

COMMUNICATIONS (COM)

COM 200. Mass Media and Society. (3 Credits)

I, II. Introduction to mass media issues. Analyzes mass media impact on social, political and economic sectors of American and world societies. Considers issues and trends, including ethics, legal controls, violence and censorship. Gen. Ed. Block VII (SBS). Credit will not be awarded to students who have credit for COM 200W.

COM 200W. Mass Media & Society. (3 Credits)

I, II. Prerequisites: ENG 122, or ENG 105 (B), or HON 102. Introduction to Mass Media Issues. Analyzes mass media impact on social, political and economic sectors of American & World Societies. Considers issues/trends, including ethics, legal controls, violence & censorship. Gen. Ed. Block VII (SBS). Credit will not be awarded to students who have credit for COM 200.

COM 201. Writing and Reporting News. (3 Credits)

I, II. Prerequisites: ENG (101 and 102) or 105 or HON 102. Study of the elements of news for print and electronic media; style, structure, sources, interviewing, story types, libel and ethics. Practice in gathering, writing and evaluating news.

COM 290. Topics in Communication. (1-3 Credits)

A. Prerequisite: department approval. Special topics beyond the scope of regularly offered courses. May be retaken to a maximum of nine hours provided the subject matter differs each time. Specific topics included in the schedule.

COM 301. Writing and Reporting News II. (3 Credits)

I, II. Prerequisite: COM 201. Advanced study of news for print and broadcast media. Includes source development, deadline reporting, visual reporting, electronic news sources, in-depth reporting. Introduction to court and government reporting.

COM 320. Desktop Video. (1 Credit)

I, II. Study of skills and techniques allowing effective communication in the electronic media using desktop video tools. Examination of desktop video from an aesthetic perspective including television, film, art, multimedia, web video, digital still video.

COM 325. Advertising Copy & Production. (3 Credits)

Prerequisites: ENG 102 or ENG 105 with a B or HON 102. Introduction to copywriting and production for electronic, print and other advertising media. Emphasis on advertising strategy, motivation, appeals, visualization and layout. Applies research and communication theory to creation of advertising. Credit will not be awarded for both PUB 325 and PUB 325S, COM 325 or 325S.

COM 330. Sportswriting and Reporting. (3 Credits)

I, II. Writing and producing of game, feature and interview stories for print and broadcast. Will include play by play, sports commentary and analysis.

COM 345. Literature and Film. (3 Credits)

A. Cross listed as ENG 345. Prerequisites: ENG 101 and 102 (or 105 with a grade of B) or HON 102. Examination of the relationships between film and literature through a comparative study of the stylistic and technical elements of the two media. Credit will not be awarded for both COM 345 and ENG 345.

COM 349. Applied Learning in Multi-Media Studies. (0.5-8 Credits)

A. Prerequisites: junior standing, 2.0 average in all courses within the department, and departmental approval. Work under faculty and field supervisor in placements related to academic studies. One to eight hours credit per semester or summer. Total hours: eight, associate; sixteen baccalaureate. A minimum of 80 hours work required for each academic credit. May not satisfy major or minor requirements within the department.

COM 349A. Cooperative Study: Multi-Media Studies. (0.5-8 Credits)

A. Prerequisites: junior standing, 2.0 average in all courses within the department, and departmental approval. Work under faculty and field supervisor in placements related to academic studies. One to eight hours credit per semester or summer. Total hours: eight, associate; sixteen baccalaureate. A minimum of 80 hours work required for each academic credit. May not satisfy major or minor requirements within the department.

COM 349B. Cooperative Study: Multi-Media Studies. (0.5-8 Credits)

Work under faculty and field supervisor in placements related to academic studies. May not satisfy major or minor requirements within the department.

COM 390. Fundraising. (3 Credits)

I, II. Prerequisite: PUB 375 or department approval. An overview of fundraising, including planning, organization, management, marketing, and the common sense needed to raise money from private sources. Credit will not be awarded for both PUB 390 and COM 390.

COM 400. Studies in Communications:____. (1-9 Credits)

A. Prerequisite: will vary with course offering. Study of specific areas of communications through workshops, short courses, institutes, or through the presentation of a specific course which examines timely, topical, or specialized concerns in the field. Specific topic included in schedule. May be retaken to a maximum of nine hours.

COM 405. Media Law. (3 Credits)

A. Prerequisite: COM 200 or 200W or departmental approval. Examination of legal philosophies relating to the media, including press freedom, copyright, libel, slander, privacy, free press/fair trail, and regulation. Emphasizes the legal rights and responsibilities of the media.

COM 415. Media Ethics. (3 Credits)

A. Prerequisite: COM 200 or 200W or departmental approval. Examination of ethical standards and practices of the mass media. Includes development of ethical decision-making skills.

COM 425. Media Planning & Buying. (3 Credits)

I, II. An introduction to the process of media planning and buying. Emphasis on basic measurements and calculations, reach and frequency, strategy, evaluation, and budgeting.

COM 430. Legislative Reporting. (3 Credits)

A. Prerequisite: COM 201 or department approval. Reporting on the state legislature for print and broadcast media. Counts as JOU/BEM elective.

COM 445. Broadcast & Cable Promotion. (3 Credits)

I, II. Study of broadcast and/or cable promotion in the areas of writing, production, marketing, and publicrelations. Includes exercises in promotions.

COM 490. Media Campaigns. (3 Credits)

A. Prerequisites: COM 325 or 425. Design and execution of a complete advertising/media campaign based on an actual case study. Includes primary research, media planning, creative design/execution, and evaluation. Students produce professional quality advertising materials for national competition. Credit will not be awarded to students who have credit for MKT 426.

COM 495. Spec Prob Public Relations. (1-3 Credits)

A. Topic selection and supervisor approval required before enrollment.
May be retaken to a maximum of three hours.

COM 496. Special Problems Film. (1-3 Credits)

A. Topic selection and supervisor approval required before enrollment.
May be retaken to a maximum of three hours.

COM 497. Spec Problems Journalism. (1-3 Credits)

A. Topic selection and supervisor approval required before enrollment.
May be retaken to a maximum of three hours.

COM 499. Special Problems Television. (1-4 Credits)

A. Topic selection and supervisor approval required before enrollment.
May be retaken to a maximum of three hours.

COM 550. Readings in Mass Communication. (3 Credits)

A. Prerequisites: instructor approval and senior standing. Critical reading of selected books and magazines relating directly or indirectly to mass communications. Features reviews and seminar discussions of readings chosen to reflect individual student's interests.

COM 599. Independent Study in Communication:____. (1-3 Credits)

A. Prerequisites: Completion of at least 90 hours; students must have the Independent Study Proposal Form approved by faculty supervisor and department chair prior to enrollment. May be retaken to a maximum of three hours, providing additional study projects differ.

COM 750. Readings in Mass Communication. (3 Credits)

A. Prerequisites: departmental approval and ninety or more hours. Critical reading of selected books and magazines relating directly or indirectly to mass communications. Features reviews and seminar discussions of readings chosen to reflect student's individual interests.

COM 799. Independent Study in COM. (1-3 Credits)

(1-3) A. Prerequisites: Graduate student status; students must have the Independent Study Proposal Form approved by faculty supervisor and department chair prior to enrollment. May be retaken to a maximum of three hours, providing additional study project differ.