

# Communication

---

---

Dr. Michael Grabowski  
Chair of the Department

With the opportunity to specialize in six different concentrations, the major in Communication is designed to prepare students for a career in the media industry while helping them to develop habits of ethical practices. Balancing theory and practice, coursework in Communication encourages thinking about the use of media by citizens and consumers, the impact of media on individuals and cultures, and the necessity of journalism to provide the information necessary to support a participatory democratic system of governance.

Irrespective of their concentration, all graduates should be aware of certain core values and competencies and be able to:

- Understand and apply the principles and laws of freedom of speech and press, as well as 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 communication;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
- 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 communication professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communication 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 communication professions in which they work.

## Majors

Students planning to major in the department must consult with the Chair by no later than their sophomore year. Transfer students with a background in communication must consult with the Chair and may present a portfolio of written and production-based work.

## Requirements for a Major

33 credits including COMM 101 Introduction to Communication and Media to be completed during the first year, COMM 201 Ethics in Communication & Media to be completed by sophomore year, COMM 301 Media Theory & Research to be completed during junior year, and COMM 409 Senior Seminar to be completed during senior year. All Communication majors must also select a concentration as their main area of study within the department as early as possible and take five required courses in that area. In addition, they must take two elective courses from any area presuming the proper prerequisites. Juniors and seniors who qualify may apply for an internship, which may serve as one of their electives.

The six areas of concentration are:

1. Advertising
2. Integrated Marketing Communications
3. Journalism
4. Media Production
5. Public Relations
6. Sports Media Production

Students must take the following in their concentration:

### Advertising

|             |                                     |   |
|-------------|-------------------------------------|---|
| COMM 216    | Advertising & Society               | 3 |
| COMM 235    | Advertising Agencies & Storytelling | 3 |
| COMM 304    | Digital Storytelling                | 3 |
| or COMM 305 | Digital Print Design                |   |
| or COMM 306 | Web Design                          |   |
| COMM 315    | Media Planning and Buying           | 3 |
| COMM 414    | Advertising Campaigns               | 3 |

### Integrated Marketing Communications

|             |   |   |
|-------------|---|---|
| COMM 218    | Introduction to Integrated Marketing Communications | 3 |
| COMM 235    | Advertising Agencies & Storytelling                 | 3 |
| COMM 304    | Digital Storytelling                                | 3 |
| or COMM 305 | Digital Print Design                                |   |
| COMM 307    | Writing for Public Relations                        | 3 |

|             |                           |   |
|-------------|---------------------------|---|
| COMM 414    | Advertising Campaigns     | 3 |
| or COMM 420 | Advanced Public Relations |   |

## Journalism

|          |                                |   |
|----------|--------------------------------|---|
| COMM 209 | Introduction to Journalism     | 3 |
| COMM 213 | Reporting and Newswriting      | 3 |
| COMM 304 | Digital Storytelling           | 3 |
| COMM 318 | Advanced Reporting/Newswriting | 3 |
| COMM 330 | The Journalistic Tradition     | 3 |

## Media Production

|          |   |   |
|----------|---|---|
| COMM 222 | Introduction to Story and Post-Production | 3 |
| COMM 304 | Digital Storytelling                      | 3 |
| COMM 308 | Studio Television Production              | 3 |
| COMM 350 | Field and Post-Production                 | 3 |
| COMM 419 | Advanced TV Production                    | 3 |

## Public Relations

|             |  |   |
|-------------|--|---|
| COMM 217    | Introduction to Public Relations       | 3 |
| COMM 304    | Digital Storytelling                   | 3 |
| or COMM 305 | Digital Print Design                   |   |
| or COMM 306 | Web Design                             |   |
| COMM 307    | Writing for Public Relations           | 3 |
| COMM 320    | Strategic Planning in Public Relations | 3 |
| COMM 420    | Advanced Public Relations              | 3 |

## Sports Media Production

|          |                                    |   |
|----------|------------------------------------|---|
| COMM 225 | Introduction to Sports Media       | 3 |
| COMM 250 | Sports Media Performance           | 3 |
| COMM 310 | Sports Media Production            | 3 |
| COMM 350 | Field and Post-Production          | 3 |
| COMM 431 | Advanced Sports Media Production I | 3 |

\*It is recommended that students repeat COMM 431 twice for credit as COMM 432 and COMM 433

Additionally, Communication majors are required to minor or major in another discipline. The rationale behind this requirement is that work in the information industries is not only about producing content for audiences, readers, and users, but, more importantly, about the nature of that content and its purpose. Students must therefore seek to develop expertise in a specific content area.

## Requirements for a Minor

A minor in Communication consists of 15 credits. Students must take:

|   |   |           |
|---|---|-----------|
| COMM 101  | Introduction to Communication and Media | 3         |
| COMM 110  | Public Speaking and Presentation        | 3         |
| COMM 201  | Ethics in Communication & Media         | 3         |
| Electives. After completing the above three courses, minors may take any Communication course for which they have met the prerequisite. |   | 6         |
| <b>Total Credits</b>  |   | <b>15</b> |

The minor contract should be signed before registration for the second semester of the Junior year and must be approved by the Chair.

## Grade and Transfer Credit Requirements

Majors and minors must attain a minimum grade of C in all Communication courses. A maximum of three courses/nine credits from a communication or related department will be accepted for transfer from another institution.

## Communication Concentrations

### Advertising

#### Required Courses:

|             |                                     |   |
|-------------|-------------------------------------|---|
| COMM 216    | Advertising & Society               | 3 |
| COMM 235    | Advertising Agencies & Storytelling | 3 |
| COMM 304    | Digital Storytelling                | 3 |
| or COMM 305 | Digital Print Design                |   |
| or COMM 306 | Web Design                          |   |
| COMM 315    | Media Planning and Buying           | 3 |
| COMM 414    | Advertising Campaigns               | 3 |

#### Recommended Electives:

|          |   |   |
|----------|---|---|
| COMM 110 | Public Speaking and Presentation          | 3 |
| COMM 209 | Introduction to Journalism                | 3 |
| COMM 214 | Magazine Writing                          | 3 |
| COMM 217 | Introduction to Public Relations          | 3 |
| COMM 222 | Introduction to Story and Post-Production | 3 |
| COMM 225 | Introduction to Sports Media              | 3 |
| COMM 271 | Transnational Mass Communication          | 3 |
| COMM 304 | Digital Storytelling                      | 3 |
| COMM 305 | Digital Print Design                      | 3 |
| COMM 306 | Web Design                                | 3 |
| COMM 316 | Scriptwriting                             | 3 |
| COMM 336 | Sports Reporting and Writing              | 3 |

|          |                                    |   |
|----------|------------------------------------|---|
| COMM 340 | Media Criticism                    | 3 |
| COMM 365 | Game Design & Development          | 3 |
| COMM 371 | Intercultural Communication        | 3 |
| COMM 375 | Internship for Juniors             | 3 |
| COMM 400 | Political Communication            | 3 |
| COMM 406 | Mass Communication Law             | 3 |
| COMM 422 | Organizational Communication       | 3 |
| COMM 423 | Programming                        | 3 |
| COMM 461 | Independent Study in Communication | 3 |
| COMM 470 | Special Topic                      | 3 |
| COMM 475 | Internship for Seniors             | 3 |

## Integrated Marketing Communications

### Required Courses:

|             |   |   |
|-------------|---|---|
| COMM 218    | Introduction to Integrated Marketing Communications | 3 |
| COMM 235    | Advertising Agencies & Storytelling                 | 3 |
| COMM 304    | Digital Storytelling                                | 3 |
| or COMM 305 | Digital Print Design                                |   |
| COMM 307    | Writing for Public Relations                        | 3 |
| COMM 414    | Advertising Campaigns                               | 3 |
| or COMM 420 | Advanced Public Relations                           |   |

### Recommended Electives:

|          |   |   |
|----------|---|---|
| COMM 110 | Public Speaking and Presentation          | 3 |
| COMM 120 | Forensics/Debate                          | 3 |
| COMM 214 | Magazine Writing                          | 3 |
| COMM 222 | Introduction to Story and Post-Production | 3 |
| COMM 225 | Introduction to Sports Media              | 3 |
| COMM 271 | Transnational Mass Communication          | 3 |
| COMM 304 | Digital Storytelling                      | 3 |
| COMM 305 | Digital Print Design                      | 3 |
| COMM 306 | Web Design                                | 3 |
| COMM 315 | Media Planning and Buying                 | 3 |
| COMM 316 | Scriptwriting                             | 3 |
| COMM 320 | Strategic Planning in Public Relations    | 3 |
| COMM 336 | Sports Reporting and Writing              | 3 |
| COMM 340 | Media Criticism                           | 3 |
| COMM 360 | Corporate Video                           | 3 |
| COMM 365 | Game Design & Development                 | 3 |
| COMM 371 | Intercultural Communication               | 3 |
| COMM 375 | Internship for Juniors                    | 3 |

|          |                                    |   |
|----------|------------------------------------|---|
| COMM 400 | Political Communication            | 3 |
| COMM 406 | Mass Communication Law             | 3 |
| COMM 422 | Organizational Communication       | 3 |
| COMM 461 | Independent Study in Communication | 3 |
| COMM 470 | Special Topic                      | 3 |
| COMM 475 | Internship for Seniors             | 3 |

## Journalism

### Required Courses:

|                                 |                                |   |
|---------------------------------|--------------------------------|---|
| COMM 209                        | Introduction to Journalism     | 3 |
| COMM 213                        | Reporting and Newswriting      | 3 |
| COMM 304                        | Digital Storytelling           | 3 |
| COMM 318                        | Advanced Reporting/Newswriting | 3 |
| COMM 330                        | The Journalistic Tradition     | 3 |
| Recommended Journalism Elective |                                |   |
| COMM 338                        | Feature Writing                |   |

### Recommended Electives:

|          |   |   |
|----------|---|---|
| COMM 110 | Public Speaking and Presentation                    | 3 |
| COMM 214 | Magazine Writing                                    | 3 |
| COMM 216 | Advertising & Society                               | 3 |
| COMM 218 | Introduction to Integrated Marketing Communications | 3 |
| COMM 222 | Introduction to Story and Post-Production           | 3 |
| COMM 225 | Introduction to Sports Media                        | 3 |
| COMM 271 | Transnational Mass Communication                    | 3 |
| COMM 304 | Digital Storytelling                                | 3 |
| COMM 305 | Digital Print Design                                | 3 |
| COMM 306 | Web Design  | 3 |
| COMM 316 | Scriptwriting                                       | 3 |
| COMM 335 | Electronic Journalism                               | 3 |
| COMM 336 | Sports Reporting and Writing                        | 3 |
| COMM 340 | Media Criticism                                     | 3 |
| COMM 371 | Intercultural Communication                         | 3 |
| COMM 375 | Internship for Juniors                              | 3 |
| COMM 400 | Political Communication                             | 3 |
| COMM 406 | Mass Communication Law                              | 3 |
| COMM 461 | Independent Study in Communication                  | 3 |
| COMM 470 | Special Topic                                       | 3 |
| COMM 475 | Internship for Seniors                              | 3 |

## Media Production

### Required Courses:

|  |   |   |
|--|---|---|
| COMM 222   | Introduction to Story and Post-Production | 3 |
| COMM 304   | Digital Storytelling                      | 3 |
| COMM 308   | Studio Television Production              | 3 |
| COMM 350   | Field and Post-Production                 | 3 |
| COMM 419   | Advanced TV Production                    | 3 |
| Recommended Broadcasting/Telecommunications Elective |   |   |
| COMM 316   | Scriptwriting                             |   |

### Recommended Electives:

|          |   |   |
|----------|---|---|
| COMM 100 | Television Production Company                       | 1 |
| COMM 110 | Public Speaking and Presentation                    | 3 |
| COMM 209 | Introduction to Journalism                          | 3 |
| COMM 216 | Advertising & Society                               | 3 |
| COMM 217 | Introduction to Public Relations                    | 3 |
| COMM 218 | Introduction to Integrated Marketing Communications | 3 |
| COMM 225 | Introduction to Sports Media                        | 3 |
| COMM 271 | Transnational Mass Communication                    | 3 |
| COMM 304 | Digital Storytelling                                | 3 |
| COMM 306 | Web Design  | 3 |
| COMM 316 | Scriptwriting                                       | 3 |
| COMM 317 | Audio Production                                    | 3 |
| COMM 335 | Electronic Journalism                               | 3 |
| COMM 336 | Sports Reporting and Writing                        | 3 |
| COMM 340 | Media Criticism                                     | 3 |
| COMM 360 | Corporate Video                                     | 3 |
| COMM 365 | Game Design & Development                           | 3 |
| COMM 371 | Intercultural Communication                         | 3 |
| COMM 375 | Internship for Juniors                              | 3 |
| COMM 400 | Political Communication                             | 3 |
| COMM 406 | Mass Communication Law                              | 3 |
| COMM 423 | Programming   | 3 |
| COMM 461 | Independent Study in Communication                  | 3 |
| COMM 470 | Special Topic                                       | 3 |
| COMM 475 | Internship for Seniors                              | 3 |

## Public Relations

### Required Courses:

|             |  |   |
|-------------|--|---|
| COMM 217    | Introduction to Public Relations       | 3 |
| COMM 304    | Digital Storytelling                   | 3 |
| or COMM 305 | Digital Print Design                   |   |
| or COMM 306 | Web Design                             |   |
| COMM 307    | Writing for Public Relations           | 3 |
| COMM 320    | Strategic Planning in Public Relations | 3 |
| COMM 420    | Advanced Public Relations              | 3 |

### Recommended Electives:

|          |   |   |
|----------|---|---|
| COMM 110 | Public Speaking and Presentation          | 3 |
| COMM 120 | Forensics/Debate                          | 3 |
| COMM 209 | Introduction to Journalism                | 3 |
| COMM 216 | Advertising & Society                     | 3 |
| COMM 222 | Introduction to Story and Post-Production | 3 |
| COMM 225 | Introduction to Sports Media              | 3 |
| COMM 271 | Transnational Mass Communication          | 3 |
| COMM 304 | Digital Storytelling                      | 3 |
| COMM 305 | Digital Print Design                      | 3 |
| COMM 306 | Web Design                                | 3 |
| COMM 316 | Scriptwriting                             | 3 |
| COMM 340 | Media Criticism                           | 3 |
| COMM 360 | Corporate Video                           | 3 |
| COMM 365 | Game Design & Development                 | 3 |
| COMM 371 | Intercultural Communication               | 3 |
| COMM 375 | Internship for Juniors                    | 3 |
| COMM 400 | Political Communication                   | 3 |
| COMM 406 | Mass Communication Law                    | 3 |
| COMM 422 | Organizational Communication              | 3 |
| COMM 461 | Independent Study in Communication        | 3 |
| COMM 470 | Special Topic                             | 3 |
| COMM 475 | Internship for Seniors                    | 3 |

## Sports Media Production

### Required Courses:

|          |                              |   |
|----------|------------------------------|---|
| COMM 225 | Introduction to Sports Media | 3 |
| COMM 250 | Sports Media Performance     | 3 |
| COMM 310 | Sports Media Production      | 3 |



|          |                                    |   |
|----------|------------------------------------|---|
| COMM 350 | Field and Post-Production          | 3 |
| COMM 431 | Advanced Sports Media Production I | 3 |

\*It is recommended that students repeat this course twice for credit as COMM 432 and COMM 433

### **Recommended Electives:**

|          |   |   |
|----------|---|---|
| COMM 100 | Television Production Company                       | 1 |
| COMM 110 | Public Speaking and Presentation                    | 3 |
| COMM 209 | Introduction to Journalism                          | 3 |
| COMM 213 | Reporting and Newswriting                           | 3 |
| COMM 216 | Advertising & Society                               | 3 |
| COMM 217 | Introduction to Public Relations                    | 3 |
| COMM 218 | Introduction to Integrated Marketing Communications | 3 |
| COMM 222 | Introduction to Story and Post-Production           | 3 |
| COMM 223 | Introduction to Broadcasting                        | 3 |
| COMM 271 | Transnational Mass Communication                    | 3 |
| COMM 304 | Digital Storytelling                                | 3 |
| COMM 306 | Web Design  | 3 |
| COMM 308 | Studio Television Production                        | 3 |
| COMM 316 | Scriptwriting                                       | 3 |
| COMM 317 | Audio Production                                    | 3 |
| COMM 330 | The Journalistic Tradition                          | 3 |
| COMM 335 | Electronic Journalism                               | 3 |
| COMM 336 | Sports Reporting and Writing                        | 3 |
| COMM 338 | Feature Writing                                     | 3 |
| COMM 340 | Media Criticism                                     | 3 |
| COMM 360 | Corporate Video                                     | 3 |
| COMM 365 | Game Design & Development                           | 3 |
| COMM 371 | Intercultural Communication                         | 3 |
| COMM 375 | Internship for Juniors                              | 3 |
| COMM 406 | Mass Communication Law                              | 3 |
| COMM 423 | Programming   | 3 |
| COMM 461 | Independent Study in Communication                  | 3 |
| COMM 470 | Special Topic                                       | 3 |
| COMM 475 | Internship for Seniors                              | 3 |