

# COMMUNICATION (COMM)

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**COMM 110. Fundamentals of Public Speaking**

Credits: 3

Typically Offered: FASPSU

The course is designed to lay a foundation in skills for informal and formal speaking situations. There is an emphasis on content, organization, audience adaptation, critical evaluation of messages, language, and delivery.

**COMM 112. Understanding Media and Social Change**

Credits: 3

Typically Offered: FASPSU

This course explores mass media, including its purpose, function and impact on society. In turn, the course explores the impact of society on the media.

**COMM 200. Introduction to Media Writing**

Credits: 3

Typically Offered: FALL

This course introduces writing styles and forms required in journalism, broadcast, online media, public relations and advertising. Students gather, organize, and write news stories using Associated Press style and learn about the media process through the applied process of publication.

**COMM 206. Digital Communication Fundamentals**

Credits: 3

Typically Offered: FALL

This introduction to the theory and practice of digital communication for print, online and mobile media. Course emphasis is on a holistic approach to digital design including both theoretical knowledge and software expertise. Course involves creating a series of portfolio ready digital artifacts.

**COMM 212. Interpersonal Communication**

Credits: 3

Typically Offered: FALLSPR

This course will acquaint students with fundamental concepts of communications between individuals. Course will give insights into the dynamics of interpersonal communication, aid in understanding how people present themselves to others, and how others perceive them in turn.

**COMM 213. Publications**

Credits: 3

Repeat Status: Repeatable up to 6.00 credits.

Typically Offered: FALLSPR

Students will serve as editorial and production assistants to complete publications. Students will work with a project team, have applied-learning experiences in the areas of text preparation, manuscript editorial, layout design, typesetting, printing, binding, professional writing, and marketing work related to producing publications. Students will understand the history, theory, and practice of publishing, as well as discovering online resources related to the fields of editing, publishing, and freelance work.

**COMM 218. Public Relations Principles**

Credits: 3

Typically Offered: FALLSPR

An introduction to the theory and practice of public relations, emphasizing management functions, writing skills, communication processes, tools, and professional ethics. Particular emphasis will be given to the ways of gaining public support for an activity, cause, movement, or institution and public relations copywriting.

**COMM 224. Social Media Foundations**

Credits: 3

Typically Offered: SPRING

An exploration of managing social media and analytical tools. This course explores the tools and strategical use of social media in promoting the goals and mission of both for-profit and non-profit organizations, covering advertising, marketing, public relations, and promotional strategies within the media scope of social media.

**COMM 225. Introduction to Audio Production**

Credits: 3

Typically Offered: FALL

Lab and lecture course which is designed to introduce the student to the basic principles and practices of audio production. Student will learn how to operate production equipment, properly record and process audio signals, and learn how to use a digital audio workstation (DAW).

**COMM 244. Reporting and Feature Writing**

Credits: 3

Prerequisite: COMM 200 or departmental approval.

Typically Offered: SPRING

In this course students discuss current practices, problems and ethics of news reporting. Students are introduced to the differences between hard news and soft news with continued practice in gathering, organizing and writing stories using Associated Press style as well as continued practice in the process of publication.

**COMM 270. Basic Video Production**

Credits: 3

Repeat Status: Repeatable up to 6.00 credits.

Typically Offered: FALL

This course teaches the principles of video production. Students learn basic picture and sound generation, recording, editing and scripting and the fundamentals of lighting and equipment setup.

**COMM 272. Advanced Video Production**

Credits: 3

Repeat Status: Repeatable up to 6.00 credits.

Typically Offered: SPRING

This course is designed to help students learn to use video as an effective form of communication. Students will study and apply the technical and aesthetic principles of broadcast production. Emphasis will be on the theory and practice of studio productions. Students will explore electronic news gathering/interview techniques so they can effectively communicate audio/visual messages through the generally accepted production norms associated with media production. Students will learn to operate equipment in a television studio, work as a member of a production team and serve as a crewmember of the student video production *MystiCast*.

**COMM 275. Communication Capstone**

Credits: 1

Typically Offered: FASPSU

This capstone course for the Communication major features projects linking theory to practice, real world communication situations, and critical analysis of audiences and issues. Should be taken during last semester of program.

**COMM 281. Reporting and Editing: Mystician**

Credits: 1

Repeat Status: Repeatable up to 4.00 credits.

Typically Offered: FALLSPR

Students in this laboratory course become staff members of the campus newspaper the *Mystician*. Options for involvement include editors, writers, photographers, graphic design artists and advertising personnel.

**COMM 283. Video Lab: *MystiCast***

Credits: 1

Repeat Status: Repeatable up to 4.00 credits.

Typically Offered: FALLSPR

Students in this laboratory course become staff members of the student campus video production - *MystiCast*. Options for involvement include working on the technical and production aspects, as well as being an anchor or reporter. Repeatable.

**COMM 284. Radio Lab: The MYX**

Credits: 1

Repeat Status: Repeatable up to 4.00 credits.

Typically Offered: FALLSPR

Students in this laboratory course become staff members of the student campus radio production - The MYX. Options for involvement include working on the technical and production aspects, as well as being an announcer or having a weekly radio program.

**COMM 289. Communication Capstone**

Credits: 1

Repeat Status: Repeatable up to 6.00 credits.

Typically Offered: ONDEMAND

Students will choose a communication path in which they will have more hands-on experiences in areas such as public relations, public speaking, social media, etc. This course is repeatable.

**COMM 301. Introduction to Integrated Marketing Communication**

Credits: 3

Typically Offered: FALL

This course introduces students to the strategic planning and execution of marketing communication campaigns that integrate multiple channels, such as advertising, public relations, digital media, and promotions to deliver consistent and compelling messages to target audiences. The course emphasizes understanding consumer behavior, market segmentation, and brand positioning as essential components of developing effective integrated marketing communication (IMC) strategies.

**COMM 316. Intercultural Communication**

Credits: 3

Typically Offered: SPRING

Exploration of the definition, models, and verbal processes of communication between different cultural groups.

**COMM 327. Industry Communication**

Credits: 3

Prerequisites: ENGL 110 and COMM 110.

Typically Offered: FASPSU

This course will cover preparing and presenting professional speeches, communications with peers and supervisors, as well as clients. Focus will be on proper organization of material, as well as techniques to present material in an informational, interesting style and being prepared for follow-up questions and answers.

**COMM 377. Emerging Media and Technologies**

Credits: 3

Prerequisite: COMM 112.

Typically Offered: SPRING

This course will explore the evolution of media technologies and investigate the emergence of older forms of new media, from the original internet to big data, from graphical user interfaces to social media platforms.

**COMM 414. Social Media Management**

Credits: 3

Typically Offered: FALL

An exploration of managing social media and analytical tools. This course explores the tools and strategical use of social media in promoting the goals and mission of both for profit and non profit organizations, covering advertising, marketing, public relations, and promotional strategies within the media scope of social media.

**COMM 425. Crisis Communication**

Credits: 3

Typically Offered: SPRING

Crisis communication practices in organizations of all types with emphasis on planning, emergency communication, image restoration, and organizational learning.