su |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |
| COMM 485 | Public Relations and Advertising Campaigns | 4 | F, Sp |

FIVE COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 201W | Writing for News | 4 | F, Sp |
| COMM 311W | Advanced Public Relations | 4 | F |
| COMM 312W | Advanced Writing: Public Relations and Advertising | 4 | Sp |
| COMM 337 | Advanced Advertising | 4 | Sp |
| COMM 339W | Creativity for Public Relations and Advertising | 4 | F |

TWO COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 242 | Message, Media, and Meaning | 4 | F |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 340W | Media Ethics | 4 | Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 454 | Organizational Communication | 4 | Annually |
| MGT 201W | Foundations of Management | 4 | F, Sp, Su |
| MKT 201W | Introduction to Marketing | 4 | F, Sp, Su |
| MKT 334 | Consumer Behavior | 4 | F, Sp |

Subtotal: 60

D. Speech, Language, and Hearing Science

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 251W | Research Methods in Communication | 4 | F, Sp |
| COMM 255W | Introduction to Language | 4 | Sp |
| COMM 305 | Introduction to Communication Disorders | 3 | F |
| COMM 319 | Phonetics and Phonology | 4 | F |
| COMM 320W | Speech and Language Development | 4 | F |
| COMM 323 | Introduction to Audiology | 3 | F |
| COMM 325 | Anatomy and Physiology: Speech and Hearing | 4 | Sp |
| COMM 421 | Speech and Hearing Science | 4 | Sp |
| COMM 422 | Language Processes | 4 | As needed |
|  |  |  |  |
| COMM 429 | Introduction to the Clinical Process | 3 | As needed |
|  | -Or- |  |  |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Cognates

|  |  |  |  |
| --- | --- | --- | --- |
| BIOL 100 | Fundamental Concepts of Biology | 4 | F, Sp, Su |
| MATH 240 | Statistical Methods I | 4 | F, Sp, Su |
|  |  |  |  |
| PHYS 110 | Introductory Physics | 4 | Sp, F, Su |
|  | -Or- |  |  |
| CHEM 103 | General Chemistry I | 4 | F, Sp, Su |

Subtotal: 53-54

Communication Minor

Course Requirements

The minor in communication consists of a minimum of 20 credit hours (six courses), as follows:

Courses

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |

AND FOUR ADDITIONAL COMMUNICATION COURSES, with at least two at the 300-level.

Note: Connections courses cannot be used to satisfy these requirements.

Total Credit Hours: 20-24

Digital Media Production Minor

Course Requirements

The minor in digital media production consists of 24 credit hours (six courses), as follows:

Courses

|  |  |  |  |
| --- | --- | --- | --- |
| MUS 220/COMM 220 | Digital Audio Production I | 4 | F, Sp, Su |
| COMM 243W | Writing for Media | 4 | F |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |

THREE COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| MUS 207 | Electronic Music | 4 | As needed |
| MUS 222/COMM 222 | Digital Audio Production II | 4 | As needed |
| COMM 246 | Television Production | 4 | Sp |
| COMM 343 | Audio Production for Multimedia | 4 | Annually |
| COMM 345 | Digital Video Production | 4 | F |

Total Credit Hours: 24

# Environmental Studies

**Director:**Mary Baker

Students **must**consult with their assigned advisor before they will be able to register for courses.

**Retention Requirements**

A minimum cumulative grade point average of 2.0 in the Environmental Studies major.

Environmental Studies B.A.

Course Requirements

Foundation Courses

Introduction to Environmental Studies

|  |  |  |  |
| --- | --- | --- | --- |
| ENST 200W | Environmental Studies | 4 | Sp |

Statistics

|  |  |  |  |
| --- | --- | --- | --- |
| BIOL 240 | Biostatistics | 4 | As needed |
|  | -Or- |  |  |
| MATH 240 | Statistical Methods I | 4 | F, Sp, Su |

Professional Writing

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 201W | Writing for News | 4 | F, Sp |
|  | -Or- |  |  |
| COMM 242 | Message, Media, and Meaning | 4 | Sp (odd years) |
|  | -Or- |  |  |
| ENGL 231W | Multimodal Writing | 4 | Alternate years |
|  | -Or- |  |  |
| ENGL 232W | Public and Community Writing | 4 | Alternate years |

Global Studies B.A.

Course Requirements

Section on:

Art, Literature, Communication

|  |  |  |  |
| --- | --- | --- | --- |
|  | ONE COURSE from: |  |  |
| COMM 348 | Global Communication | 4 | F (odd years) |
| ENGL 335 | Literatures of the World to 1500 | 4 | As needed |
| ENGL 336 | Reading Globally | 4 | As needed |
| FILM 353 | National Cinemas | 4 | Alternate years |
| FREN 313 | Modern France and the Francophone World | 4 | Alternate years |
| FREN 323 | Survey of French Literature from the Middle Ages to 1789 | 4 | Alternate years |
| FREN 324 | Survey of French Literature from 1789 to the Present | 4 | Alternate years |
| ITAL 321 | Italian Literature and Civilization through Renaissance | 4 | Alternate years |
| ITAL 322 | Italian Literature and Civilization Post-Renaissance | 4 | Alternate years |
| MLAN 360 | Seminar in Modern Languages | 3 | Annually |

# Liberal Studies

**Program Director:** Thomas Schmeling

Students **must** consult with their assigned Liberal Studies advisor before they will be able to register for courses.

Liberal Studies B.A.

**Retention Requirement:** A 2.0 GPA across all courses counted toward the major is required for graduation.

Course Requirements

Courses

|  |  |  |  |
| --- | --- | --- | --- |
| LIBS 261 | Introduction to Liberal Studies | 4 | Annually |
| LIBS 461W | Liberal Studies Seminar | 4 | Annually |

EIGHT ADDITIONAL COURSES chosen in consultation with a Liberal Studies Advisor.

At least one course must come from four of the five areas listed below, and no more than four courses may come from any one area or department. At least four of the courses must be at the 300-level or above. Connections courses, and courses that have been used to fulfill the student’s General Education requirements may not be counted toward the major.

Arts

Choose from courses in Art, Art History, Dance, Film Studies, Music and Theatre or any of the following courses:

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 241 | Introduction to Cinema and Video | 4 | F, Sp, Su |

|  |  |  |  |
| --- | --- | --- | --- |
| ENGL 113 | Approaches to Drama: Page to Stage | 4 | F, Sp |

Humanities

Choose from courses in English (except ENGL 113), History, Modern Languages, Philosophy or any of the following courses:

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 242 | Message, Media, and Meaning | 4 | Sp (odd years) |
| COMM 255W | Introduction to Language | 4 | Sp |

Mathematics

Choose from courses in Mathematics or Computer Science.

Natural and Physical Sciences

Choose from courses in Biology, Chemistry, Physical Science or Physics.

Social Sciences

Choose from courses in Africana Studies, Anthropology, Economics, Geography, International Non-Governmental Organizations, Non Profit Studies, Political Science, Psychology, Sociology, Gender and Women’s Studies or any of the following courses:

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 230 | Interpersonal Communication | 4 | F |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 332 | Gender and Communication | 4 | F |
| COMM 333 | Intercultural Communication | 4 | As needed |
| COMM 340 | Media Ethics | 4 | Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 353 | Political Communication | 4 | Annually |
| COMM 354 | Communication and Civic Engagement | 4 | Sp |
| COMM 356 | Group Decision Making | 4 | Sp |
| COMM 357 | Public Opinion and Propaganda | 4 | F, Su |
| COMM 359 | Argumentation and Debate | 4 | F |

Total Credit Hours: 41-52

MANAGEMENT

International Business Minor

**Faculty Contact:** Kemal Saatcioglu

Students must consult with their assigned advisor before they will be able to register for courses.

Students are also advised to consult with the faculty contact for the International Business minor for creating a personalized plan at the time they declare this minor.

Retention Requirements

A minimum cumulative grade point average of 2.50 in the International Business minor.

Course Requirements

Choose FOUR courses from A and B combined:

A. TWO OR THREE COURSES from the following:

|  |  |  |  |
| --- | --- | --- | --- |
| ECON 421 | International Economics | 4 | As needed |
|  | -Or- |  |  |
| ECON 422 | Economics of Developing Countries | 4 | As needed |
|  |  |  |  |
| FIN 434 | International Financial Management | 4 | F, Sp |
| MGT 345 | Managing in the World’s Regions | 4 | Annually |
| MKT 329 | Global Marketing | 4 | F, Sp |

B. ONE OR TWO COURSES from the following:

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 348 | Global Communication | 4 | F (odd years) |
| POL 203 | Global Politics | 4 | F, Sp |
| POL 303 | International Law and Organization | 4 | Sp |
| POL 341 | The Politics of Developing Nations | 4 | Sp |
| POL 342 | The Politics of Global Economic Change | 4 | Every third semester |
| POL 345 | International NGOs and Nonprofits | 4 | F |

Subtotal: 25-38

• *ACCT 201 is a prerequisite for FIN 301.*

• *COMM 240 is a prerequisite for COMM 248 and fulfills the Social and Behavioral Sciences category of General Education.*

• *ECON 214 is a prerequisite for ECON 421 and ECON 422.*

• *ECON 215 is a prerequisite for ECON 421, ECON 422, and FIN 434.*

• *FIN 301 is a prerequisite for ECON 421, ECON 422, and FIN 434.*

• *MATH 177 is a prerequisite for ECON 421, ECON 422, and FIN 301, and fulfills the Mathematics category of General Education.*

• *MATH 248 is a prerequisite for FIN 434 and fulfills the Advanced Quantitative/Scientific Reasoning category of General Education.*

• *MGT 201 is a prerequisite for MGT 345.*

• *MKT 201 is a prerequisite for MKT 329.*

• *POL 203 fulfills the Social and Behavioral Sciences category of General Education.*

*Note:* Courses taken to meet the requirements of other business majors or minors (in Accounting, Computer Information Systems, Economics, Finance, Health Care Administration, Management, and Marketing) cannot be used to simultaneously fulfill the requirements of the international business minor (termed double counting).

*Note:* Can be completed within 21-26 credits with cognates that double count as AQSR, Mathematics, and Social and Behavioral Science categories of General Education

# COMM - Communication

COMM 162 - East Asian Popular Cinema (4)

East Asian culture, identity, gender, and communication patterns are explored through the examination of different genres in popular films and documentaries from Japan, Korea, Taiwan, Hong Kong, and China.

Offered: As needed.

COMM 201W - Writing for News (4)

The fundamentals of composition using the AP style guide are introduced. Topics include news values, basic reporting, public relations formats and techniques for achieving high-quality news and public relations writing. This is a Writing in the Discipline (WID) course. (Formerly COMM 302.)

Prerequisite: FYW 100 or FYW 100P or completion of the College Writing Requirement.

Offered: Fall, Spring.

COMM 208 - Public Speaking (4)

Students develop public-speaking skills through directed practice. Emphasis is on the selection and organization of material, the use of reasoning and evidence, speech construction, and methods of delivery.

Offered: Fall, Spring.

COMM 220 - Digital Audio Production I (4)

Students learn to create and analyze digital audio production projects in multiple forms and within different contexts. Studio based voice, music, sound design, and audio storytelling techniques are highlighted. Students cannot receive credit for both COMM 220 and MUS 220.

General Education Category: Arts - Visual and Performing

Cross-Listed as: MUS 220.

Offered: Fall, Spring, Summer.

COMM 222 - Digital Audio Production II (4)

This course serves as a project-based extension of Digital Audio Production I, including continued exploration of sound recording and transmission, composition and arranging, editing, mixing and mastering. Students cannot receive credit for both COMM 222 and MUS 222.

Prerequisite: COMM 220 or MUS 220.

Cross-Listed as: MUS 222.

Offered: As needed.

COMM 230 - Interpersonal Communication (4)

By participating in a series of communication experiences, students explore principles, skills, theory, and techniques essential for effective face-to-face communication across a variety of contexts. (Formerly COMM 330.)

Prerequisite: Completion of at least 30 college credits or sophomore standing or permission of department chair.

Offered: Fall.

COMM 234 - Introduction to Advertising (4)

The key processes of modern advertising practice are introduced. Topics include production of effective advertising and media. Students cannot receive credit for both COMM 234 and MKT 338.

Offered: Fall.

COMM 240 - Mass Media and Society (4)

The institutions, history, and technology of the mass media are examined. Newspapers, film, and broadcasting media are studied in terms of social and personal impact.

General Education Category: Social and Behavioral Sciences.

Offered: Fall, Spring, Summer.

COMM 241 - Introduction to Cinema and Video (4)

Hollywood industry, new digital technology, audiences, and other important cinematic elements (visual, technical, social, ideological, aesthetical, economic, and cultural aspects) are examined.

General Education Category: Arts - Visual and Performing.

Offered: Fall, Spring, Summer.

COMM 242 - Message, Media, and Meaning (4)

Students are introduced to visual communication and how meaning is made. Topics include the theories about and critical interpretation of visual media. Media production projects and presentations are required.

Offered: Spring (odd years).

COMM 243W - Writing for Media (4)

Students are introduced to the concepts and techniques used during the digital media preproduction process. Students also learn how to write for a variety of digital media distribution channels. This is a Writing in the Discipline (WID) course.

Prerequisite: FYW 100, FYW 100P or FYW 100H.

Offered: Fall.

COMM 244 - Digital Media Lab (4)

Students learn to create and analyze digital media in multiple forms, including still image work, motion graphics composition, audio and video production, and web design.

General Education Category: Arts - Visual and Performing.

Offered: Fall, Spring, Summer.

COMM 245 - Social Media Communication (4)

Students will explore the development of social media by situating them in broader social, political, historical, cultural, and industrial contexts.

General Education Category: Social and Behavioral Sciences.

Offered: Fall.

COMM 246 - Television Production (4)

The theoretical and practical aspects of television production, script preparation, and studio and control room operations and practice are presented. Included is a two-hour-per-week lab.

Offered: Spring.

COMM 251W - Research Methods in Communication (4)

Students will critique research from scholarly journals and apply a selected method in an original research proposal. Topics include communication research, quantitative and qualitative methods. This is a Writing in the Discipline (WID) course. (Formerly COMM 200.)  This is a Writing in the Discipline (WID) course.

Prerequisite: Completion of at least 24 college credits.

Offered: Fall, Spring.

COMM 252 - Multimedia Journalism I (4)

Skills-based course which introduces visual journalism and digital storytelling. Emphasizes telling the story through audio, video and social media channels and prepares students for reporting the news digitally.

Prerequisite: COMM 244.

Offered: Annually.

COMM 253 - Multimedia Journalism II (4)

Production-based course in which students report live, real-time, news situations to create digital news packages usable across multiple digital platforms: audio, video and social media.

Prerequisite: COMM 252.

Offered: As needed.

COMM 255W - Introduction to Language (4)

The diversity and basic similarities of languages are explored, including their phonetic, phonological, morphological, syntactic, semantic, and social properties. This is a Writing in the Discipline (WID) course.

Prerequisite: COMM 251 or COMM 251W.

Offered: Spring.

COMM 256 - Human Communication and New Technology (4)

Explores how human communication occurs through new technologies, including the Internet, social media, mobile communication, and virtual spaces. Students will study both theory and praxis in professional and personal contexts.

Prerequisite: COMM 251 or COMM 251W.

Offered: Spring.

COMM 261 - Issues in Free Speech (4)

Free speech issues are critically examined in historical and cultural context. Emphasis is on American law and circumstances compared to those of selected non-Western countries.

General Education Category: Connections.

Prerequisite: FYS 100, FYW 100/FYW 100P/FYW 100H, and at least 45 credits.

Offered: Annually.

COMM 262 - Dialect: What We Speak (4)

This course explores the variability within a human language as influenced by geography, history, social class, gender, age, ethnicity, and cultural identity.

General Education Category: Connections.

Prerequisite: FYS 100, FYW 100/FYW 100P/FYW 100H, and at least 45 credits.

Offered: As needed.

COMM 263 - East Asian Media and Popular Culture (4)

Examination of cultural forms in China, Japan, and Korea by studying socio-political and cultural implications of transnational flows between East Asia and the West through various forms of media.

General Education Category: Connections.

Prerequisite: FYS 100, FYW 100/FYW 100P/FYW 100H, and at least 45 credits.

Offered: Spring, Summer.

COMM 301 - Introduction to Public Relations (4)

The field of public relations is surveyed, with emphasis on the role of the communication specialist as a practitioner. Topics include public relations history, ethics, campaign design, and media use.

Prerequisite: Completion of at least 45 college credits.

Offered: Fall, Spring.

COMM 303 - Advanced Reporting and Interview (4)

Skills-based reporting course that emphasizes interviewing techniques, longer-form storytelling, interpersonal skills and feature-style story telling. Requires students to bring in real-world features and long-form interviews into class.

Prerequisite: COMM 201 or COMM 201W or COMM 302.

Offered: As needed.

COMM 305 - Introduction to Communication Disorders (3)

A variety of speech, language, and hearing problems that may exist in children and adults are examined. Normal processes, abnormalities, and treatment are also discussed.

Prerequisite: COMM 251 or COMM 251W

Offered: Fall.

COMM 311W - Advanced Public Relations (4)

Advanced public relations skills are learned, with emphasis on strategy and evaluation techniques applied to case studies. Students develop individual case studies using a multi-stage writing process. This is a Writing in the Discipline (WID) course.

Prerequisite: COMM 301.

Offered: Fall.

COMM 312W - Advanced Writing: Public Relations and Advertising (4)

Students engage in portfolio-building writing exercises beginning with resume and cover letters. Later assignments include press release, fact sheet infographic, radio and print advertisements, and annual appeal letters. This is a Writing in the Discipline (WID) course.

Prerequisite: COMM 301 or COMM 334.

Offered: Spring.

COMM 319 - Phonetics and Phonology (4)

Students develop listening and transcription skills as well as knowledge about the production of speech. The sound structure of language is explored and students are introduced to phonological theory.

Prerequisite: COMM 255.

Offered: Fall.

COMM 320W - Speech and Language Development (4)

The theories and stages involved in the acquisition of speech and language skills from birth to adolescence are examined. Included are the subsystems of language and normal and abnormal speech and language development. This is a Writing in the Discipline (WID) course.

Prerequisite: COMM 251 or COMM 251W and COMM 255 or COMM 255W.

Offered: Fall.

COMM 323 - Introduction to Audiology (3)

Acoustics, anatomy, and physiology of the ear are introduced. Included are basic hearing tests, hearing disorders, and rehabilitation.

Prerequisite: COMM 251 or COMM 251W and either COMM 255 or COMM 255W, or COMM 305.

Offered: Fall.

COMM 325 - Anatomy and Physiology: Speech and Hearing (4)

Topics include the anatomy and physiology of the speech and hearing mechanism, and neurological, skeletal, and muscular functions involved in speech and hearing.

Prerequisite: COMM 251 or COMM 251W and either COMM 255 or COMM 255W, or COMM 305

Offered: Spring.

COMM 332 - Gender and Communication (4)

Theoretical foundations of gender and communication are introduced.  Topics include verbal and nonverbal communication, communication style, socialization, and processing information. Contexts include interpersonal, organizational, political, and family.

Prerequisite: Completion of at least 45 college credits.

Offered: Fall.

COMM 333 - Intercultural Communication (4)

The communication contexts, issues and consequences that accompany interaction between people from diverse cultures are explored. Research dealing with intercultural communication is explored.

Prerequisite: Junior standing, completion of at least 60 college credits or permission of program chair.

Offered: As needed.

COMM 336 - Health Communication (4)

Explores the dynamics and impact of health communication between individuals and the health care system, such as doctor-patient communication, dissemination of health-related information, and the role of mediated communication.

Prerequisite: Completion of at least 60 hours credit or junior standing, or permission of department chair.

Offered: Spring.

COMM 337 – Advertising Strategy and Media Planning (4)

Theoretical foundations and the process of developing advertising strategy are introduced. Methods of using research data for developing advertising strategy are presented and case studies are discussed.

Prerequisite: COMM 234 or COMM 334.

Offered: Annually.

COMM 338 - Communication for Health Professionals (4)

Designed for health professionals, this course examines the dynamics of patient-provider communication inside the context of the contemporary health system. Other topics covered include risk communication, diversity, influence of technology and social support and health.

Prerequisite: Completion of at least 60 college credits, enrollment in the Medical Imaging program and MEDI 201 or RADT 201.

Offered: Fall.

COMM 339W - Creativity for Communication and Media (4)

Students are introduced to the process of conceptualizing and preparing PR and advertising content for mass media. Emphasis is placed on creative thinking, strategic writing skills and visualization. This is a Writing in the Discipline (WID) course.

Prerequisite: COMM 201W, or COMM 232 or COMM 301, or COMM 234 or COMM 334, or permission of instructor and department chair.

Offered: Fall.

COMM 340W - Media Ethics (4)

Focus is on contemporary ethical issues that arise in both traditional mass media and new media contexts. This is a Writing in the Discipline (WID) course.

Prerequisite: COMM 240.

Offered: Spring.

COMM 343 - Audio Production for Multimedia (4)

This course covers the foundations of audio production for multimedia contexts including radio/podcasting, video/cinema/film, TV, and interactive multimedia.

Prerequisite: COMM 244, or permission of instructor and department chair.

Offered: Annually.

COMM 344 - Broadcast Journalism (4)

The preparation, writing, production, and editing of broadcast news are discussed. Emphasis is on local and special news events. An analysis of broadcast policies and principles of news management are presented.

Prerequisite: COMM 246.

Offered: Spring.

COMM 345 – Digital Video Production (4)

Students advance their knowledge of digital media production, including video, digital graphics and audio, with an emphasis on nonfiction video projects. Course prepares them for their senior year capstone work.

Prerequisite: COMM 244, or permission of instructor and department chair.

Offered: Fall.

COMM 346 - Sports Reporting (4)

Students will learn the skills necessary to succeed as sports reporters and will be required to read, watch and listen to sports reporting from a variety of sources.

Prerequisite: COMM 252, or permission of department chair.

Offered: Spring (even years).

COMM 347 - Media Law (4)

Laws and regulations that affect both mass media and new media formats are examined. Topics include the First Amendment, libel, commercial speech, obscenity and other current legal issues.

Prerequisite: COMM 240.

Offered: Spring.

COMM 348 - Global Communication (4)

Students examine how the globalization of communication systems and content affects people's lives around the world. Media and interaction patterns within and across nations are compared.

Prerequisite: COMM 240.

Offered: Fall (odd years).

COMM 349 - Media and Advertising Research (4)

Students explore the processes of acquisition, evaluation and analysis of information needed for media and advertising research. Secondary and primary research methods for media and advertising are introduced.

Prerequisite: COMM 234 or COMM 334.

Offered: Spring.

COMM 351 - Persuasion (4)

Students will examine principles and techniques of effective influence. The course offers practical experience in persuasive message making in a variety of contexts.

Prerequisite: COMM 208 or permission of department chair.

Offered: Fall, Spring.

COMM 353 - Political Communication (4)

The role of communication in electoral campaigns, speechmaking, debates, media coverage, political advertising, and social media is examined. Special emphasis is placed on the use of strategic communication.

Prerequisite: Completion of at least 30 college credits or sophomore standing, or permission of department chair.

Offered: Annually.

COMM 354 - Communication and Civic Engagement (4)

Students will explore the ways in which public dialogue and deliberation is used to encourage citizen engagement. Experiential projects and student-designed learning experiences are integral to the course.

Prerequisite: Completion of at least 45 college credits and COMM 208, or consent of department chair.

Offered: Spring.

COMM 356 - Group Decision Making (4)

The principles of group dynamics and discussion in task-oriented experiences are examined. Topics include group leadership skills and cooperative problem-solving methods.

Prerequisite: COMM 208 or permission of department chair.

Offered: Spring.

COMM 357 - Public Opinion and Propaganda (4)

The nature and influence of public opinion are explored. Topics include propaganda as a technique for persuasion.

Prerequisite: COMM 240.

Offered: Fall, Summer.

COMM 359 - Argumentation and Debate (4)

The tools of argumentation and debate are introduced, including the construction of logical arguments and the analysis of arguments for weakness in reasoning or evidence.

Prerequisite: 60 credits or permission of department chair.

Offered: Fall.

COMM 412 - Strategies in Fundraising and Development (4)

This course is designed to equip students with the practical skills of strategic fundraising and development, and to provide them with practice in applying these newly acquired skills.

Prerequisite: COMM 251 or COMM 251W and COMM 351, or permission of department chair.

Offered: As needed.

COMM 421 - Speech and Hearing Science (4)

Basic acoustics, the acoustics of speech, speech production theory, psycho-acoustics, and speech perception are covered. Lecture and laboratory.

Prerequisite: COMM 319.

Offered: Spring.

COMM 422 - Language Processes (4)

Human language processes are examined, with explorations into its social, biological, and cognitive components. This course may be repeated for credit with a change in content.

Prerequisite: COMM 251 or COMM 251W (or equivalent) and COMM 255 or COMM 255W.

Offered: As needed.

COMM 429 - Introduction to the Clinical Process (3)

The clinical process and ethics in speech-language pathology and audiology are introduced. Students earn 25 observation hours and learn professional report writing.

Prerequisite: Completion of at least six courses in communication, including COMM 305, with a minimum GPA of 3.00 in all courses.

Offered: As needed.

COMM 443 - Sports, Culture, and Media (4)

This course explores the dynamics of the relationship between sports and the media, and examines how media interprets sports through critical and cultural media theories.

Prerequisite: COMM 240 and 60 Credits.

Offered: Fall (even years).

COMM 452 - Conflict Resolution (4)

Conflict is examined as a personal and societal challenge that can be managed by applying communication skills and knowledge.

Prerequisite: Junior standing, completion of at least 60 college credits or permission of program chair.

Offered: As needed.

COMM 454 - Organizational Communication (4)

A review of theory and practice of communication in organizations. Topics include corporate culture, leadership, teamwork, globalization, ethics, diversity, and critiques of communication systems and structures.

Prerequisite: Completion of at least 60 college credits or junior standing, or permission of department chair.

Offered: Annually.

COMM 459 - Debate Practicum (4)

By applying theories and methods of argumentation, students debate on controversial topics in public venues, such as high schools.

Prerequisite: COMM 359 or consent of department chair.

Offered: As needed.

COMM 460 - Seminar in Communication (3)

A topic not previously studied in communication is researched.

Prerequisite: Completion of at least 75 college credits, including COMM 208, COMM 251 or COMM 251W, and 12 additional credit hours of communication courses.

Offered: As needed.

COMM 461 - Public and Professional Capstone (4)

This course offers students an opportunity to engage in a research study employing rhetorical, qualitative, or quantitative methods, and author an essay suitable for presentation before academic or professional audiences.

Prerequisite: 75 credit hours, all communication required courses (COMM 208, COMM 251, COMM 351) and at least 4 other Public and Professional courses.

Offered: Spring.

COMM 462 – Media and Advertising Portfolio (4)

Students produce media content types and/or advertising campaigns across multiple platforms, formats, and delivery systems based on their individualized focus. Projects are evaluated via the student’s capstone portfolio.

Prerequisite: COMM 345 and COMM 349, or permission of instructor and department chair.

Offered: Spring.

COMM 479 - Communication Internship (4)

Students gain a more comprehensive understanding of communication fields through on-the-job training. This course may be repeated once for credit.

Prerequisite: Open to communication majors who have completed at least 75 credit hours of undergraduate courses, 18 of which are communication courses, and to graduate students, with consent of instructor. Application must be made during the semester prior to field experience. Additional requirements are set forth in the application form.

Offered: Fall, Spring, Summer.

COMM 485 - Public Relations and Advertising Campaigns (4)

Working in teams, students research, plan and implement a communication campaign for a client organization. Field experience may be required.

Prerequisite: COMM 251 or COMM 251W, COMM 301, COMM 334 and COMM 311 or COMM 337.

Offered: Fall, Spring.

COMM 490 - Directed Study (1-4)

Designed to be a substitute for a traditional course under the instruction of a faculty member. This course may be repeated with a change in topic.

Prerequisite: Consent of instructor, department chair and dean.

Offered: As needed.

COMM 491 - Special Problems in Communication (1-4)

Students select a practicum-oriented problem and undertake concentrated research under the supervision of a faculty advisor. This course may be repeated once for credit with a change in content.

Prerequisite: Completion of at least 18 credit hours of communication courses, including COMM 251 or COMM 251W, and consent of instructor, department chair and dean.

Offered: As needed.

COMM 494 - Independent Study I (4)

Students select a topic and undertake concentrated research or creative activity under the mentorship of a faculty member.

Prerequisite: Consent of instructor, department chair and dean, and admission to the communication honors program.

Offered: As needed.

COMM 495 - Independent Study II (4)

This course continues the development of research or creative activity begun in COMM 491. For departmental honors, the project requires final assessment from the department.

Prerequisite: COMM 491 and consent of instructor, department chair and dean.

Offered: As needed.