

# SCHOOL OF COMMUNICATION

## Director

Dr. Ginny Whitehouse  
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Combs 317

## Faculty

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The School of Communication offers four-year Bachelor of Arts degree programs in three areas: Broadcasting and Electronic Media with concentrations in Film Technology & Techniques and Multimedia Journalism; Communication Studies; and Public Relations.

## School Goals

The School of Communication's student-centered program seeks to transform lives through excellence in instruction, advising, scholarship, and service. The school strives to produce creative and effective communicators by providing cutting-edge programs emphasizing hands on and practical learning. Empowered by this experience, students are prepared to work, lead, and serve in a global society.

## Minors and Certificates

Students may earn university certificates in Communication in the Workplace, Communication Studies, Dispute Resolution, and Sports Communication. Students may minor in Multimedia Journalism, Broadcasting and Electronic Media, Communication Studies, Public Relations, and Visual Media.

## Media Productions

Students throughout the university gain hands-on experience working at the student-led *Eastern Progress Media Network*, which includes an online news site, print newspaper production, a working news studio, and a podcast studio. Eastern Progress offices and the studios are located on the Third Floor of Combs.

Numerous multimedia, documentary, and film projects are also produced by School of Communication faculty and students. Majors and non-majors may receive academic credit for work on productions and may participate in creative projects in their classes.

## Requirements

Students may earn up to 16 credit hours toward their degree by enrolling in cooperative education courses or internships. Credit for additional practical experience may be earned through practicums. Students majoring or minoring in the School of Communication are required to attain a minimum grade of "C" in all courses (core and supporting) for a major or minor and a 2.25 or better GPA in all courses (core and supporting) required for the major or minor.

## Bachelor's

- Broadcasting and Electronic Media, Bachelor of Arts with a Concentration in Broadcasting and Electronic Media (B.A.) (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/broadcasting-electronic-media-concentration-bfa/>)

[institute-creative-collaborative-arts-communication-music-design/communication/broadcasting-electronic-media-concentration-bfa/](http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/broadcasting-electronic-media-concentration-bfa/))

- Broadcasting and Electronic Media, Bachelor of Arts with a Concentration in Film Techniques & Technology (B.A.) (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/broadcasting-electronic-media-concentration-film-techniques-technology-ba/>)
- Broadcasting and Electronic Media, Bachelor of Arts with a Concentration in Multimedia Journalism (B.A.) (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/broadcasting-electronic-media-concentration-multimedia-journalism-ba/>)
- Communication Studies, Bachelor of Arts (B.A.) (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/communication-studies-ba/>)
- Public Relations, Bachelor of Arts (B.A.) (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/public-relations-ba/>)

## Associate's

*No results were found.*

## Minor

- Broadcasting and Electronic Media, Minor (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/broadcasting-electronic-media-minor/>)
- Communication Studies, Minor (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/communication-studies-minor/>)
- Multimedia Journalism, Minor (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/multimedia-journalism-minor/>)
- Public Relations, Minor (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/public-relations-minor/>)
- Visual Media, Minor (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/visual-media-minor/>)

## Certificate

- Communication in the Workplace, University Certificate (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/communication-workplace-certificate/>)
- Communication Studies, University Certificate (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/communication-studies-university-certificate/>)
- Dispute Resolution, University Certificate (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/dispute-resolution-university-certificate/>)

collaborative-arts-communication-music-design/communication/dispute-resolution-certificate/)

- Sports Communication, University Certificate (<http://catalogs.eku.edu/undergraduate/letters-arts-social-sciences/institute-creative-collaborative-arts-communication-music-design/communication/sports-communication-certificate/>)

## Courses

### Broadcasting and Electronics

#### **BEM 200. Mass Media and Society. (3 Credits)**

I, II. Formerly COM 200. 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. Credit will not be awarded to students with credit for: BEM 200W, COM 200, COM 200W. Gen. Ed. E-5B [SB].

#### **BEM 202. Information Gathering. (3 Credits)**

A. A survey of research strategies and methods for locating, analyzing, and managing information from a variety of sources through use of the core techniques of making observations, conducting interviews and accessing documents from government agencies, archives, popular press and web-based sources.

#### **BEM 203. Introduction to Media Writing. (3 Credits)**

A. Prerequisites: ENG 102 or 105(B) or HON 102. Study of the coverage of news for all types of media. Developing writing skills for broadcast, electronic, and print media distribution platforms including television, radio, podcasts, Internet news sites, newspapers, magazines, and social media. Credit will not be awarded for both BEM 203 and COM 201.

#### **BEM 295. Video Production. (4 Credits)**

I, II. Training in non-studio video production and editing. Includes applied aesthetics and production of dramatic informational or experimental work on video. Introduction to techniques, styles, and image structure. Requires weekly projects, critiques. 3 Lec/3 Lab.

#### **BEM 300. Performance in Electronic. (3 Credits)**

Prerequisite: CMS 210. Study of the announcer's role in electronic media. Stresses practice in performing areas, including radio and television production, microphone and television camera techniques with an added emphasis on phonetics and pronunciation.

#### **BEM 301. Multimedia Newswriting. (3 Credits)**

A. Prerequisites: BEM 203. Students will critically evaluate, then write and produce multimedia stories, learning to combine online text, audio, and video. Students will learn journalistic interviewing techniques and research strategies, and be able to differentiate amongst news, feature, and opinion writing genres. Credit will not be awarded for both BEM 301 and COM 301.

#### **BEM 302. Journalism Practicum. (1 Credit)**

I, II. Formerly JOU 302. Prerequisites: BEM 203. Supervised practical experience in a journalistic operation. Students are required to take a total of three credits for the major. Students may take one credit per semester. Course may be repeated for a total of 8 credits.

#### **BEM 305. Storytelling & Feature Writing. (3 Credits)**

I, II. Prerequisite: BEM 203 or departmental approval. Create feature stories for multimedia platforms that blend journalism and art. Explore the dual nature of interactive features, including written forms and podcasting, based on facts but with the voice of a novel. Credit will only be awarded for one course: BEM 305W or JOU 305 or JOU 305W or BEM 305.

#### **BEM 305W. Storytelling & Feature Writing. (3 Credits)**

I, II. Prerequisite: BEM 203 or departmental approval. Create feature stories for multimedia platforms that blend journalism and art. Explore the dual nature of interactive features, including written forms and podcasting, based on facts but with the voice of a novel. Credit will only be awarded for one course: BEM 305W or JOU 305 or JOU 305W or BEM 305.

#### **BEM 320. Digital Publishing Design. (3 Credits)**

I, II. Prerequisite: BEM 200. An introduction to the fundamental tools of digital publication design. Subjects covered include photography, typography, publication best practices, digital image toning and compositing, masking, digital magazine layout, color theory, and press preproduction. Credit will only be awarded for one course: BEM 320, JOU 320 or PUB 320.

#### **BEM 325. Photojournalism. (3 Credits)**

I, II. Formerly JOU 325. Prerequisites: ENG 102 or 105(B) or HON 102. Examines principles of digital photography, stressing hands-on skills in producing professional quality images. Looks at role the photojournalist serves. Provides an introduction to color correction in Photoshop. Credit will not be awarded for both BEM 325 and JOU 325.

#### **BEM 330. Sports Writing and Reporting. (3 Credits)**

I, II. Formerly COM 330. Prerequisites: ENG 102 or 105(B) or HON 102. Writing and producing of game, feature and interview stories for print and broadcast. Includes play by play, sports commentary and analysis. Credit will not be awarded for both COM 330 and BEM 330.

#### **BEM 343. Audio Practicum. (1-3 Credits)**

I, II. Prerequisite: BEM 295. Supervised practical experience on the staff of a radio or other audio facility. May be taken to a maximum of three hours. One hour may be counted toward the major.

#### **BEM 349. Applied Learning in Broadcasting. (0.5-8 Credits)**

A. Prerequisites: junior standing, 2B2 average in all courses within the department, and departmental approval. Work under faculty and field supervisors 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. One hour may be used to satisfy major requirements within the department.

#### **BEM 349A. Cooperative Study: Broadcasting and the Electronic Media. (0.5-8 Credits)**

A. Prerequisites: junior standing, 2B2 average in all courses within the department, and departmental approval. Work under faculty and field supervisors 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. One hour may be used to satisfy major requirements within the department.

#### **BEM 349B. Cooperative Study: Broadcasting and the Electronic Media. (0.5-8 Credits)**

#### **BEM 349C. Cooperative Study: Broadcasting and the Electronic Media. (0.5-8 Credits)**

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

**BEM 349D. Cooperative Study: Broadcasting and the Electronic Media. (0.5-8 Credits)****BEM 350. Cinema History I. (3 Credits)**

A. Prerequisite: ENG 102 or ENG 105(B) or HON 102. Historical survey of cinema from its origins to 1939. Examines developments in directing, acting, editing, and other areas of cinema as an art form. Feature length and short films viewed. Gen. Ed. VII (AH). 2 Lec/2 Lab.

**BEM 351. Cinema History II. (3 Credits)**

A. Historical survey from 1939 to present. Includes theories, styles, and critical positions related to the sound film and considers origins and implications for future directions. Feature length and short films viewed. Gen. Ed. VII (AH). 2 Lec/2 Lab.

**BEM 352. Film Techniques & Technology. (3 Credits)**

I. Prerequisite and/or Corequisite: BEM 350 or 351. The study of various technologies employed in traditional/electronic film production. Emphasis on the study of social, economic, technological and political factors and their effects on the development of cinematic techniques.

**BEM 353. The Art and Craft of Screenwriting. (3 Credits)**

A. Prerequisite: ENG 101 and 102 ( or 105 (B)) or HON 102. Conceiving, structuring, writing and marketing the contemporary American screenplay. Requires developing and writing original screenplays for marketing in the contemporary film environment. Credit will not be awarded for both BEM 353W and BEM 353.

**BEM 353W. The Art and Craft of Screenwriting. (3 Credits)**

A. Prerequisite: ENG 101 and 102 ( or 105 (B)) or HON 102. Conceiving, structuring, writing and marketing the contemporary American screenplay. Requires developing and writing original screenplays for marketing in the contemporary film environment. Credit will not be awarded for both BEM 353W and BEM 353.

**BEM 357. Sound Design for Film and Video. (3 Credits)**

A. Prerequisite: BEM 200. Training in audio mixing and sound design for narrative films and other types of video projects. Introduction to industry standard audio software and post-production sound techniques and principles.

**BEM 360. Advanced Lighting Techniques. (4 Credits)**

(4) II. Prerequisite: BEM 295. An examination of advanced lighting techniques for film and television production. Stresses the technical considerations and aesthetics of lighting through analytical and hands-on applications of lighting and film/electronic cinematography. 3 Lec/ 1 Lab.

**BEM 370. Electronic Cinema Production. (4 Credits)**

I, II. Prerequisite: BEM 295(C) and BEM 352(C). Principles and procedures behind single-camera dramatic productions recorded and edited on videotape. Requires group and individual portfolio projects involving a critical and artistic understanding of sound-image relationships. Includes multi camera production, directing and producing. 3 Lec/3 Lab.

**BEM 373. Electronic Cinema Practicum. (1-3 Credits)**

I, II. Prerequisite: BEM 295. Supervised practical experience in film making, editing, and other aspects of film-style production. May be retaken to a maximum of three hours.

**BEM 395. Video Production II. (4 Credits)**

I, II. Prerequisite: BEM 295. Training on and mastery of advanced production and post production equipment. Requires group and individual portfolio projects involving a critical and artistic understanding of sound-image relationships. Includes multi camera production, directing and producing.

**BEM 396. Motion Graphics. (3 Credits)**

(3) I, II. Prerequisite: BEM 295. Training on industry standard motion graphics software used for post-production design and editing. The course examines visual effects and multimedia, covering techniques needed to improve students' command of motion graphics in video production.

**BEM 398. Electronic Video Practicum. (1-3 Credits)**

I, II. Prerequisite: BEM 295. Supervised practical experience on the staff of a television station or other video facility. May be taken to a maximum of three hours. One hour may be counted toward the major.

**BEM 400. Studies in Electronic Media. (1-4 Credits)**

A. Prerequisite: departmental approval. Study of specific areas of media through a course examining timely or topical concerns in the field. Specific topic included in schedule. May be retaken to maximum of nine hours.

**BEM 401. Multimedia Field Production. (3 Credits)**

A. Prerequisites: BEM 295. Students will apply their cumulative skills to design and produce semester-long, individual or team multimedia projects that will engage news consumers in carefully assembled amalgamation of text, audio, video, photos, interactive graphics.

**BEM 402. Advanced Broadcast News. (3 Credits)**

A. Prerequisite: BEM 401. Advanced study in broadcast journalism. Planning, gathering, writing, editing and producing news for television; critical evaluation of broadcast news techniques; individual and team projects.

**BEM 405. Media Law. (3 Credits)**

A. Formerly COM 405. Prerequisite: BEM 200 or 200W or COM 200 or COM 200W or department approval. Examination of First Amendment rights and free expression philosophies that impact multimedia platforms, including access to information and public spaces, copyright, fair use, libel, slander, privacy, free press/fair trial, obscenity, and commercial speech regulation. Credit will not be awarded for both BEM 405 and COM 405.

**BEM 412. Multimedia Web Development. (3 Credits)**

I, II. Formerly JOU 412. Prerequisite: PUB 320 (C) or JOU 320 (C) or BEM 320 (C). An introduction to website design, HTML and CSS. Subjects covered include organizing web content, web hosting, the languages of HTML and CSS, digital image preparation and deployment, browser development tools, Javascript libraries (jQuery), and best practices for coding and deploying multimedia online. Credit will not be awarded to students who have credit for JOU 412 or PUB 412.

**BEM 415. Media Ethics. (3 Credits)**

A. Formerly COM 415. Prerequisite: BEM 200 or 200W or COM 200 or 200W. Examination of ethical standards and practices of the mass media. Includes development of ethical decision-making skills. Credit will not be awarded for both BEM 315 and COM 415.

**BEM 425. Electronic Media Operations. (3 Credits)**

A. Prerequisite: BEM 200 or 200W or COM 200 or COM 200W. Study of the issues that impact managing, programming and operating a media enterprise, including federal regulations.

**BEM 445. Broadcast and Cable Promotion. (3 Credits)**

I, II. Formerly COM 445. Prerequisite: BEM 295. Study of broadcast and/or cable promotion in the areas of writing, production, marketing, and public relations. Includes exercises in promotions. Credit will not be awarded for both BEM 445 and COM 445.

**BEM 453. Advanced Screenwriting. (3 Credits)**

(3) I, II. Prerequisites: BEM 353W or departmental approval. Writing and marketing the screenplay for television and film. Emphasis is placed on structuring and composing the screenplay for advanced writers. Open to all majors.

**BEM 460. Advanced Film Genre:\_\_\_\_. (3 Credits)**

I, II. Detailed study of the types of motion pictures. Requires independent research, extended analysis, and critical evaluation of films. May be retaken to a maximum of six hours with different course content. May not be taken concurrently with BEM 260. 2 Lec/2 Lab.

**BEM 471. Media Sales. (3 Credits)**

A. Previously COM 471. Prerequisites: ENG 102, or 105(B) or HON 102. Problems and practices of both print and electronic media sales. Includes case studies in both print and broadcast sales development (local, regional, and national), pricing, production, promotion, and basic sales campaigns. Credit will not be awarded to students who have credit for COM 471.

**BEM 491. Senior Seminar. (2 Credits)**

I, II. Prerequisites: completion of 90 hours. Co-requisite: At least one hour from BEM 349 or 343 or 398. Evaluates students' progress toward a career in mass communications, especially the development of an electronic portfolio, and develops job search strategies and skills. Includes assessment of instruction and curriculum.

**BEM 495. Video Production III. (4 Credits)**

I, II. Prerequisite: BEM 395 or 370. Advanced study of video production and direction, combining studio and field work. Includes writing program proposals, scripts, and shooting schedules. Programs produced outside normal class hours. 3 Lec/3 Lab.

**BEM 499. Independent Study in Electronic Media. (1-4 Credits)**

A. Prerequisite: Student must consult with the faculty supervisor and have the independent study proposal form approved by the faculty supervisor and department chair prior to enrollment. May be retaken to a maximum of four hours.

**Communication Studies****CMS 100. Introduction to Human Communication. (3 Credits)**

I, II. Learn to effectively interact in a variety of social, professional and virtual environments by building self-awareness and social skills. Focus on creating effective other-oriented verbal and nonverbal messages by developing competencies in active listening, responding appropriately, managing conflict, communicating empathically, and creating professional presentations. Gen.Ed. E-1C [OC].

**CMS 100Z. Intro to Human Communication. (3 Credits)**

I, II. An introduction to the study of human communication. Overview of major topics in contemporary theories of intrapersonal, interpersonal, small group, and public communication. Gen. Ed. Element 1C.

**CMS 200. Interpersonal Communication. (3 Credits)**

I, II. A theoretical and practical study of interpersonal communication. Students will explore the influence of technology on relationships and will learn strategies to enhance interpersonal relationships through self-disclosure, verbal and nonverbal messages, and effective conflict management. Gen. Ed. E-5B.

**CMS 205W. Advocacy and Opposition. (3 Credits)**

I, II. Prerequisites: ENG 102 or 102R, or ENG 105(B), or HON 102. The study of the techniques and principles of formal argumentative discourse including developing, presenting, defending, opposing, and analyzing positions on controversial questions through research, writing and oral communication. Emphasis on the use of online mediums for promoting and opposing ideas. Credit will not be awarded for both CMS 205W and CMS 205.

**CMS 210. Public Speaking. (3 Credits)**

I, II. Principles of and practice in the art of public speaking. Study of the invention, organization, style, delivery, and audience adaptation of informative, persuasive, and commemorative speeches. Gen. Ed. Element 1C. Credit will not be awarded to students who have credit for CMS 215.

**CMS 210Z. Public Speaking. (3 Credits)**

I, II. Principles of and practice in the art of public speaking. Study of the invention, organization, style, delivery, and audience adaptation of informative, persuasive, and commemorative speeches. Gen. Ed. Element 1C.

**CMS 215. Business and Professional Presentations. (3 Credits)**

(3) A. Students develop and practice multiple types of presentations vital for the professional arena. Learn the skills associated with effective verbal and nonverbal delivery, how to create appealing visual aids, how to motivate and inspire others through persuasive speaking, and how to deliver technical information clearly and understandably. Credit will not be awarded to students who have credit for CMS 210. Gen. Ed. E-1C.

**CMS 275. Applied Organizational Communication Skills. (3 Credits)**

(3) A. Study of applied communication skills for professionals in organizational contexts. Develop communication skills in conducting interviews, engaging in performance evaluations, creating resumes, managing a professional online presence and in using appropriate business etiquette. Credit will not be awarded for both CMS 250 and CMS 275.

**CMS 302. Social Media Messaging for Org. (3 Credits)**

Prerequisites: ENG 102, ENG 102R, ENG 105(B), or HON 102. An introduction to the development, execution, and evaluation of persuasive and informative messaging used by organizations to share information using various social media platforms. Real world organizations are assessed.

**CMS 305. Research Design in Communication Studies. (3 Credits)**

I, II. Prerequisites: CMS 205W. Introduction to the philosophy, methods, practice and everyday application of communication research. Topics include reading, summarizing, and evaluating academic literature, and using information technology in the collection, organization, interpretation, and presentation of data in a scholarly or workplace context.

**CMS 310. Team Building and Small Group Communication. (3 Credits)**

I, II. Prerequisites: CMS 200. Study the role of communication in the development of group norms, roles, leadership styles, problem-solving techniques and decision-making techniques in team building and small group interactions in both face to face and virtual team environments.

**CMS 315. Communication Studies Practicum. (1-3 Credits)**

I, II. Prerequisite: Instructor approval. Practical field experiences that allow a student to observe and document how working professionals perform their job responsibilities. Students will also participate to a limited extent in performing tasks under supervision by program professors and on-site staff. May be retaken for a maximum of six hours.

**CMS 320. Persuasion. (3 Credits)**

A. Prerequisites: ENG 101 or 101R and 102. Study of contemporary research and theories of persuasion and social influence. Practice in the design, analysis, and implementation of persuasive messages.

**CMS 325. Communication in Conflict Management. (3 Credits)**

I, II. Prerequisites: Junior or senior standing or departmental approval. study of the human communication and technology components contributing to the introduction, continuation, and resolution of conflict in personal and professional relationships. Learn to identify root causes of conflict and practice communication strategies for productive conflict management including active listening, perception-checking, the healthy expression of emotions, power balancing, and problem-solving.

**CMS 335. Advanced Public Speaking. (3 Credits)**

(3) I, II. Prerequisite: CMS 210 or departmental approval. An advanced study of the invention, organization, style, delivery, and audience adaption of various types of speeches.

**CMS 349. Applied Learning in Communication Studies. (0.5-8 Credits)**

A. Prerequisite: departmental approval. Work 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 employment required for each semester hour credit.

**CMS 349A. Cooperative Study: Communication Studies. (1-8 Credits)**

A. Prerequisite: departmental approval. Work 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 employment required for each semester hour credit.

**CMS 349B. Cooperative Study: Communication Studies. (1-8 Credits)**

A. work in placements related to academic studies. A minimum of 80 hours employment required for each semester hour credit.

**CMS 349C. Cooperative Study: Communication Studies. (1-8 Credits)**

A. Work in placements related to academic studies. A minimum of 80 hours employment required for each semester hour credit.

**CMS 349D. Cooperative Study: Communication Studies. (1-8 Credits)**

A. Work 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 employment required for each semester hour credit.

**CMS 349E. Cooperative Study: Communication Studies. (1-8 Credits)**

**CMS 349F. Cooperative Study: Communication Studies. (1-8 Credits)**  
A. Prerequisite: departmental approval. Work 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 employment required for each semester hour credit.

**CMS 350. Organizational Communication. (3 Credits)**

I. Prerequisite: ENG 101 or 101R. An introduction to the principles, theories, and practice of communication within organizations. Emphasis will be placed on different perspectives of organizational communication, in addition to emergent issues such as newcomer assimilation, organizational culture, networks, decision-making, emotion diversity, and technology, and values.

**CMS 353. Health Communication. (3 Credits)**

A. Prerequisites: CMS 100 or CMS 210. A survey of recent development in the field of health communication. Emphasis is on the role of interpersonal communication and family narrative in the health care setting, patient provider interactions and multicultural health awareness.

**CMS 375. Intercultural Communication. (3 Credits)**

A. Prerequisites: CMS 100, 200, or 210. A practical and theoretical study of the basic elements of interpersonal communication and culture as the two relate to one another. Enhance cross-cultural communication competencies and strengthen understanding of diverse cultural perspectives. Gen. Ed. E-6.

**CMS 380. Communication and Recruitment. (3 Credits)**

A. Prerequisites: Departmental approval. This course is designed to provide students with both theory and methods in recruitment, using and improving their interpersonal communication and public speaking skills. The class will utilize extensive role-playing activities to develop these skills.

**CMS 400. Communication and Gender. (3 Credits)**

A. Prerequisites: CMS 200, 205 or 205W, and 210. Focuses on relationships between communication and gender, race, and social class. Examines ways in which gender roles are created and recreated in society and in our personal and professional relationships.

**CMS 410. Human Communication Theory. (3 Credits)**

A. Prerequisite: CMS 200. Prerequisite or Corequisite: CMS 305. Examine key communication theories that describe, explain and/or predict human communication behaviors. Emphasis placed on the application of theories to everyday life.

**CMS 420. Negotiation. (3 Credits)**

A. This course combines communication theory and practice in resolving conflicts using the negotiation process. Extensive role-playing activities will be utilized to develop these skills.

**CMS 435. Family Communication. (3 Credits)**

A. Prerequisite: CMS 200. Introduction to the literature and research on communication in the family. Emphasis on the role of communication in creating and maintaining healthy marriages and families. Topics include exploring communication in the family life cycle, managing conflict and stress in the family, and using communication to manage the work/family balance in everyday life.

**CMS 445. Advanced Interpersonal Communication. (3 Credits)**

A. Prerequisite: CMS 200 and 205W. Analysis of theory and research in professional and personal communication. Topics include relationship messages, stages of interpersonal relationships, intimate dialogue, the dialogue of distance, maintaining relationships through dialogue, and developing effective communication in relationships.

**CMS 450. Mediation. (3 Credits)**

A. Prerequisites: CMS 325 or departmental approval. The study of mediation as an alternative dispute resolution technique. Involves the analysis and practice of communication skills applicable to the mediation process. Extensive mediation role-plays are an integral part of the course.

**CMS 485S. Communication Training and Development. (3 Credits)**

I, II. Formerly CMS 485. Prerequisite: CMS 200, 205W, 250 and 300. An introduction to the field of communication training and development for corporate, industrial, institutional, medical or educational settings. Students will practice training techniques in on-site situations. Credit will not be awarded to students who have credit for CMS 406 or 485.

**CMS 490. Special Topics in Communication. (1-3 Credits)**

A. Presentation of course material of a timely, specialized, or topical nature. Specific course orientation will appear beside title. May be retaken to a maximum of nine hours if subject matter is different each time. Credit will not be awarded for both CMS 495 and CMS 490 Special Topics in Leadership.

**CMS 495. Communication, Leadership, and Change. (3 Credits)**

I, II. Prerequisite: Prerequisites: Senior standing and CMS 305. A capstone course that helps students reflect on and apply their learned experiences in communication with an emphasis on leadership. Students integrate learned theory and experiences with real world situations. Completion of a capstone project is required.

**CMS 499. Independent Study in Communication Studies. (1-6 Credits)**

I, II. Individual research and reading on a specified speech communication subject. Regular consultation and final paper or performance required. 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 six hours.

**Public Relations****PUB 275. Public Relations Principles. (3 Credits)**

I, II. Prerequisites: ENG 102 or 102R or ENG 105(B). Survey of principles and practices in disseminating information to internal and external audiences in business, industrial, educational, social, and government agencies.

**PUB 302. Social Media and Public Relations. (3 Credits)**

I, II. Prerequisite: ENG 102 or 102R or ENG 105(B). Development and application of social media forms and design. Emphasis on social media as a strategic public relations tool in terms of institutional, social, and technological impact. Includes working with community partner(s) to strengthen an online presence. Course credit will not be granted for both PUB 410 and PUB 302.

**PUB 305. Public Relations Research. (3 Credits)**

A. Prerequisite: PUB 275. Introduction to the research process, research approaches, basic statistics, and applied research in public relations practice. Topics include evaluating scholarly literature, and collecting, interpreting, and applying relevant data in PR practice. Credit will not be awarded for students who have credit for PUB 420, CMS 420, or CMS 305.

**PUB 320. Design for Mass Media. (3 Credits)**

I, II. Formerly COM 320 A-H. Introductory design course for non-designers presenting concepts, principles, terminology, tools, and techniques in computer-based design and production within public relations. Emphasis on media channels/audiences. Credit will not be awarded to students who have credit for JOU 320.

**PUB 325. Advertising Strategy and Practice. (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 design. Applies research and communication theory to creation of advertising.

**PUB 325S. Advertising Strategy and Practice. (3 Credits)**

Prerequisites: ENG 102 or ENG 105 with a B or HON 102. Using a service-learning-based approach, students learn copywriting and production for electronic, print and other advertising media. Topics included advertising strategy and practice, motivation, appeals, visualization and layout, applied research and communication theory. Credit will not be awarded for both PUB 325S and PUB 325, COM 325 or 325S.

**PUB 349. Applied Learning in Public Relations. (0.5-8 Credits)**

A. Prerequisites: junior standing, ≥B average in all courses within the department, and departmental approval. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

**PUB 349A. Cooperative Study: Public Relations. (0.5-8 Credits)**

A. Prerequisites: junior standing, ≥B average in all courses within the department, and departmental approval. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

**PUB 349B. Cooperative Study: Public Relations. (0.5-8 Credits)**

A. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

**PUB 349C. Cooperative Study: Public Relations. (0.5-8 Credits)**

A. Work under faculty and field supervisors in cooperative placements related to the student's academic status. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

**PUB 349D. Co-op or Appl Lrn: Public Rel. (0.5-8 Credits)**

A. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

**PUB 349E. Cooperative Study: Public Relations. (0.5-8 Credits)**

A. Prerequisite: junior standing. "B" average in all courses within the department and department approval. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

**PUB 349F. Cooperative Study: Public Relations. (0.5-8 Credits)**

A. Prerequisite: junior standing, "B" average in all courses within the department, and departmental approval. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirement within the department.

**PUB 349G. Cooperative Study: Public Relations. (0.5-8 Credits)**

A. Prerequisites: junior standing, "B" average in all courses within the department, and departmental approval. Work under faculty and field supervisors in cooperative placements related to the student's academic studies. One to eight hours credit per semester or summer. Total credit hours: eight, associate; sixteen, baccalaureate. A minimum of 80 hours work required for each academic credit. One hour may be used to satisfy major requirements within the department.

**PUB 375. Public Relations Principles. (3 Credits)**

I, II. Survey of principles and practices in disseminating information to internal and external audiences in business, industrial, educational, social and government agencies.

**PUB 380. Public Relations Writing. (3 Credits)**

I, II. Prerequisites: PUB 275. Practice in public relations planning and writing for publications, media releases and other mass media materials for the public and special interest groups, including institutions, governments, and other organizations. Also includes writing in business formats. I, II.

**PUB 385. PR Event Planning & Management. (3 Credits)**

A. Prerequisite: PUB 275. Hands-on experience identifying a public relations goal and supporting it with a special event. Also includes specific planning procedures, communication methods and evaluation procedures.

**PUB 385S. PR Event Planning & Management. (3 Credits)**

A. Prerequisite: PUB 375 with a grade of "C" or higher. Using a service-learning-based approach, students receive hands-on experience planning and managing an event supporting public relations goals specified by an actual client. Includes specific planning, execution and evaluation procedures. Credit will not be awarded for both PUB 385 and PUB 385S.

**PUB 390. Fundraising. (3 Credits)**

I, II. Prerequisite: PUB 275. An overview of fundraising, including planning, organization, management, marketing, and the common sense needed to raise money from private sources.

**PUB 395. Sports Promotion. (3 Credits)**

II. Prerequisites: ENG 102, 102R, ENG 105(B) or HON 102. Behind the scenes look at sports industry elements including public relations, sales, promotions, sponsorships, branding, marketing, social media and risk management. Credit will not be awarded for both PUB 395 and PUB 400 (Special Topics: Sports Promotion).

**PUB 400. Studies in Public Relations. (1-3 Credits)**

A. Prerequisite: departmental approval. Study of specific areas of Public Relations through a course examining timely or topical concerns in the field. Specific topic included in schedule. May be retaken to maximum of nine hours.

**PUB 410. Social Media and Public Relations. (3 Credits)**

(3) I, II. Prerequisite: PUB 375. Development and application of social media forms an design. Emphasis on social media as a strategic public relations tool in terms of institutional, social, and technological impact. Includes working with community partner(s) to strengthen an online presence.

**PUB 410S. Social Media & Public Rel. (3 Credits)**

I, II. Introduction to social media forms an design. Emphasis on social media as a public relations tool in terms of institutional, social, and technological impact. Includes working with community partner(s) to create an online presence.

**PUB 415S. Public Relations in Performing Arts. (3 Credits)**

(3) I,II. Using a service-learning approach, students apply principles, traditional and contemporary tools, best practices, case studies, strategic planning and execution, and public relations management strategies toward a career in the performing arts or non-profit organizational management.

**PUB 416. Media Ethics. (3 Credits)**

II. A. Prerequisite: BEM 200 or 200W, and Junior Standing. Examination of ethical standards and practices of the mass media. Includes development of ethical decision-making skills. Credit will not be awarded for both BEM 415 and PUB 416.

**PUB 420. Mass Communications Research. (3 Credits)**

I, II. Prerequisite: PUB 380(C) or departmental approval. Introduction to the research process, research approaches, basic statistics, and applied research in the field of mass communications. Credit will not be awarded for both PUB 420 and either COM 420 or CMS 305.

**PUB 425. Crisis & Risk Communication. (3 Credits)**

Prerequisites: PUB 275. Communicating the correct messages through proper methods and channels before, during, and after a crisis. Exploration of social media in crises. Identification and management of appropriate publics for crisis communication. Emphasis of avoiding miscommunication during crises, emphasis on follow-up after crises.

**PUB 470. Public Relations Internship. (1-3 Credits)**

I, II. Prerequisites: PUB 275 and Junior Standing. Supervised practical experience in a public relations operation. May be taken to a maximum of three hours.

**PUB 475. Public Relations Case Studies. (3 Credits)**

A. Prerequisite: PUB 275. Emphasizes a management approach and application of the four-step PR process to solving public relations problems through planning, design, and production of print, audiovisual, and broadcast materials used in public relations. Includes public relations case studies and problems.

**PUB 480. Integrated Communications. (3 Credits)**

A. Prerequisite: PUB 275. Examination of the interactions within an organization's overall communication efforts, including public relations, industrial and graphic design, organizational communication, and other related initiatives.

**PUB 490. Public Relations Campaigns. (3 Credits)**

A. Prerequisites: PUB 275, PUB 380, and PUB 475. Application of research, planning, strategies, and evaluations to a public relations campaign. Includes budgeting and scheduling of campaigns.

**PUB 490S. Public Relations Campaigns. (3 Credits)**

A. Prerequisite: BEM 320 or PUB 320(C), PUB 475(C), and PUB 305(C). Using a service-learning-based approach, students research, plan and prepare an integrated public relations campaign for a specified local business or organization client. Credit will not be awarded for both PUB 490 and PUB 490S.

**PUB 491. Senior Seminar in Public Relations. (1 Credit)**

I, II. Prerequisites: completion of 90 hours and PUB 275. Evaluates students' progress toward a career in public relations, especially the development of a portfolio, and develops job search strategies and skills. Includes assessment of instruction and curriculum.

**PUB 499. Independent Study in Public Relations. (1-3 Credits)**

A. Prerequisite: Student must consult with the faculty supervisor and have the independent study proposal form approved by the faculty supervisor and department chair prior to enrollment. May be retaken to a maximum of three hours.

**PUB 530. Sports Information. (3 Credits)**

A. Study of the role and function of the sports information director. Includes public relations techniques applied to sports information: news releases, publications programs, office and staff organization, time utilizations, news media and formats.