COMMUNICATION (COM)

COM 200 Introduction to Mass Communication (3)
Prerequisite(s): EH 101 or EH 103.
A survey of the mass media and their interrelationship with each other and society. Emphasis will be placed on how mass communication functions in a multi-ethnic, multicultural, gender-diverse environment. Includes perspectives on the history and role of professionals and institutions in shaping communication.

COM 205 Introduction to Broadcast Writing (3)
Prerequisite(s): EH 101 or EH 101H or EH 103.
Basic writing for electronic media. Includes news, features, press releases and advertisements. Emphasis placed on how news, psa’s and commercials are filtered through - and shaped by - multi-ethnic, gender-diverse writers.

COM 301 Introduction to Television Production (3)
Prerequisite(s): EH 101 or EH 101H or EH 103; and COM 200.
Practical training in the fundamentals of audio and video production techniques pertaining to TV studio production, including various exercises in each production area. Includes introduction to producing and directing.

COM 302 Introduction to Audio Production (3)
Prerequisite(s): COM 200 and COM 205 or COM 315.
Introduction to audio concepts and production methods. Includes recording, editing, control room technique, and radio station practice. Major issues include diversity and inclusiveness in mass communication.

COM 304 Introduction to Advertising (3)
Prerequisite(s): COM 200.
Basic concepts of advertising, including history, strategy, engagement, segmentation, evaluation, and ethics.

COM 305 Advanced Audio Production (3)
Prerequisite(s): COM 302.
Affords the students the opportunities to sharpen their skills in the recording, editing, and mastering of audio for various media venues. Students will choose one of three "tracks" of interest that permits them to either: 1. Work alongside video production and editing students in a post-production environment; 2. Record and produce two tracks for a contemporary musical or spoken work CD; or 3. Record and produce a series of commercials of varying length for local merchants.

COM 306 Sport Communication (3)
Prerequisite(s): COM 200 or permission of the instructor.
This course serves as a foundation to the study of sports media, with an emphasis placed on public relations and broadcasting. An analysis of major concepts and theories as well as an examination of contemporary sports issues, philosophies, and cases. This course will provide professional pathways.

COM 307 Media Literacy (3)
Learn analytical and critical skills to develop an awareness and understanding of the effects of media, including profit and emotional strategies, portrayals of diversity, stereotypes, love, myths, and other issues.

COM 315 Introduction to News (3)
Prerequisite(s): EH 101 or EH 101H, or EH 103; EH 102 or EH 102H or EH 104, and COM 200.
Fundamentals of news reporting, writing and copy editing for digital media, dealing with modern newsroom issues, including diversity, community involvement and convergence. Requires out-of-class assignments.

COM 316 Digital Podcasting (3)
Prerequisite(s): COM 200.
This class will focus on the creation process and production aspect of one of the fastest growing aspects of audio production - Podcasting. This will primarily be a hands-on course. Students will learn the proper way to use the equipment (mixers, microphones, computer based audio capture software), how to format their recordings into a cohesive form for broadcasting (writing compelling material, voicing and recording the main program, and adding sound effects and music), as well as how to "polish" their finished product for broadcasting.

COM 317 Editing (3)
Prerequisite(s): COM 315 or COM 205.
Teaches skills for copy editors and others in the processing of news, features, and press releases. Students learn to question statements of fact, challenge assumptions, edit for length, taste, ethics, and libel while correcting errors of both grammar and style, according to the Associated Press Stylebook.

COM 320 Video Production and Editing (3)
Prerequisite(s): COM 200.
Videography and editing of programs and/or announcements produced with portable equipment. Students produce, direct, write, shoot, and edit individual productions. Productions regarding diversity issues are required.

COM 325 Publication Design (3)
Prerequisite(s): COM 205 or 315.
Arranging and editing text, photographs, graphics and other materials from diverse sources for digital media.

COM 330 Introduction to Public Relations (3)
Prerequisite(s): EH 101 or EH 101H or EH 103, and COM 200.
Basic concepts of public relations, including history, theory, organization and ethics. Writing emphasized. Major issues include diversity and inclusiveness in communication and public relations.

COM 340 Public Relations Writing (3)
Prerequisite(s): COM 330.
The development of professional public relations writing skills. Effective methods of conceptualizing, researching and presenting information to the relevant publics. Major issues include diversity and inclusiveness in communication and public relations.

COM 345 Social Media and Society (3)
Prerequisite(s): EH 102 or EH 104.
What are social media, who uses them, who gains from them, and how are they transforming the media landscape and the way we communicate? Students will become familiar with a range of social media tools, analyze and discuss their uses and implications, and develop participation literacy. They will have the opportunity to explore both theory and practice of social media through writing assignments, interactive assignments, and course projects.

COM 350 Announcing (3)
Fundamentals of voice and diction applied to audio and video media delivery. Includes commercials, news, interviews, and ad-lib announcing.

COM 358 Communication Theory (3)
Prerequisite(s): COM 200, Junior standing or instructor’s permission.
Theories of the processes and effects of mass communication, including the discussion and analysis of research findings on race, gender, and ethnicity. Also deals with numbers for journalists - basic math and statistics for journalists.
COM 385 Multimedia Design (3)  
Prerequisite(s): COM 301 or COM 302, COM 325, and COM 375.  
Students will practice and develop the skills necessary for planning and producing effective multimedia programs. They will be introduced to planning strategies, production techniques, and software involved in multimedia production. Each student will demonstrate basic proficiencies across a wide spectrum of multimedia. Emphasis will be on visual, audio, and typographic design as well as the appropriateness of these elements for specific goals. The use of advanced electronic technologies will also be emphasized. Through a series of individual component assignments, students will develop a capstone multimedia presentation to be included in their portfolio.

COM 395 Ethics and Global Journalism (WI) (3)  
Prerequisite(s): Junior standing or permission of instructor.  
The ethical foundations of the media and their interrelationships with the public and the government. The range of systems of freedom of expression around the world and their ethical implications. The diversity of peoples and cultures and the ethical significance of mass communications in a global society. (Writing Intensive Course)

COM 400 Public Relations Case Studies (3)  
Prerequisite(s): COM 330.  
The development of public relations practice skills based on the analysis of contemporary and historical case studies. Major issues include diversity and inclusiveness in communication and public relations.

COM 401 Media Advertising and Sales (3)  
Prerequisite(s): EH 101, EH 101H or EH 103 and Junior standing.  
Theory and application of advertising, sales, and copywriting in the mass media.

COM 404 Media Workshop (1)  
Prerequisite(s): Approval of instructor.  
Supervised assignments demonstrating development of high-level competencies and skills in various areas of the media.

COM 405 Media Workshop (1)  
Prerequisite(s): COM 404 and permission of instructor.  
Supervised assignments demonstrating development of high-level competencies and skills in various areas of the media.

COM 406 Media Workshop (1)  
Prerequisite(s): COM 405 and permission of instructor.  
Supervised assignments demonstrating development of high-level competencies and skills in various areas of the media. This course can be taken concurrently with COM 407, if necessary.

COM 407 Advanced Media Workshop (1)  
Corequisite(s): COM 406; and permission of instructor.  
Prerequisite or Advanced assignments demonstrating development of higher-level competencies and skills in various areas of media. This course can be taken concurrently with COM 411.

COM 408 Advanced Media Workshop (1)  
Prerequisite(s): COM 407 and permission of instructor.  
Advanced assignments demonstrating development of higher-level competencies and skills in various areas of media. This course can be taken concurrently with COM 411.

COM 410 Media Features (WI) (3)  
Prerequisite(s): COM 315 and approval of instructor.  
Principles and practices of writing features. Requires out-of-class assignments. Major subjects include diversity and inclusiveness in journalism and mass communication. (Writing Intensive Course)

COM 411 Advanced Media Workshop (1)  
Corequisite(s): COM 408 and permission of instructor.  
Prerequisite or Advanced assignments demonstrating development of higher-level competencies and skills in various areas of the media.

COM 412 Digital Media Analytics (3)  
Prerequisite(s): COM 200 and MS 110, MS 204, or ST 260, or permission of the instructor.  
Students will learn data-driven decision-making; learn to assess metrics, and distill digital data for maximum value from R&D to customer service to social media marketing; use analysis to craft experiences that will reflect individual customer’s needs, expectations, and behaviors; measure digital media ROI: sales, leads, and customer satisfaction and learn to track performance of paid, earned, and owned digital channels in addition to the use of other advanced tools for measuring consumer influence.

COM 415 Mass Communication Research (3)  
Prerequisite(s): COM 200 and MS 110, MS 204, or ST 260, or permission of instructor.  
Fundamentals of research methodologies in mass communication. Prepares students to become familiar with, and develop the understanding and ability to apply social science research concepts to mass communication problems. Major topics to include, among others, sampling, survey research, basic statistics, and diversity issues in mass communication research.

COM 420 Advanced Reporting (3)  
Prerequisite(s): COM 315, COM 380, COM 395, and COM 415.  
News gathering and writing for the digital media with emphasis on deadline and beat reporting. Copy editing is included as are modern newsroom issues, such as diversity and community involvement. This is a capstone course - a culminating experience that integrates coursework, knowledge, skills and other experiences in digital journalism. It serves as a venue for learning outcomes assessment.

COM 425 Media Management (3)  
Prerequisite(s): Junior standing and approval of instructor.  
Teaches how to strategically use and manage the media to create strong brand for organizations. It focuses on how to develop, implement, and evaluate media content and campaigns in order to achieve desired outcomes.

COM 440 Public Relations and Advertising Campaign Management (3)  
Prerequisite(s): COM 304, COM 330, COM 340, COM 380, COM 395, COM 400, and COM 415 or COM 412.  
The use of effective principles and techniques to plan, execute, and evaluate public relations and advertising campaigns. This is a capstone course, a culminating experience that integrates coursework, knowledge, skills and other experiences in public relations and advertising.

COM 470 Advanced Electronic News (3)  
Prerequisite(s): COM 320, COM 380, COM 395, and COM 415.  
Principles and practices for gathering, writing, reporting and producing news for electronic media. Requires out-of-class assignments. This is a capstone course - a culminating experience that integrates coursework, knowledge, skills and other experiences in broadcast journalism. Major subjects include diversity in communication. It serves as a venue for the learning outcomes assessment.
**COM 475 Directed Study (3)**
Prerequisite(s): Approval of instructor.
Supervised study permitting students to pursue specific areas of interest in communication.

**COM 491 Internship (3)**
Prerequisite(s): Completion of specified Communication course requirements and approval of the internship coordinator.
Supervised on-the-job experience with an appropriate media facility.