##

## Communication

Learning Goals (p. 351)

Writing in the Discipline (p. 368)

**Department of Communication**

**Department Chair:** Robert Anthony Galvez

**Department Faculty: Professor** Min; **Associate Professors** Endress, Galvez, MacDonald, Magen, Olmsted, Palombo; **Assistant Professors** Auger, Kim, Knoth, Lemke, Parsons

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, D or E below

A. Journalism

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 201 | Writing for News | 4 | F, Sp |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 251 | Research Methods in Communication | 4 | F, Sp |
| COMM 252 | Multimedia Journalism I | 4 | F, Sp |
| COMM 253 | Multimedia Journalism II | 4 | F, Sp |
| COMM 303 | Advanced Reporting and Interview | 4 | F, Sp |
| COMM 340 | Media Ethics | 4 | Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

FOUR COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 301 | Public Relations | 4 | F, Sp |
| COMM 334 | Advertising | 4 | F, Sp |
| COMM 336 | Health Communication | 4 | Sp |
| COMM 346 | Sports Reporting | 4 | F |
| COMM 348 | Global Communication | 4 | F |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 353 | Political Communication | 4 | Annually |
| COMM 357 | Public Opinion and Propaganda | 4 | Sp |
| COMM 443 | Sports, Culture, and Media | 4 | Sp |

Total Credit Hours: 60

B. Media Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 240 | Mass Media and Society | 4 | F, Sp, Su |
| COMM 242 | Message, Media, and Meaning | 4 | F, Sp |
| COMM 243 | Preproduction for Digital Media | 4 | F, Sp |
| COMM 244 | Digital Media Lab | 4 | F, Sp, Su |
| COMM 246 | Television Production | 4 | F, Sp |
| COMM 340 | Media Ethics | 4 | Sp |
| COMM 343 | Audio Production for Multimedia | 4 | F, Sp |
| COMM 345 | Advanced Digital Media Production | 4 | F, Sp |
| COMM 347 | Media Law | 4 | Sp |
| COMM 349 | Media Theory and Research | 4 | F |
| COMM 492 | Digital Media Practicum | 4 | F, Sp |

THREE COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 241 | Introduction to Cinema and Video | 4 | F, Sp, Su |
| COMM 246 | Television Production | 4 | F, Sp |
| COMM 344 | Broadcast Journalism | 4 | Sp |
| COMM 346 | Sports Reporting | 4 | F |
| COMM 348 | Global Communication | 4 | F |
| COMM 351 | Persuasion | 4 | F, Sp |
| COMM 443 | Sports, Culture, and Media | 4 | Sp |
| COMM 479 | Communication Internship | 4 | F, Sp, Su |

Total Credit Hours: 60

C. Public and Professional Communication

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| COMM 251 | 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 338 | Communication for Health Professionals | 4 | F |
| 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 |

Total Credit Hours: 44

## 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 461 | 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 | F, Sp |
| COMM 255 | 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 | Sp |
| COMM 359 | Argumentation and Debate | 4 | F |

Community Health and Wellness B.S.

Retention Requirements

1. A minimum cumulative GPA of 2.75 each semester.

2. A minimum grade of B- in all other required program courses, except for BIOL 108, BIOL 231, BIOL 335, and PSYC 110 or PSYC 215, which, when needed, require a minimum grade of C.

Course Requirements

Core Courses

|  |  |  |  |
| --- | --- | --- | --- |
| BIOL 108 | Basic Principles of Biology | 4 | F, Sp, Su |
| BIOL 231 | Human Anatomy | 4 | F, Sp, Su |
| BIOL 335 | Human Physiology | 4 | F, Sp, Su |
|  |   |  |  |
| ENGL 230 | Writing for Professional Settings | 4 | F, Sp, Su |
|  | -Or- |  |  |
| MKT 201 | Introduction to Marketing | 3 | F, Sp, Su |
|  |   |  |  |
| HPE 102 | Personal Health | 3 | F, Sp, Su |
| HPE 205 | Conditioning for Personal Fitness | 3 | F, Sp |
| HPE 221 | Nutrition | 3 | F, Sp |
| HPE 233 | Social and Global Perspectives on Health | 3 | F, Sp, Su |
| HPE 303 | Community Health | 3 | F, Sp |
| HPE 406 | Program Development in Health Promotion | 3 | Sp or as needed |
| HPE 410 | Stress Management | 3 | F, Sp |
| PSYC 215 | Social Psychology | 4 | F, Sp, Su |

Note: BIOL 231, BIOL 335: Students concentrating in recreation and leisure studies do not take BIOL 231 and BIOL 335.

Note: PSYC 215: Students concentrating in wellness and movement studies or women’s health may take either PSYC 215 or PSYC 110.

Concentrations

Choose Concentration A, B, C, D, or E below.

A. Community and Public Health Education

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 208 | Public Speaking | 4 | F, Sp |
| HPE 101 | Human Sexuality | 3 | F, Sp, Su |
| HPE 202 | Principles of Health Education | 3 | F, Sp |
| HPE 300 | Concepts of Teaching | 3 | F, Sp |
| HPE 307 | Dynamics and Determinants of Disease | 3 | F, Sp |
| HPE 419 | Practicum in Community Health | 3 | F |
| HPE 426 | Internship in Community Health | 10 | F, Sp, Su |
| HPE 429 | Seminar in Community Health | 2 | F, Sp, Su |

ONE COURSE from

|  |  |  |  |
| --- | --- | --- | --- |
| GEND 200 | Gender and Society | 4 | F, Sp |
| SOC 200 | Society and Social Behavior | 4 | F, Sp |
| SOC 202 | The Family | 4 | F, Sp, Su |

ONE COURSE from

|  |  |  |  |
| --- | --- | --- | --- |
| ANTH 309 | Medical Anthropology | 4 | Alternate years |
| HCA 201 | Introduction to Health Care Systems | 3 | F, Sp, Su |
| PSYC 424 | Health Psychology | 4 | Annually |
| SOC 314 | The Sociology of Health and Illness | 4 | Annually |

TWO COURSES from

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 230 | Interpersonal Communication | 4 | F |
| COMM 351 | Persuasion | 4 | F, Sp |
| ENGL 230 | Writing for Professional Settings | 4 | F, Sp, Su |
| GEND 354 | Teenagers in/and the Media | 4 | As needed |
| GEND 356 | Class Matters | 4 | F |
|  |   |  |  |
| GRTL 314 | Health and Aging | 4 | F, Sp, Su |
|  | -Or- |  |  |
| NURS 314 | Health and Aging | 4 | F, Sp, Su |
|  |   |  |  |
| HPE 431 | Drug Education | 3 | F, Sp |
| MKT 201 | Introduction to Marketing | 3 | F, Sp, Su |
| MKT 329 | Global Marketing | 3 | F, Sp |
| MKT 334 | Consumer Behavior | 3 | F, Sp |

Note: ENGL 230, MKT 201: Students cannot double-count this course if taken as a Core Course option

Computer Information Systems B.S.

Learning Goals (p. 361)
Writing in the Discipline (p. 390)
**Department of Accounting and Computer Information Systems**
**Department Chair:** Lisa Bain
**Computer Information Systems Program Faculty: Professor** Bain; **Assistant Professor** Guo; **Associate Professors** Choi, Hayden

Students must consult with their assigned advisor before they will be able to register for courses. A graded writing assignment is required in **every** course.

Course Requirements

Courses

|  |  |  |  |
| --- | --- | --- | --- |
| ACCT 201 | Principles of Accounting I: Financial | 3 | F, Sp, Su |
| ACCT 202 | Principles of Accounting II: Managerial | 3 | F, Sp, Su |
| CIS 252 | Introduction to Information Systems | 4 | F, Sp, Su |
| CIS 301 | Introduction to Computer Programming in Business | 4 | F, Sp |
| CIS 421 | Networks and Infrastructure | 4 | F, Sp |
| CIS 440 | Issues in Computer Security | 4 | F, Sp |
| CIS 455 | Database Programming | 4 | F, Sp |
| CIS 462 | Applied Software Development Project | 4 | F, Sp |
| ECON 214 | Principles of Microeconomics | 3 | F, Sp, Su |
| ECON 215 | Principles of Macroeconomics | 3 | F, Sp, Su |
| FIN 301 | Financial Management | 4 | F, Sp, Su |
| MGT 201 | Foundations of Management | 3 | F, Sp, Su |
| MGT 341 | Business, Government, and Society | 3 | F, Sp, Su |
| MKT 201 | Introduction to Marketing | 3 | F, Sp, Su |

TWO ADDITIONAL COURSES in computer information systems or computer science at the 300-level or above or COMM 230 (for a total of 8 credits):

|  |  |  |  |
| --- | --- | --- | --- |
| COMM 230 | Interpersonal Communication | 4 | F |

COGNATES

|  |  |  |  |
| --- | --- | --- | --- |
| ENGL 230 | Writing for Professional Settings | 4 | F, Sp, Su |
| MATH 177 | Quantitative Business Analysis I | 4 | F, Sp, Su |
| MATH 248 | Business Statistics I | 4 | F, Sp, Su |

Note: MATH 177: Fulfills the Mathematics category of General Education.

Note: MATH 248: Fulfills the Advanced Quantitative Scientific Reasoning category of General Education.

Total Credit Hours: 69

Health Care Administration B.S.

**Director:** Marianne Raimondo
**Health Care Administration Program Faculty: Assistant Professors** Raimondo, Connolly, Rampa

B.S. in Health Care Administration

The B.S. in Health Care Administration (HCA) provides baccalaureate-level education and training for students considering careers in the health care industry. The program is specifically targeted for those pursuing supervisory and entry-level management positions and/or preparation for graduate education. The Health Care Administration program focuses on the organization, financing and management of health care organizations and the delivery of health care services in the United States.

Students **must** consult with their assigned advisor before they will be able to register for courses. A graded writing assignment is required in **every** course.

Note: HCA 491: Independent Study I and HCA 492: Independent Study II are available for those seeking departmental honors, with consent of program director and dean.

Course Requirements

Courses

|  |  |  |  |
| --- | --- | --- | --- |
| ACCT 201 | Principles of Accounting I: Financial | 3 | F, Sp, Su |
| CIS 252 | Introduction to Information Systems | 4 | F, Sp, Su |
| ECON 214 | Principles of Microeconomics | 3 | F, Sp, Su |
|  |   |  |  |
| FIN 301 | Financial Management | 4 | F, Sp, Su |
|  | -Or- |  |  |
| HCA 330 | Health Care Finance | 3 | Annually |
|  |   |  |  |
| HCA 201 | Introduction to Health Care Systems | 3 | F, Sp, Su |
| HCA 302 | Health Care Organizations | 3 | F, Sp |
| HCA 303 | Health Policy and Contemporary Issues | 3 | F, Sp |
| HCA 355 | Quality Management/Improvement in Health Care | 3 | F, Sp |
| HCA 401/HCA 501 | Ethical and Legal Issues in Health Care Management | 3 | F, Sp, Su |
| HCA 461 | Seminar in Strategic Health Care Management | 3 | As needed |
| HCA 467 | Internship in Health Care Administration | 3 | F, Sp, Su |
| MGT 201 | Foundations of Management | 3 | F, Sp, Su |
| MGT 320 | Human Resource Management | 3 | F, Sp, Su |
| MGT 322 | Organizational Behavior | 3 | F, Sp, Su |
| MKT 201 | Introduction to Marketing | 3 | F, Sp, Su |

Note: With permission of program director, HCA 490: Directed Study may be substituted for any 300/400 level HCA course.
Note: Please note that HCA 201, HCA 302, HCA 303 and HCA 401 were previously offered as NURS 201, NURS 302, NURS 303 and NURS 401, and these courses are equivalent to the HCA courses.

THREE COURSES from

(It is recommended that the three courses be taken from the same category, but courses may be selected from multiple categories)

Gerontology

|  |  |  |  |
| --- | --- | --- | --- |
| GRTL 314 | Health and Aging | 4 | F, Sp, Su |
|  | -Or- |  |  |
| NURS 314 | Health and Aging | 4 | F, Sp, Su |
|  |   |  |  |
| HCA 403 | Long-Term Care Administration | 3 | Annually |
| HCA 404 | Long-Term Care Laws and Regulations | 2 | Annually |
| SOC 217 | Aging and Society | 4 | F, Sp, Su |
| SOC 320 | Law and the Elderly | 3 | Annually |

Note: SOC 217: Fulfills the Social and Behavioral Sciences category of General Education.

Human Resource Management

|  |  |  |  |
| --- | --- | --- | --- |
| MGT 423 | Compensation and Benefits Administration | 3 | F |
| MGT 424 | Employee Relations and Performance Management | 3 | Sp |
| MGT 425 | Recruitment and Selection | 3 | F |
| MGT 428 | Human Resource Development | 3 | Sp |

Informatics

|  |  |  |  |
| --- | --- | --- | --- |
| CIS 440 | Issues in Computer Security | 4 | F, Sp |
| CIS 455 | Database Programming | 4 | F, Sp |
| HCA 402 | Health Care Informatics | 3 | As needed |

Management Foundations

|  |  |  |  |
| --- | --- | --- | --- |
| ACCT 202 | Principles of Accounting II: Managerial | 3 | F, Sp, Su |
| MGT 349 | Service Operations Management | 3 | F |
| MKT 334 | Consumer Behavior | 3 | F, Sp |
| POL 301 | Foundations of Public Administration | 4 | F |

Wellness

|  |  |  |  |
| --- | --- | --- | --- |
| ANTH 309 | Medical Anthropology | 4 | Alternate years |
| HPE 406 | Program Development in Health Promotion | 3 | Sp or as needed |
| PSYC 424 | Health Psychology | 4 | Annually |
| SOC 314 | The Sociology of Health and Illness | 4 | Annually |

Cognates

|  |  |  |  |
| --- | --- | --- | --- |
| BIOL 103 | Human Biology | 3 | F, Sp, Su |
|  | -Or- |  |  |
| BIOL 108 | Basic Principles of Biology | 4 | F, Sp, Su |
|  |   |  |  |
| COMM 230 | Interpersonal Communication | 4 | F |
| ENGL 230 | Writing for Professional Settings | 4 | F, Sp, Su |
| MATH 177 | Quantitative Business Analysis I | 4 | F, Sp, Su |
| MATH 240 | Statistical Methods I | 4 | F, Sp, Su |
| PSYC 221 | Research Methods I: Foundations | 4 | F, Sp, Su |

Note: BIOL 108: Fulfills the Natural Science category 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.

General Education Category: Core 3.

Offered: As needed.

COMM 201 - 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. (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 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 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: Fall, Spring.

COMM 243 - Preproduction for Digital 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.

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

Offered: Fall, Spring.

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 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.

Prerequisite: COMM 243 and COMM 244.

Offered: Fall, Spring.

COMM 251 - 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. (Formerly COMM 200.)

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: Fall, Spring.

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: Fall, Spring.

COMM 255 - Introduction to Language (4)

The diversity and basic similarities of languages are explored, including their phonetic, phonological, morphological, syntactic, semantic, and social properties.

Prerequisite: COMM 251.

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.

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 - 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, including COMM 251, or consent of instructor.

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 302.

Offered: Fall, Spring.

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.

Offered: Fall.

COMM 311 - Advanced Public Relations (4)

Additional public relations skills are learned, with emphasis on writing. Formats and public relations methods are also reviewed and applied to case studies.

Prerequisite: COMM 201 or COMM 302 and COMM 301.

Offered: Fall.

COMM 312 - Advanced News and Public Relations Writing (4)

Students build on their news and media writing skills and become more proficient at public relations writing for digital and traditional outlets. Applications include news conferences and crisis communication.

Prerequisite: COMM 201 or COMM 302 and COMM 301.

Offered: Fall, 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 320 - 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.

Prerequisite: COMM 251 and COMM 255.

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 and either COMM 255 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 and either COMM 255 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: COMM 251 or permission of department chair.

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 334 - 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 334 and MKT 338.

Prerequisite: COMM 240.

Offered: Fall, Spring.

COMM 335 - Advertising Research (4)

Students explore the processes of acquisition, evaluation, and analysis of information needed for advertising planning. Secondary and primary research for advertising is introduced.

Prerequisite: COMM 334.

Offered: Fall.

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 (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 334.

Offered: Spring.

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 339 - Advertising Creativity (4)

The process of conceptualizing and preparing advertising for mass media is introduced. Emphasis is placed on creative thinking, strategic writing skills, and visualization.

Prerequisite: COMM 337.

Offered: Fall.

COMM 340 - Media Ethics (4)

Focus is on contemporary ethical issues that arise in both traditional mass media and new media contexts.

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 243 and COMM 244.

Offered: Fall, Spring.

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 - Advanced Digital Media 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 243 and COMM 244.

Offered: Fall, Spring.

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 201 or COMM 302 or consent of department chair.

Offered: Fall.

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.

COMM 349 - Media Theory and Research (4)

Students should understand the role of audience research as related to film, radio, television and online media as well as within in the social sciences.

Prerequisite: COMM 240, COMM 242 and 60 Credits.

Offered: Fall.

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: Spring.

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 376 - Advertising Laboratory (4)

Students synthesize and apply the skills and knowledge learned in previous advertising courses to design a complete advertising campaign to enhance professional development skills.

Prerequisite: COMM 337, with a minimum grade of C.

Offered: Spring.