

COMMUNICATION AND MEDIA (COMM)

COMM 1307 Intro Mass Comm 3 Credits

Department: College of Fine Arts and Comm

This course focuses upon the nature of electronic information processes and their impact upon the emerging global culture. Introduces the concept of psychological/mythic meaning in media and facilitates the reading of film and television images on both semiotic and symbolic levels. Majors should complete this course during their freshman year.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 1311 Introduction to Communication 3 Credits

Department: College of Fine Arts and Comm

An introductory survey of the field. Includes major methodologies and theories as well as an historical perspective. Career options also are explored. Majors should complete this course during their freshman year.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 1315 Public Speaking I 3 Credits

Department: College of Fine Arts and Comm

Principles and practice of public speaking. Majors should complete this course during their freshman year. Satisfies the Communication core curriculum requirement and transfers as TCCNS SPCH 1315.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 1318 Interpersonal Communication 3 Credits

Department: College of Fine Arts and Comm

Principles and practices of interpersonal communication in various settings. Majors should complete this course during their freshman year. Transfers as TCCNS SPCH 1318.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 1321 Business and Professional Speech 3 Credits

Department: College of Fine Arts and Comm

Application of the fundamentals of speech production to the needs of the professional person. For non-communication majors only.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 1335 Introduction to Electronic Media 3 Credits

Department: College of Fine Arts and Comm

An overview of the development, regulation, economics, social impact and industry practices in electronic media.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 1336 Video Production I 3 Credits

Department: College of Fine Arts and Comm

This course is a study of basic television production as it applies to live studio programming. Beginning instruction is offered in the areas of studio camera operation, audio for television and television direction with an emphasis on underlying principles of video technology.

Prerequisite(s): COMM 1335

Corequisite(s): COMM 2339

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 1373 Media Writing 3 Credits

Department: College of Fine Arts and Comm

Covers all styles of writing for story-telling in audio, television, film documentary, advertising, news and digital platforms. Majors should enroll in this course in the semester immediately following successful completion of ENGL 1301.

Prerequisite(s): ENGL 1301

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 1375 Film Appreciation 3 Credits

Department: College of Fine Arts and Comm

A survey of the field of film with emphasis on current trends in cinema, past and present directors, and the historical development of film. Satisfies the Fine Arts core curriculum requirement.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 2303 Audio/Radio Prod 3 Credits

Department: College of Fine Arts and Comm

Principles and practice of professional audio recording and editing. Majors emphasizing broadcasting must complete this course prior to enrolling in COMM 2374.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 2311 News Gathering/Writing 3 Credits

Department: College of Fine Arts and Comm

A basic course in gathering material and writing news stories for publication. Proficiency in typewriting is required.

Prerequisite(s): COMM 1373

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 2331 Broadcast Announcing 3 Credits

Department: College of Fine Arts and Comm

The study and practice of good voice and diction as it pertains to performing orally for the electronic media. Recommended for Majors emphasizing broadcasting.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 2341 Performance Studies 3 Credits

Department: College of Fine Arts and Comm

Instruction and practice in the principles of speech applied to performance in the interpretation of prose and poetry. Required for Majors with an emphasis in speech/broadcasting teacher education.

Prerequisite(s): COMM 1315

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 2362 Introduction to Public Relations 3 Credits

Department: College of Fine Arts and Comm

Theory, principles and practice of public relations.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 2371 Advertising Principles and Practices 3 Credits

Department: College of Fine Arts and Comm

An overview of the field of advertising, examines the economic, social, legal, ethical and creative nature of advertising.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 2372 Edit/Copyread 3 Credits**Department:** College of Fine Arts and Comm

The development and use of printing, type recognition, type harmony, design, preparing editorial material, correcting copy.

Prerequisite(s): COMM 1373**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 2374 Intro Broadcasting 3 Credits****Department:** College of Fine Arts and Comm

A general introduction to the field of broadcasting including a study of station and network organization and control by law and societal forces.

Prerequisite(s): COMM 1373 and COMM 2303**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 2376 Film Production I 3 Credits****Department:** College of Fine Arts and Comm

An introductory course focusing on the theory and practice of film production including script writing, shooting and editing.

Prerequisite(s): COMM 1373**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 2378 Digital Editing 3 Credits****Department:** College of Fine Arts and Comm

An introduction to computer-based video-editing techniques.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3130 Communication Laboratory 1 Credit****Department:** College of Fine Arts and Comm

Laboratory experience at the University Press, KVLU-FM, or LUTV. May be repeated for a total of three credit hours.

May be Repeated for a maximum of 6 hours

Prerequisite(s): COMM 1370 and COMM 1307 and (COMM 1373 or COMM 2374)**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3161 Communication Internship 1 Credit****Department:** College of Fine Arts and Comm

A one hour credit internship requiring only a minimum of 40 hours at the supervised internship site. Recommended for those students who cannot devote extensive time on the job.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3301 Intercultural Communication 3 Credits****Department:** College of Fine Arts and Comm

An examination of communication exchange between individuals from different cultures.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3303 Studio Recording 3 Credits****Department:** College of Fine Arts and Comm

Principles and practice of professional studio recording.

Prerequisite(s): COMM 1318 and COMM 1307 and COMM 1373**Prerequisite(s)/Corequisite(s):** COMM 1370**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3315 Advanced Public Speaking 3 Credits****Department:** College of Fine Arts and Comm

An in-depth study of the principles and practices of public presentation.

Prerequisite(s): COMM 1315**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3320 Communicating in Families 3 Credits****Department:** College of Fine Arts and Comm

An examination of the ways in which family members communicate, make decisions, settle conflicts, and learn to relate to one another in contemporary American culture.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3326 LUTV News Production 3 Credits****Department:** College of Fine Arts and Comm

In this course, students apply theoretical knowledge and skill sets acquired in previous classes to the production of a weekly newscast. The semester is spent refining research, videography, lighting, audio, video editing, script writing, directing and television studio production skills. May be Repeated for a maximum of 6 hours

Prerequisite(s): COMM 1373 and COMM 2374 and COMM 2378 and COMM 3383**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3330 Feature Writing 3 Credits****Department:** College of Fine Arts and Comm

Writing focused on skills required for magazine and newspaper feature writing and editorial commentary.

Prerequisite(s): COMM 1373 and ENGL 1301**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3335 Argumentation and Critical Thinking 3 Credits****Department:** College of Fine Arts and Comm

A study of the uses of evidence and reasoning as applied in the process of argumentation. Includes critique and application in the form of academic debate. Required for students pursuing teacher certification in speech.

Prerequisite(s): COMM 1315 or COMM 1321**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3340 Interviewing 3 Credits****Department:** College of Fine Arts and Comm

Theory and practice in the several types of interviews current in the United States including information, employment, and persuasive. Student will engage in practical interviewing.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3345 Race, Gender and Media 3 Credits**Department:** College of Fine Arts and Comm

Race and gender are just two of the many components that make up what the U.S. media considers news. Local and national news and Hollywood have had a long history of improperly dealing with race and gender. In this course, we will discuss how race and gender in the news and in Hollywood (among other topics including advertising, music videos and politics) shape the images we have in our minds and how we, the public, can differentiate between what is real and what is propaganda.

Prerequisite(s): COMM 1318 and COMM 3301**Restriction(s):**Students with a class of Freshman, Junior or Sophomore may **not** enroll.**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3350 Sports Communication, Media and Popular Culture 3 Credits****Department:** College of Fine Arts and Comm

This course examines the impact sports and the mass media have had and are continuing to have on each other. Topics covered include the evolution of the sports media, sports media relations, ethics and the sports media, the intersection of sports and popular culture and racial and gender issues in sports and the media.

Prerequisite(s): COMM 1373 and COMM 1307**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3351 Sports Reporting Writing 3 Credits****Department:** College of Fine Arts and Comm

This course is designed to give students the fundamentals of gathering, organizing, evaluating and writing objective reports in accepted journalistic style and to provide them with an understanding of what a career in sports journalism entails.

Prerequisite(s): COMM 1373**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3361 Desktop Publishing 3 Credits****Department:** College of Fine Arts and Comm

Focuses on the use of computer technology to set type, design pages, and create camera-ready copy for newsletters, brochure, advertisements, and other publications.

Prerequisite(s): COMM 1373**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3362 Public Relations Writing 3 Credits****Department:** College of Fine Arts and Comm

An intensive writing-laboratory course in the production of key public relations materials, including fact sheets, backgrounders, news/press releases, feature stories, brochures and web pages.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3364 Foundations of Social Media 3 Credits****Department:** College of Fine Arts and Comm

An introduction to the processes and techniques of communication, social interaction, marketing, promotion and community in social media. The course provides an overview of interactive media activities across major social media platforms and addresses the strategies and techniques of social media communication.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3365 Corporate Video Production 3 Credits****Department:** College of Fine Arts and Comm

Video production in the corporate setting emphasizing the production of corporate informational videos and training tapes.

Prerequisite(s): COMM 1373**Restriction(s):**Students with a class of Freshman or Sophomore may **not** enroll.**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3367 University Press Practicum 3 Credits****Department:** College of Fine Arts and Comm

The purpose of this class is to teach students all facets of journalism, advertising, public relations, digital media and business studies to work and develop skills in all aspects of integrated communications. This course may be repeated for credit for a maximum of nine hours.

May be Repeated for a maximum of 9 hours

Prerequisite(s): COMM 1373**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3370 Psychology of TV and Film 3 Credits****Department:** College of Fine Arts and Comm

Analysis of excerpts from popular TV shows and films probe how fictional characters and situations exemplify the significance of the unconscious to individual psychological growth and interpersonal relationships, using the depth psychology of Freud, Jung, Rank, and Von Franz.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3371 Advanced Advertising 3 Credits****Department:** College of Fine Arts and Comm

Creative strategies and media research in advertising.

Prerequisite(s): COMM 2371**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3372 The History of American Film 3 Credits****Department:** College of Fine Arts and Comm

The history of American Film is a films studies course that focuses on the study of major developments in the history of American film. Because worldwide film movements have greatly impacted American films, certain landmark foreign films and movements will also be studied.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3373 Screenwriting 3 Credits****Department:** College of Fine Arts and Comm

Theory and practice of writing for film and video. COMM 1373 and/or ENGL 1301/02 preferred, but not required. See instructor for description of writing capability.

May be Repeated for a maximum of 3 hours

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 3375 Film Theory 3 Credits****Department:** College of Fine Arts and Comm

Storyboarding and lecture analyze classic theories by Balazs, Arnheim, Bazin, Kracauer, Kuleshov, Pudovkin, and Eisenstein. Film and TV examples include Citizen Kane, Metropolis, Beatles movies, Miami Vice, and Star Trek.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3376 Film Production II 3 Credits

Department: College of Fine Arts and Comm

Film production course focusing on enhancing skills learned in Film Production I and which introduces students to 16mm sync sound production techniques.

Prerequisite(s): COMM 2376

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3377 American Cinema 3 Credits

Department: College of Fine Arts and Comm

A study of the development of American cinema, including film genres and representative American directors.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3378 Pop Culture Theories 3 Credits

Department: College of Fine Arts and Comm

An introduction to popular culture-based theories with an emphasis on all forms of media.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3381 Photo Journalism 3 Credits

Department: College of Fine Arts and Comm

Principles of photography applied to the specific area of photojournalism. Each student must have access to a 35mm adjustable camera.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3382 Film/TV Genre 3 Credits

Department: College of Fine Arts and Comm

Discussion, definition and analysis of genres in film and television. Analysis of philosophical and mythic meaning found in various film genres.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3383 TV Field Prod 3 Credits

Department: College of Fine Arts and Comm

Principles and practices of editing and post production.

Prerequisite(s): COMM 1373 and COMM 2303 and COMM 2374

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3385 TV Writing & Performing 3 Credits

Department: College of Fine Arts and Comm

Familiarization with the overall field of broadcast writing, including a focus on producing individual reports, scripts, and entire newscasts for radio and television.

Prerequisite(s): COMM 1373 and COMM 2374

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3386 Sports Broadcasting 3 Credits

Department: College of Fine Arts and Comm

Familiarization with the overall field of sports broadcasting, including writing scripts, producing packages/reports, preparing content for radio, podcast, internet and television.

Prerequisite(s): COMM 1373 and COMM 2374

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 3390 Conflict Management and Small Group Communication 3 Credits

Department: College of Fine Arts and Comm

Theory and practice of small group communication and conflict management processes. Emphasis in leadership, conflict management, group problem solving, productivity, and conference planning in corporate and public settings.

Prerequisite(s): COMM 1318

Restriction(s):

Students with a class of Freshman may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4300 Communication Senior Seminar 3 Credits

Department: College of Fine Arts and Comm

Problems and topics are analyzed through discussion and research.

An extensive research project and report is required. This course is a capstone, and requires grounding in communication theories, principles and research

Prerequisite(s): COMM 1311 and COMM 1307

Restriction(s):

Students with a class of Freshman or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4301 Rhetorical Theory & Criticism 3 Credits

Department: College of Fine Arts and Comm

Reading and detailed study of the theories of principal rhetoricians from ancient to modern times.

Restriction(s):

Students with a class of Freshman or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4302 Exploring and Communicating Forgiveness 3 Credits

Department: College of Fine Arts and Comm

Study of the interconnectedness of people, understanding of whom one forgives, and how forgiveness is approached, processed, and communicated.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4305 Media Production Capstone 3 Credits

Department: College of Fine Arts and Comm

This course is taught as an independent study. The student arranges with the faculty member who oversees their area of specialization to supervise a capstone project in their senior year.

Restriction(s):

Students with a class of Freshman, Junior or Sophomore may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4310 Communication Law 3 Credits**Department:** College of Fine Arts and Comm

An overview of the legal issues surrounding and affecting communication. Focus is on exploring the relationship of the U.S. First Amendment and legal system to the balance between freedom of speech versus legal limitations on individuals and businesses. the course covers such topics as libel, privacy, fair trial/free press, obscenity, copyright and media regulation.

Restriction(s):

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4320 Nonverbal Communication 3 Credits**Department:** College of Fine Arts and Comm

Theory, research, analysis and practice in nonverbal communication.

Prerequisite(s): COMM 1318**Restriction(s):**

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4330 Ethics, Media & Society 3 Credits**Department:** College of Fine Arts and Comm

Foundations of ethics as a philosophical discipline and integration of moral reasoning to critical issues in communication and mass media.

Restriction(s):

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4340 Organizational Communication 3 Credits**Department:** College of Fine Arts and Comm

An in-depth study of the dominant theories, principles and practices of communication within the organization through an examination of foundational and contemporary research.

Prerequisite(s): COMM 1318**Restriction(s):**

Enrollment limited to students with a class of Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4350 Corporate Training and Development 3 Credits**Department:** College of Fine Arts and Comm

A study of learning theories, instructional design, technologies and organizational development practices for application in corporate setting.

Prerequisite(s): COMM 1318 and COMM 1373**Restriction(s):**

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4360 Research Methods Communication 3 Credits**Department:** College of Fine Arts and Comm

An introduction to quantitative and qualitative research methods specifically applied to communication questions.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4361 Communication Internship 3 Credits**Department:** College of Fine Arts and Comm

Experience in a real world communication industry setting. Student must interview with the instructor prior to registration. May be Repeated for a maximum of 9 hours

Restriction(s):

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4362 Public Relations Cases/Campgns 3 Credits**Department:** College of Fine Arts and Comm

The study and analysis of historic and current public relations cases and campaigns with emphasis on professional applications.

Prerequisite(s): COMM 2362**Restriction(s):**

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4365 Social Media Campaigns 3 Credits**Department:** College of Fine Arts and Comm

Students work with clients, demonstrating strategy and techniques for social media tools and use social media platforms to develop integrated media campaigns. Students will apply common processes and practices for building a successful social media campaign for a client and learn how to evaluate and measure the impact and success of audience engagement.

Prerequisite(s): COMM 3364

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4366 Digital Marketing Communicatio 3 Credits**Department:** College of Fine Arts and Comm

Overview of digital marketing communication and in-depth discussion on topics in this area. Seminar format.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4367 Social Media Analytics 3 Credits**Department:** College of Fine Arts and Comm

Students use materials from the social media campaigns course to learn the processes and procedures for analyzing social media data, including social listening, evaluation of social media strategy, engagement analytics, identification and evaluation of influencers, social network analysis and sentiment analysis. Students will become familiar with the most common social media analytics tools and have hands-on experience using selected tools.

Prerequisite(s): COMM 4364 and COMM 4365**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 4368 Media Entrepreneurship 3 Credits****Department:** College of Fine Arts and Comm

This course teaches students entrepreneurial skills in digital media, including identifying product opportunities, targeting and growing audiences, securing startup funding, and financially sustaining media ventures.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 4370 Issues Management Seminar 3 Credits****Department:** College of Fine Arts and Comm

An in-depth examination of current theory and practice in corporate issues management.

Prerequisite(s): COMM 2362 and (COMM 4310 or COMM 4383)**Restriction(s):**

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 4373 Advanced Screenwriting 3 Credits****Department:** College of Fine Arts and Comm

Theory and practice of screenwriting for film. A three-semester course designed to provide students with theories, concepts and learning opportunities in the field of short and feature film screenwriting.

Prerequisite(s): COMM 3373**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 4376 Film Production III 3 Credits****Department:** College of Fine Arts and Comm

An advanced course for students to gain knowledge and experience as an independent film producer.

Prerequisite(s): COMM 2376 and COMM 3376**Restriction(s):**

Enrollment limited to students with a class of Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 4377 Documentary Film Production 3 Credits****Department:** College of Fine Arts and Comm

This course covers different aspects of producing a documentary film, including production of 10 to 15 minute finished film. The course will discuss the development and production of a documentary, including the discovery of the story and techniques for presenting that information on screen. It is an excellent opportunity for students to obtain a general introduction to the theoretical and practical approaches to documentary filmmaking. The class will consist of lecture, studio, and lab. Screening and analysis are major emphases on analyzing and studying documentary films in historical, social, and political contexts.

Prerequisite(s): COMM 2376**Restriction(s):**

Enrollment limited to students with a class of Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 4378 Advanced Digital Editing 3 Credits****Department:** College of Fine Arts and Comm

Sophisticated computer-based video editing. Project oriented assignments.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 4380 Advertising Campaign Strategies 3 Credits****Department:** College of Fine Arts and Comm

Basic principles of research, planning, budgeting, and presentation for advertising campaigns.

May be Repeated for a maximum of 6 hours

Prerequisite(s): COMM 2371**Grade Mode(s):** Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 4381 Political Communication 3 Credits****Department:** College of Fine Arts and Comm

Study of the theories and concepts of the use of communication, including all available media in the American political system. Emphasis will be given to analysis of campaigns, movements and political personalities.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS**COMM 4382 Film Directors 3 Credits****Department:** College of Fine Arts and Comm

The study of the role of the director in film communication, the ascension of auteur policy and visual and aural styles and themes. This course may be repeated once for a maximum of 6 hours of credit, when the topic varies

May be Repeated for a maximum of 6 hours

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4383 Persuasion 3 Credits**Department:** College of Fine Arts and Comm

The psychological and emotional principles involved in influencing individuals and groups. An analysis of persuasive devices and techniques, including the discussion of propaganda and misinformation.

Restriction(s):

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4390 Communication Theory 3 Credits**Department:** College of Fine Arts and Comm

An in-depth look at the dominant theories used in the study of human communication. Departmental capstone course.

Restriction(s):

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4395 Studies in Communication 3 Credits**Department:** College of Fine Arts and Comm

Selected topics in major areas of communication. Course may be repeated for a maximum of 12 credit hours when topic varies.

May be Repeated for a maximum of 12 hours

Restriction(s):

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4396 Studies in Media 3 Credits**Department:** College of Fine Arts and Comm

Selected topics in major areas of media production (journalism, radio, television, film). May be repeated for credit when topic varies.

May be Repeated for a maximum of 15 hours

Restriction(s):

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 4397 Media Projects 3 Credits**Department:** College of Fine Arts and Comm

Projects in the areas of journalism, radio, television and film are analyzed through discussion and research. Student will then produce an original film, radio or television show or journalism project.

May be Repeated for a maximum of 9 hours

Restriction(s):

Enrollment limited to students with a class of Junior, Post Baccalaureate or Senior.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5301 Introduction to Strategic Communication and Graduate Studies 3 Credits**Department:** College of Fine Arts and Comm

Introduction to the professional expectations and opportunities in the study of strategic communication. An overview of the field and an introduction into graduate studies will be included.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5302 Research Methods 3 Credits**Department:** College of Fine Arts and Comm

This graduate seminar course is designed to provide a broad overview of quantitative and qualitative research methods with a particular focus on strategic communication.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5303 Introduction to Strategic Communication Theory 3 Credits**Department:** College of Fine Arts and Comm

This course will provide an in-depth look at the dominant theories used in the study of human communication through the lens of strategic communication.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5304 Strategic Communication Campaign Planning 3 Credits**Department:** College of Fine Arts and Comm

This course is designed to train students advanced methods of planning and developing research, message, channel and dissemination, budgeting and measurement strategies in strategic communication campaigns.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5306 Advanced Strategic Communication Research (Qualitative) 3 Credits**Department:** College of Fine Arts and Comm

This course will provide an in-depth look at the methods used for qualitative research in the study of strategic communication.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5307 Advanced Strategic Communication Research (Quantitative) 3 Credits

Department: College of Fine Arts and Comm

This graduate seminar course focuses on data analysis. The focus of the course will be on decisions and interpretations of data analysis.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5308 Digital Strategic Communication 3 Credits

Department: College of Fine Arts and Comm

This course offers an overview of digital strategic communication and social media campaigns and in-depth discussion on topics in this area, in a seminar format.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5309 Strategic Message Design 3 Credits

Department: College of Fine Arts and Comm

This graduate seminar course is designed to provide a broad overview of theories, approaches and research findings about how and why persuasion works. The course seeks to teach students about the ethical principles involved in the creation, distribution and reception of persuasive messages.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5312 Advanced Strategic Communication Theory 3 Credits

Department: College of Fine Arts and Comm

This course offers further and detailed discussion about communication theories and their application in strategic communication processes and areas.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5313 Health Communication 3 Credits

Department: College of Fine Arts and Comm

This course gives students an in depth look at the interdisciplinary study of health communication. Topics include, but are not limited to, public health, patient-provider communication, health campaigns and messaging, health/sexuality/gender, global health, health disparities, representations of illness in the media, and the rhetoric of health and medicine.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5314 Political Communication 3 Credits

Department: College of Fine Arts and Comm

This course is designed to introduce students to theories and research on the connection between mass media, citizens and politics. Students will study the styles and modes of persuasion, language and rhetoric used in the political arena.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5315 Advocacy 3 Credits

Department: College of Fine Arts and Comm

A major element of the strategic communication field is advocating for a specific product, policy, cause or person. This class examines and helps students develop strong advocacy plans.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5316 Intercultural/Global Communication 3 Credits

Department: College of Fine Arts and Comm

In our increasingly globalized world, it is important to develop cultural competency. This class will examine a variety of global communication theories and cultural issues, their historic roots and methods for successful interaction despite the existence of these issues and obstacles.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5352 Race, Gender, Identity and Strategic Communication 3 Credits

Department: College of Fine Arts and Comm

This course is designed to give students a theoretical, as well as practical, experience with issues of gender, race, identity and class as they manifest in mediated artifacts of popular culture and strategic communication. The course is taught from a cultural studies perspective where students will gain skills in critical analysis and media literacy.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5389 Capstone Project 3 Credits**Department:** College of Fine Arts and Comm

This project course is designed to let students conduct a capstone project to solve an applied issue in the area of strategic communication to examine their capacity to apply what they have learned to solve real communication problems. The project topic needs to be approved and the project report (no less than 7,500 words) will be graded by the course instructor.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Standard Letter, Registrar do not use FN, Registrar do not use FS

COMM 5390 Thesis (Initial) 3 Credits**Department:** College of Fine Arts and Comm

This course is designed as a capstone theory-based research project for the thesis students to examine their capacity to capture a theoretical gap in strategic communication through literature review, develop research questions or hypotheses, and test them through a quantitative or qualitative approach or both. Also practiced and examined are students' academic writing skills.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Thesis/Dissertation, Registrar do not use FN, Registrar do not use FS

COMM 5391 Thesis (Sequential) 3 Credits**Department:** College of Fine Arts and Comm

This course is designed as a capstone theory-based research project for the thesis students to examine their capacity to capture a theoretical gap in strategic communication through literature review, develop research questions or hypotheses, and test them through a qualitative or quantitative approach or both. Also practiced and examined are students' academic writing skills.

Restriction(s):

Undergraduate level students may **not** enroll.

Grade Mode(s): Thesis/Dissertation, Registrar do not use FN, Registrar do not use FS