**College of Media and Communication**

*Professor Brad Rawlins, Dean*

The College of Media and Communication offers students the opportunity to combine the best of a broad education in the liberal arts and sciences with the academic and professional preparation required in the wide variety of fields in communications. The college offers four baccalaureate degrees through two departments: The Media Department offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production, and the Communication Department offers a Bachelor of Science in Strategic Communication and a Bachelor of Arts in Communication Studies. The three Bachelor of Science degrees are accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Studies in the college allow students to learn to gather, organize, synthesize and communicate information professionally in a democratic, multi-cultural society. They learn to think critically and communicate effectively in preparation for productive roles, for example, in news, radio, television, film, public relations, organizational communication, health communication, advertising, photo-journalism, graphic communications, web and multimedia production and design. Students also find communications courses excellent preparation for graduate work and the study of law.

The College of Communications offers students opportunities to apply what they learn in a variety of national student organizations, including: The Herald, ASU-TV, the ASU Debate Team, American Advertising Federation, Society of Professional Journalists, National Broadcasting Society, National Press Photographers Association, Gamma Tau Epsilon (graphic communications), Public Relations Student Society of America, the Association of Women in Communications, the Undergraduate Student Research Association, and three honorary groups: Kappa Tau Alpha (journalism and mass communications), Pi Kappa Delta (forensics), and Lambda Pi Eta (communication).

The three Bachelor of Science degrees (Multimedia Journalism, Creative Media Production and Strategic Communication) adhere to the learning outcomes espoused by the Accrediting Council on Education in Journalism and Mass Communication. Graduates of these programs should be aware of certain core values and competencies and should be able to:

* understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work.

**DEGREE REQUIREMENTS**

In addition to meeting the general requirements, candidates for the Bachelor of Science degree in Multimedia Journalism, Creative Media Production, and Strategic Communication must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

**COLLEGE OF MEDIA AND COMMUNICATION CORE COURSES Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

**Total Required Hours 4**

**Department of Communication**

Chair TBA

**Professors:** Fowler,

**Associate Professors:** Hayes, Hill

**Assistant Professors:** Clark, Hall, Harper, Pan, Randle, Thatcher

**Instructors:** Moskal, Scott

The Department of Communication offers a Bachelor of Arts in Communication Studies and a Bachelor of Science in Strategic Communication. (need description)

**COMMUNICATION STUDIES PROGRAM:**

Communication Studies focuses on the ways that people make use of both verbal and nonverbal messages to generate meanings within various contexts, cultures, and media. Since 75% of a person’s day is spent communicating in some way, the importance of being able to communicate clearly cannot be overemphasized. Communication skills are essential to personal satisfaction and academic success, as well as employment.

Courses provide a strong theoretical foundation in communication as well as an emphasis on improvement in practical communication skills. Majors in Communication Studies have the flexibility to focus on specific areas of interest while obtaining a thorough understanding of communication. Students may also choose to become involved with departmental activities such as the debate team or Lambda Pi Eta, the national honor society for communication students.

**STRATEGIC COMMUNICATION PROGRAM:**

Strategic Communication uses public relations, advertising, social media, and organizational communication to build mutually beneficial relationships with key stakeholders. Effective organizations use strategic communication to help achieve their goals and objectives and recognize that groups inside and outside the organizations are critical to their success. Communication is strategic when it uses research and evaluation to determine how goals and objectives are effectively reached.

Students graduating from this program will know and understand how to use advertising, public relations, social media, branding, crisis communication, media relations, research methods and evaluation tools to help organizations communicate with their publics. They will be prepared to work for companies big and small, governmental agencies, and nonprofit organizations such as universities, hospitals, museums and NGOs.

Students earning a Bachelor of Science in Strategic Communication must complete the follow-ing:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

**Major in Communication Studies**

**Bachelor of Arts**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements Sem. Hrs.**

COMS 2313, Communication Theory 3

COMS 2243, Principles of Argumentation 3

COMS 2373, Introduction to Interpersonal Communication 3

COMS 3363, Communication Research Methods 3

**Communication Studies Electives (15 hours must be upper-level) 18**

AD 3023, Principles of Advertising

COMS 2253, Introduction to Health Communication

COMS 3203, Business and Professional Communication

COMS 3243, Principles of Persuasion

COMS 3373, Gender Communication

COMS 3253, Principles of Listening

COMS 4203, Small Group Communication

COMS 4243, Interpersonal Communication

COMS 4253, Intercultural Communication

COMS 4263, Organizational Communication

COMS 4323, Communication in Personal Relationships

COMS 4373, Conflict Resolution

COMS 4383, Computer Mediated Communication

COMS 4403, Health Communication

COMS 4423, Narratives in Health and Healing

PR 3003, Principles of Public Relations

PR 4603, Crisis Communication

**Sub-total 30**

**Electives: Sem. Hrs.**

Electives 48

**Total Required Hours: 120**

**Major in Strategic Communications**

**Bachelor of Science**

**Emphasis in Advertising**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

COMS 3363, Communication Research OR

AD 4003, Account Planning & Management 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

SCOM 3143, Strategic Writing 3

SCOM 3553, Strategic Visual Communications OR

SCOM 4213, Social Media in Strategic Communications 3

Sub-total 16

**Emphasis Area (Advertising)**

AD 3023, Principles of Advertising 3

AD 3033, Advertising Elements and Execution 3

AD 3333, Media Advertising and Sales 3

AD 4033, Advertising Case Studies & Campaigns 3

PR 3003, Public Relations Principles OR

PR 4113, Integrated Marketing Communications 3

**Sub-total 15**

**Communication Electives or Specializations: Sem. Hrs.**

Electives/Specializations 9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Strategic Communications**

**Bachelor of Science**

**Emphasis in Public Relations**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

COMS 3363, Communication Research OR

AD 4003, Account Planning & Management 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

SCOM 3143, Strategic Writing 3

SCOM 3553, Strategic Visual Communications OR

SCOM 4213, Social Media in Strategic Communications 3

Sub-total 16

**Emphasis Area (Public Relations)**

AD 3023, Principles of Advertising OR

PR 4113, Integrated Marketing Communications 3

PR 3003, Principles of Public Relations 3

PR 3013, Public Relations Tools & Techniques 3

PR 4013, Practicum in Public Relations 3

PR 4033, Public Relations Case Studies and Campaigns 3

**Sub-total 15**

**Communication Electives or Specializations: Sem. Hrs.**

Electives/Specializations 9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 13-16

**Total Required Hours: 120**

**Department of Communication Minors**

**Minor in Communication Studies**

**Required Courses: Sem. Hrs.**

COMS 1203, Oral Communication 3

COMS 2313, Communication Theory 3

COMS 2243, Principles of Argumentation 3

COMS 2373, Introduction to Interpersonal Communication 3

COMS 3363 Communication Research Methods 3

Upper-level Communication Studies Electives 3

**Total Required Hours: 18**

**Minor in Strategic Communications**

**Required Courses: Sem. Hrs.**

AD 3023, Advertising Principles 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

PR 3003, PR Principles 3

Nine hours of upper-level electives from Strategic Communication

or from these Communications Studies courses:

COMS 3243, Principles of Persuasion

COMS 4203, Small Group Communication

COMS 4263, Organizational Communication

COMS 44373, Conflict Resolution

COMS 4403, Health Communication 9

**Total Required Hours: 19**

**Department of Media**

Chair TBA

**Professors:** Amienyi, Fears, Pitts

**Associate Professors:** Zeng

**Assistant Professors:** Bowman, Combs, Tait

**Instructors:** Brown, Doyle, Mishra, Pillow, Roberts, Thrasher

The Department of Media offers Bachelor of Science degrees in Multimedia Journalism and Creative Media Production. Students can emphasize in news editorial, broadcast journalism, photojournalism, multimedia journalism, sports journalism, audio and video production, multimedia production, narrative film, and sports production.

**MULTIMEDIA JOURNALISM PROGRAM:**

The multimedia journalism program prepares working journalists and news practitioners to generate, research, write, and produce newsworthy content across the spectrum of news media. Through hands-on instruction, practical workplace experience and conceptual coursework, students learn how to create and distribute content for print, radio, television, websites and interactive media.

Multimedia journalism is designed to develop news judgment and storytelling skills applicable to a variety of professions and media outlets and talent for performance and teamwork. This program builds the foundation on which graduates can establish a career in modern news media across platforms.

**CREATIVE MEDIA PRODUCTION PROGRAM:**

The creative media production program prepares practitioners who understand the world of production, from concept to program completion. Through hands-on instruction and conceptual coursework students learn how to create and distribute content for radio, television, film, websites and interactive media.

Creative Media Production is designed to nurture students with a passion for storytelling and communicating, and a talent for expressing themselves through visual media. This preparation provides a solid foundation on which to build their careers in a variety of rewarding professions.

**DEGREE REQUIREMENTS**

Students earning a Bachelor of Science from the Department of Media must complete the following:

1. Take at least 72 hours outside of the three Bachelor of Science degrees offered in the College of Media and Communication.
2. A minor outside of the College of Media and Communication. The minor must be approved by the student’s advisor.
3. Earn no more than three hours of internship credit towards the 120 hours required for graduation.
4. Take a senior exit exam on the study day prior to final exams of his or her last semester of enrollment.
5. Complete an exit survey and submit a resume prior to graduation.

**Major in Multimedia Journalism**

**Bachelor of Science**

**Emphasis in Broadcast Journalism**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

JOUR 3363, Communications Research 3

JOUR 4053, Advanced Reporting 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 22

**Emphasis Area (Broadcast Journalism) Sem. Hrs.**

JOUR 3003, Reporting for Electronic Media 3

JOUR 3103, Electronic News Gathering 3

JOUR 4343, News Production and Performance 3

**Sub-total 9**

**College Electives Sem. Hrs.**

Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Multimedia Journalism**

**Bachelor of Science**

**Emphasis in Photojournalism**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

JOUR 3363, Communications Research 3

JOUR 4123, Media Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Photojournalism) Sem. Hrs.**

AD 3193, Advanced Photography 3

JOUR 3043, Photography 3

JOUR 3093, Photojournalism 3

JOUR 4013, Advanced Photojournalism 3

**Sub-total 12**

**College Electives Sem. Hrs.**

Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Multimedia Journalism**

**Bachelor of Science**

**Emphasis in News Editorial**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

JOUR 3363, Communications Research 3

JOUR 4053, Advanced Reporting 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 22

**Emphasis Area (Specialized Reporting) Sem. Hrs.**

JOUR 3043, Photography 3

JOUR 3063, News Editing 3

JOUR 3073, News Design 3

**Sub-total 9**

**College Electives Sem. Hrs.**

Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Multimedia Journalism**

**Bachelor of Science**

**Emphasis in Sports Reporting**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

JOUR 3363, Communications Research 3

JOUR 4053, Advanced Reporting 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 22

**Emphasis Area (Sports Reporting) Sem. Hrs.**

CMP 3573, Sports Production 3

JOUR 4083, Sports, Business and Opinion Writing 3

JOUR 4573, Sportscasting 3

**Sub-total 9**

**College Electives Sem. Hrs.**

Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Creative Media Production**

**Bachelor of Science**

**Emphasis in Audio/Video Production**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

CMP 3363, Communications Research 3

CMP 4363, Multimedia Storytelling 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Audio/Video Production) Sem. Hrs.**

CMP 2353, Audio and Video Production 3

CMP 3343, Advanced Radio Practicum OR 3

CMP 4383, Advanced Television Production

CMP 3353, Field and Post Production 3

CMP 4353, Corporate Media Production 3

CMP 4483, Broadcast Graphics 3

**Sub-total 15**

**College Electives Sem. Hrs.**

Select 2 courses from the College of Media and Communication 6

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Creative Media Production**

**Bachelor of Science**

**Emphasis in Sports Production**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

CMP 3363, Communications Research 3

CMP 4363, Multimedia Storytelling 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Sports Production) Sem. Hrs.**

CMP 3573, Sports Production 3

CMP 4563, Sports Programming 3

CMP 4573, Sportscasting 3

MCOM 4063, Internship 3

**Sub-total 12**

**College Electives Sem. Hrs.**

Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Creative Media Production**

**Bachelor of Science**

**Emphasis in Narrative Media**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

CMP 3363, Communications Research 3

CMP 4363, Multimedia Storytelling 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Narrative Motion Picture) Sem. Hrs.**

CMP 3403, Screenwriting for Narrative Motion Pictures 3

CMP 3503, Film Cinematography, Lighting and Editing 3

CMP 4303, Advanced Filmmaking Techniques 3

MCOM 4063, Internship 3

**Sub-total 12**

**College Electives Sem. Hrs.**

Select 2-3 courses from the College of Media and Communication 6-9

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Major in Creative Media Production**

**Bachelor of Science**

**Emphasis in Graphic Communication**

A complete 8-semester degree plan is available at http://registrar.astate.edu/.

**University Requirements:**

See University General Requirements for Baccalaureate degrees (p. 40)

**First Year Making Connections Course: Sem. Hrs.**

UCC 1013, Making Connections 3

**General Education Requirements: Sem. Hrs.**

See General Education Curriculum for Baccalaureate Degrees (p.82) 35

**Students with this major must take the following:**

COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)

MCOM 1003, Mass Communication in Modern Society

**College of Media and Communication Core Courses: Sem. Hrs.**

MCOM 2053, Introduction to Visual Communications 3

MCOM 3001, Professional Seminar 1

Sub-total 4

**Major Requirements**

CMP 2313, Multimedia Production 3

CMP 3363, Communications Research 3

CMP 4363, Multimedia Storytelling 3

JOUR 4123, Media Management and Entrepreneurship 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

MCOM 4073, Communications Law and Ethics 3

Sub-total 19

**Emphasis Area (Graphic Communication) Sem. Hrs.**

GCOM 1813, Introduction to Digital Publishing 3

GCOM 2673, Digital Prepress 3

GCOM 3603, Graphic Production Systems 3

GCOM 3673, Desktop Publishing and Publication Design 3

GCOM 4643, Graphic Communications Management 3

**Sub-total 15**

**College Electives Sem. Hrs.**

Select 2 courses from the College of Media and Communication 6

**Minor Sem. Hrs.**

Must be outside the College of Media and Communication and approved by advisor 18-21

**Electives Sem. Hrs**

Electives 14-17

**Total Required Hours: 120**

**Department of Media Minors**

**Minor in Multimedia Journalism**

**Required Courses: Sem. Hrs.**

CMP 2313, Multimedia Production 3

JOUR 2013, Multimedia Reporting 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

Nine upper-level hours in courses offered in Multimedia Journalism 9

**Total Required Hours: 19**

**Minor in Creative Media Production**

**Required Courses: Sem. Hrs.**

CMP 2313, Multimedia Production 3

MCOM 1001, Media Grammar and Style 1

MCOM 2003, Media Writing 3

Twelve hours in courses offered in Creative Media Production,

nine must be in upper-level courses. 12

**Total Required Hours: 19**

COLLEGE OF MEDIA AND COMMUNICATION

The frequency of course offering is indicated following each course description. If not otherwise indicated, the course will be scheduled for each enrollment period. **The university reserves the right to change course scheduling when circumstances dictate such changes.**

**Media and Communication~~s~~ (MCOM)**

**MCOM 1001. Media Grammar and Style** Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with **MCOM** 2003, **Media** Writing, with consent of chair. Test-out option available. Fall, Spring, Summer.

**MCOM 1003. Mass Communications in Modern Society** A study of the interaction between society and mass communication through the lenses of history, theory, economics, culture, law, and technology.

**MCOM 2003. Media Writing** Basic writing for print, broadcast and Internet media. Course includes attention to news style and grammar. Word processing skills required. Prerequisite, C or better in ENG 1003. Fall, Spring, Summer.

**MCOM 2053 Introduction to Visual Communications** Analysis and application of visual messages with text for multiple media outlets. Fall, Spring.

**MCOM 3001 Professional Seminar** The study of the principles, theories, and language of visual communication to help students analyze, interpret and apply visual content to communicate more effectively. Fall, Spring.

**MCOM 4063. Internship** Supervised work in an approved communications-related setting. Prerequisite, consent of the department chair and faculty advisor. Fall, Spring, Summer.

**MCOM 4073. Communications Law and Ethics** Legal and ethical limitations and privileges af- fecting the mass media. Fall, Spring, Summer.

**DEPARTMENT OF MEDIA**

**Graphic Communications (GCOM)**

**GCOM 1613. Graphic Communication Systems** An exploration of the industrial materials and processes utilized for graphic preparation and reproduction including lithography, gravure, flexog­raphy, screen printing, and nonimpact printing processes. Classroom, industrial visitation and laboratory format. Fall, Spring.

**GCOM 1813. Introduction to Digital Publishing** An overview of the preparation of digital graphics, photographs and text for publication, and of their interrelationships. Includes application of current digital publishing software programs. Fall, Spring.

**GCOM 2673. Digital Prepress** Comprehensive overview of the major prepublishing workflow elements and the options or their interrelationships. Fall.

**GCOM 3603. Graphic Production Systems** An exploration of the Press and Post Press processes of graphic reproduction and publishing. Critical aspects unique to each process will be studied including copy preparation, image carriers, image transfer systems, substrates, inks/toners and post press operations. Each process will be studied through classroom experiences, industrial visitations and/or laboratory experiences. Prerequisite, GCOM 1613. Spring.

**GCOM 3673. Desktop Publishing and Publication Design** Electronic publishing and publication design using desktop publishing software programs. Fall, Spring, Summer. Course Fee $25.00

**GCOM 4613. Post Press and Distribution Management** Study of functions occurring after the material has been imaged, including case, mechanical and perfect binding and finishing opera­tions. Additional components include web finishing, selective binding, ink jet imaging, and postal regulations and distribution. Prerequisite, GCOM 1613. Spring

**GCOM 4623. Graphic Communications Estimating and Scheduling** Focus on establishing cost centers and budgeted hourly rates, estimating and pricing materials and buyouts, and analyzing and communicating production schemes for graphic reproduction. Prerequisites, GCOM 3603. Spring.

**GCOM 4643. Graphic Communications Management Seminar** Management issues specific to the graphic communications industry including quality assurance, sales and customer relations, marketing , scheduling production, laws, ethics, and government interface. Lecture based on course with industry visitations. Prerequisites, GCOM 3603. Fall.

**GCOM 4683. Graphic Publication Production** Opportunity for students to plan production, deter­mine related costs, coordinate and perform production, control quality and develop a portfolio of a complete production experience. Lecture, industry visitations and laboratory format. Prerequisites, GCOM 1613 and GCOM 3803. Fall.

**GCOM 4783. Electronic Innovations in Graphic Communications** Course designed to cover the concepts of digital imagery and output, on demand printing, pagination, multimedia production, databases, interactive design, electronic sales and customer relations. Classroom, laboratory and industry visitation experiences. Prerequisites, GCOM 1613 and RTV 4363. Permission of instructor required. Fall, odd.

**GCOM 488V. Special Problems in Graphic Communications** Designed to provide individually directed research in some special area of printing for seniors. Should be arranged in consultation with a professor in the specified field of interest prior to the semester of study and approved by the department chair. A written paper is required. Fall, Spring, Summer.

**Multimedia Journalism (JOUR)**

**JOUR 2010. MultimediaReporting Laboratory** Laboratory for Multimedia Reporting. Must be taken con­currently with JOUR 2013. Fall, Spring.

**JOUR 2013. Multimedia Reporting** Techniques of newsgathering, with practical experience in inter­viewing and reporting for news media. Must be taken concurrently with JOUR 2010. Prerequisite, C or better in MCOM 2003 and CMP 2313 or consent of instructor. Fall, Spring.

**JOUR 3001. Contemporary Events and the Mass Media** Weekly review of news events and the mass medias coverage of them. Fall, Spring.

**JOUR 3003. Feature and Magazine Article Writing** Methods of gathering material for feature stories through interviews, research, and observation, practice in writing the article. Requires three hours of laboratory work per week. Prerequisite, JOUR 2013. Fall.

**JOUR 3040. Photography Laboratory** Laboratory for Photography. Must be taken concurrently with JOUR 3043. Fall, Spring.

**JOUR 3043. Photography** Elements of composition, camera, darkroom techniques and digital photography. Requires three hours of laboratory work per week. Lab fee, $10.00. Special course fee, $10.00. Fall, Spring.

**JOUR 3063. News Editing** Editing and rewriting news stories, writing headlines and cutlines, legal and ethical issues for editors, and the basic principles of news design. Prerequisite, JOUR 2013. Fall.

**JOUR 3073. News Design** Principles of visual communication, digital and print media design, elements and practices of digital and press publication, media economic theory and practice. Prerequisite, JOUR 2013. Spring.

**JOUR 3083. History of the Mass Media** History of the mass media newspapers, magazines, radio, television and new technology from colonial days to the present. Spring.

**JOUR 3090. Photojournalism Laboratory** Laboratory for Photojournalism. Must be taken concurrently with JOUR 3093. Spring.

**JOUR 3093. Photojournalism** Practical experience with digital photography and layout for print media, use of image editing software, color theory, scanning input and output devices. Students required to submit projects for student publications and cover news events. Requires three hours of laboratory work per week. Prerequisites, JOUR 2003 and JOUR 3043 or consent of instructor. Special course fee, $10.00. Spring.

**JOUR 3203. Reporting for the Electronic Media** Gathering, writing, and reporting news and features for the electronic media, including radio and television, cable, and the Internet. Prerequi­site, C or better in MCOM 2003. Word processing skills required. Fall, Spring.

**JOUR 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross listed as RTV 3363. Fall, Spring.

**JOUR 3373. Introduction to Internet Communications** Introductory course in the use of the internet as a communication delivery system. The course addresses Internet history, its develop­ment and future applications for communications. Basic computer competency required. Cross Listed RTV 3373. Fall, Spring.

**JOUR 3403. Electronic News Gathering** Advanced reporting techniques, story development process and tools needed to interview and write, report and edit video news stories. Stories pro­duced will be used to enhance newscast development. Prerequisite, C or better in MCOM 2003, **CMP 2353**, and **JOUR 3203**, or consent of instructor. Fall, Spring.

**JOUR 4010. Advanced Photojournalism Laboratory** Laboratory for Advanced Photojournalism. Must be taken concurrently with JOUR 4013. Fall.

**JOUR 4013. Advanced Photojournalism** Digital photojournalism with emphasis on ethics and role of photojournalist in society. Students are expected to prepare a portfolio of work upon completion of the course. Six hours of laboratory work per week. Prerequisite, JOUR 3093. Special course fee, $25.00. Fall.

**JOUR 4043. Studies in Newspaper Management** Study of business and editorial management of the print media, including newspaper organization, publishing policies and economics, print media technology, circulation and promotional problems. Fall, even.

**JOUR 4050. Advanced Reporting Laboratory** Laboratory for Advanced Reporting. Must be taken concurrently with JOUR 4053. Spring.

**JOUR 4053. Advanced Reporting** Instruction and practice in gathering material and reporting stories on public affairs, emphasis on courts and government. Must be taken with lab JOUR 4050. Prerequisite, C or better in JOUR 2013 or consent of instructor. Spring.

**JOUR 4083. Sports, Business and Opinion Writing** Techniques of newswriting and information gathering in business and sports reporting. Techniques of opinion writing. Prerequisite, C or better in JOUR 2013 or consent of instructor or department chair. Spring, odd.

**JOUR 4123. Media Management and Entrepreneurship.** Teaches students tools that develop entrepreneurial characteristics that will assist in developing media content for use by multiple media platforms. Students learn business finance, client interaction, ethics and develop content that can be distributed through the departments media outlets.

**JOUR 4213. Social Media in Strategic Communications** This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy. Spring

**JOUR 4323. Race, Gender and Media** Survey of the interface between Americans of color, women and the mass media in the United States. Fall.

**JOUR 4340. News Production and Performance Laboratory** Laboratory section for News Production and Performance. Must be taken concurrently with **JOUR 4343**. Fall, Spring.

**JOUR 4343. News Production and Performance** Experience in producing news programs. Stu­dents exercise judgment and make editorial decisions about news content and program continuity. Experience in verbal and nonverbal communication relative to on camera delivery. Prerequisites, **JOUR** 3103 or consent of instructor. $25 special course fee. Fall, Spring.

**JOUR 4373. Internet Communications** Internet Communications provides students with a thorough understanding and practice in the use of the Information Superhighway. The course will also look at new opportunities for communications professionals. Prerequisite, Basic computer competency. Fall, Spring, Summer.

**JOUR 4552 Photojournalism Practicum and Professional Development** Individualized and supervised placement in specific professional settings. Students will work with professionals in the field under faculty supervision. Pre-requisite: JOUR 3093. Spring

**JOUR 4573. Sportscasting** Theory and practical application of sportscasting for radio and televi­sion. Dual listed with RTV 5573. Fall.

**JOUR 488V. Special Problems in Journalism** Prerequisite, approval of department chair and faculty. Fall, Spring, Summer.

**Creative Media Production (CMP)**

**CMP 2313. Multimedia Production** A comprehensive, basic course in audio and video technology and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, web and mobile distribution. Video production covers videography, directing, and multi-camera production.

**CMP 2353 Audio and Video Production** A basic course in audio and video technology and production for many distribution platforms. Audio production covers radio, audio recording, audio for video production, and web distribution. Video production covers videography, directing, and multi-camera production.

**CMP 3303. History of Moving Images and Narrative Motion Picture** A study of the oral, writ­ten, live theatre and still photography storytelling contributions to the origins of narrative motion pictures. Fall, Spring, Summer.

**CMP 3343. Advanced Radio Practicum** Special practices in radio station operation, with special assignments relative to operation of KASU. Prerequisite, RTV 2024. Fall, Spring, Summer.

**CMP 3353. Field and Post Production.** An experiential course in the technical skills and creative principles required for video field production and postproduction, focusing on writing, producing, planning, shooting and editing video projects and assignments. Prerequisites: Multimedia Production Skill; Audio-Video Production.

**CMP 3363. Communications Research** Study and use of research tools and theories available for mass communications problem solving. Emphasis will be on library research, theory approaches, and applied research as applied to the media. Cross listed as JOUR 3363. Fall, Spring.

**CMP 3373. Introduction to Internet Communications** Introductory course in the use of the Internet as a communication delivery system. The course addresses Internet history, its develop­ment and future applications for communicators. Basic computer competency required. Cross listed JOUR 3373. Fall, Spring.

**CMP 3403. Screenwriting for Narrative Motion Pictures** Study and application of writing and scripting techniques for narrative motion picture, including synopsis, sequence outline, treatments and screenplay. Characterization and genre conventions are also considered. Fall, Spring.

**CMP 3503. Film Cinematography, Lighting, and Editing** Introduction to the theory and tech­niques of cinematography, lighting, and editing for narrative filmmaking. Prerequisite, consent of instructor. Fall, Spring.

**CMP 3573 Sports Production**. Theory and application of sports production for radio and television.

**CMP 3673. Seminar in Digital Media and Design** A study of the development and impact of digital media. Cross listed as ART 3673. Spring.

**CMP 4303. Advanced Filmmaking Techniques** In-depth study of narrative filmmaking as an art form. Students develop greater expertise in shooting properly exposed and imaginatively composed images, storyboarding, production techniques, composition aesthetics, lighting, sound mixes, and digital non-linear editing. Prerequisites, **CMP** 3303, **CMP** 3403, **CMP** 3503. Spring.

**CMP 4333. Special Topics Seminar** A seminar that addresses current topics in the area of communication. Fall.

**CMP 4353. Corporate Media Production** Study of the field and function of media production for business and nonprofit organizations. The course addresses client contact, budgeting, analysis of production problems, design and writing of scripts for promotion, training and news in corporate and industrial settings. $25 special course fees. Prerequisites, **CMP** 3013, **CMP** 3024 and **CMP** 3033. Fall.

**CMP 4363. Multimedia Storytelling** Introductory course in multimedia concepts, media elements, platforms, and production. Emphasis is placed on delivery of content across media platforms for diverse audiences. Fall, Spring.

**CMP 4383. Advanced Television Production** Practice in methods and procedures of producing studio and remote program content for ASU TV. This may include, athletic events, campus forums, concerts, newscasts, spelling bees, telethons, etc. Prerequisite, C or better in **CMP** 3023. May be repeated for a maximum total of six credit hours. Fall, Spring.

**CMP 4473. Advanced Internet Communications** Internet Communications provides students with a thorough understanding and practice in the use of the Information Superhighway. The course will also look at new opportunities for communications professionals. Prerequisite, Basic computer competency. Fall, Spring, Summer.

**CMP 4483 Broadcast Graphics** Development and production of graphics for video, television, and the web.

**CMP 4503. Film Production Practicum** A capstone experience in narrative motion picture production. Students will work individually or in groups to write, produce, shoot, edit and distribute a short film. Prerequisites, **CMP** 4303; or consent of instructor. Fall, Spring.

**CMP 4553. Multimedia Reporting** Application of traditional journalism skills to digital media practice, including integration of audio, photographs, graphics and video as multimedia storytelling tools to enrich online news coverage. Dual listed with **CMP** 5553. Prerequisite, **CMP** 3373. Fall, Spring, Summer.

**CMP 4563 Sports Programming**. Theory and application of sports programming for radio and television.

**CMP 488V. Special Problems in Electronic Media** Prerequisite, approval of Department Chair­man and faculty. Fall, Spring, Summer.

**DEPARTMENT OF COMMUNICATION**

**Advertising (AD)**

**AD 3023. Principles of Advertising** Advertising history, theory and practice, including tradi­tional and nontraditional media. Fall, Spring.

**AD 3033. Advertising Elements and Execution** Principles and practices in creating and critiquing advertising messages across media platforms. Prerequisites, JOUR 2003 and JOUR 3023. Fall

**AD 3193 Advanced Photography** An in-depth examination of the uses of natural and artificial lighting, lenses, cameras, studios, and other elements needed for professional photography in advertising, promotion, portraits, sports and other environments. Emphasis placed on the business of photography.

**AD 3333. Media Advertising and Sales** Study of the structure of thewith emphasis on media selection and planning, as well as the basic methods of selling Sales affiliation project required Fall, Summer.

**AD 4003. Account Planning and Management** This is an advancedcourse in strategic media and the management of client/agency relationships. Spring.

**AD 4033 Advertising Case Studies and Campaigns** Study of recent advertising cases and campaigns involving business, industry, institutions and government. Students create a compre­hensive advertising campaign for a given client. Prerequisite, JOUR 3033, JOUR 3143 and JOUR 3363. Spring.

**Communication Studies (COMS)**

**COMS, 1203. Oral Communication** The theory and practice of communication in interpersonal, small groups, and public speaking contexts, emphasizing proficiency in message organization, delivery, and critical thinking. Prerequisite for all other communication studies courses, except COMS 3203. Fall, Spring, Summer.

**COMS, 1211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Demand.

**COMS, 2203. Introduction to Human Communication** An introduction to and an overview of communication, including concepts and applications. Prerequisite, COMS 1203 Oral Communica­tion. Demand.

**COMS, 2313. Communication Theory** Study of foundational and current theories of communication and applications of these theories in communication contexts. Prerequisite, COMS 1203. Spring..

**COMS, 2243. Principles of Argumentation** Principles of logical reasoning used in advocacy, analysis, use of evidence, inductive and deductive reasoning. Spring, even.

**COMS, 2253. Introduction to Health Communication** Communication in healthcare settings. Major topics include patient provider interaction, information dissemination, cultural concerns, ethical issues, and social support. Fall.

**COMS, 2373. Introduction to Interpersonal Communication** A study of interpersonal commu­nication. Prerequisite, COMS 1203. Spring.

**COMS, 3203. Business and Professional Communication** Communication needs of people in business and professional settings. Fall, Spring.

**COMS, 3211. Intercollegiate Debate** Study and practice of intercollegiate debate. May be repeated for credit. Demand.

**COMS, 3243. Principles of Persuasion** Theory and practice of persuasion as an instrument in motivating human conduct. Fall.

**COMS, 3253. Principles of Listening** Principles of listening in the communication process, em­phasis on listening improvement. Fall, even.

**COMS, 3363. Communication Research Methods** Study of both qualitative and quantita­tive methods used in communication research. Spring.426

**COMS, 3373. Gender Communication** Study of the interrelationship between communication and gender in various contexts. Spring, odd.

**COMS, 3433 Communication Criticism** Provides critical approaches from the humanistic condi­tion engaging media, public discourse, and interpersonal communication. Prerequisites, COMS 1203 or PHIL 1503, or PHIL 1103. Summer.

**COMS, 4203. Small Group Communication** Group and conference techniques for classroom, business, and professional situations. Spring, Summer.

**COMS, 4243. Interpersonal Communication** Emphasis on increasing students capacity for openness, sensitivity, and objective appraisal. Fall, Summer.

**COMS, 4253. Intercultural Communication** Identification of barriers and breakdowns to com­munication among cultures. Spring.

**COMS, 4263. Organizational Communication** Dynamics and theories of communication within an organization. Spring, even.

**COMS, 431V. Special Problem: Varying Topics** Prerequisite, permission of instructor. May be repeated twice with different topics. Demand.

**COMS, 4323. Communication in Personal Relationships** The course covers interpersonal com­munication in the context of personal relationships, such as romantic relationships, friendships, professional relationships, and family relationships. Fall, odd.

**COMS, 4373. Conflict Resolution** Conflict as a communication variable created through inter­personal interaction in dyads, small groups, families, and organizations. Dual listed SCOM 5373. Summer.

**COMS, 4383. Computer Mediated Communication** This course considers how identities, rela­tionships and communities are created and influenced by our use of computers and the internet. We will gain understanding of these processes by engaging new media scholarship and activities involving different forms of new media. Dual listed as SCOM 5383. Prerequisite: COMS 1203. Spring.

**COMS, 4403. Seminar in Health Communication** Study of the major cultural, interpersonal

**Public Relations (PR)**

**PR 3003. Principles of Public Relations** Nature and theoretical foundation of public relations, its role in society, practitioners and dynamics of the process. Fall, Spring, Summer.

**PR 3013. Public Relations Tools and Techniques** Analysis and application of public relations tools and techniques with an emphasis on public relations writing, specialized publications, and strategy for working with corporate and noncorporate organizations. Prerequisite, JOUR 2003 and PR 3003. Fall, Spring.

**PR 4013. Public Relations Practicum and Professional Development** Advanced PR course requiring application of skills in supervised work with various businesses, institutions, organizations and social agencies. Student will work a minimum of 10 hours per week outside the classroom with assigned workplace mentor. Consent of instructor required. Fall, Spring.

**PR 4023. Public Opinion, Propaganda and the Mass Media** Survey of public opinion for­mation and change, with special attention to the role of the mass media in the creation and use of public opinion and propaganda. Fall.

**PR 4033. Public Relations Case Studies and Campaigns** Study of recent public relations cases and campaigns involving business, industry, institutions, and government. Students create a comprehensive public relations campaign for a given client. Prerequisites, JOUR 3363, JOUR 3143 and PR 3013. Spring.

**PR 4113. Integrated Marketing Communications** Focuses on the strategic integration of various channels and methods of communications for the purpose of delivering key messages to diverse target audiences in order to elicit specific responses, create a dialogue and engender relationship building. Prerequisite, JOUR 3023, PR 3003, or MKTG 3013. Fall, Spring.

**PR 4603. Crisis Communication** An investigation of communications during crises, focusing on public relations, advertising and other persuasive efforts by institutions, corporations, movement leaders, and citizens to describe, persuade and shape human interactions with their environment during a crisis. Fall, Spring.

**PR 4633. Trending Topics** Exploration of current topics and issues in public relations and advertising. Fall, Spring.

**Strategic Communication (SCOM)**

**SCOM 3013. Promotional Writing for Electronic and Digital Media** Methods and techniques of writing non-news radio and television scripts and web content. Emphasis on commercials and program continuity, promotional announcements, public service announcements. Some attention to teleplay, screenplay and corporate video techniques.

**SCOM 3553. Strategic Visual Communication** An advanced course focusing on the theoretical, contextual and practical natures of persuasive images in the context of strategic communications. Prerequisite MCOM 2053. Fall, Spring.

**SCOM 3943. Strategic Writing** Writing forms and styles across multimedia platforms. Fundamentals and practice in preparation of strategic messages for various channels of communications, including controlled and uncontrolled media. Students will develop skills in information gathering, writing styles, editing, critical thinking and audience analysis. Prerequisites: MCOM 2003 and either PR 3003 or AD 3023. Fall, Spring.

**SCOM 4213. Social Media in Strategic Communications** This course examines concepts and applications of social media within mass communications, news, advertising, and public relations industries. We will explore and apply social media tools, integrating them into an organization’s overall communication strategy. Spring