

SOCM course descriptions, prerequisites and learning outcomes—2021-2022

COURSE AND CATALOG DESCRIPTION	PREREQUISITES	LEARNING OUTCOMES
LOWER DIVISION COURSES		
<p>COMM 1100 Human Communication</p> <p>This course is an overview of the communication discipline that identifies and explores the various components, situations, and channels involved in the communication process. The main objective is for students to critically assess and improve their personal and professional communication skills with others.</p>		<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Describe the components and models of the communication process and explain how the communication discipline is studied. • Assess their own communication skills and develop strategies for improvement. • Identify the behaviors they must adapt to account for the role context plays in how communicators share meaning. • Articulate characteristics of mediated and non-mediated messages and recognize the influences of both senders and receivers on interactions.
<p>COMM 2020 Communication Sources and Investigations</p> <p>This course introduces the approaches and paradigms used in communication research. Emphasis is placed on locating, reviewing, and evaluating communication research studies found in academic publications; the basic structure and function of a literature review; and communication research ethics. This course provides practical experience using the American Psychological Association formatting style.</p>	ENGL 1102	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Conduct basic library research • Demonstrate an understanding of what an academic journal is and why it is different from other forms of textual production • Construct a basic literature review using credible sources • Use the American Psychological Association (APA) writing and citation style correctly • Demonstrate an understanding of the research paradigms that form the basis for communication research methods • Define “research ethics” and display an understanding of the guidelines researchers use when conducting ethical communication research • Improve your understanding of grounded theory methodology, the purpose of communication/social theory, and to • Understand grounded theory methodology, the purpose of communication/social theory, and to develop a sound and responsive research design.
<p>COMM 2033 Visual Communication</p> <p>COM 2033 is an introduction to visual communication using perceptual, physiological, psychological, cultural and semiotic concepts. The course focuses on visual awareness and processing as key elements in effective communication.</p>	ENGL 1101 & 1102	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Appraise the power of visual images • Define, describe, translate, identify, and criticize visual images • Identify several typefaces • Explain the impact of color • Identify and explain the theory of signs and symbols • Define and explain the power of media outlets • Detect visual bias

		<ul style="list-style-type: none"> • Challenge visual ethics
<p>COMM 1110 Public Speaking</p> <p>This course covers methods and practice in effective oral communication with an emphasis on speech preparation and presentation.</p>		<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Choose a topic and restrict it according to the purpose and the audience. • Fulfill the purpose of oral discourse by: formulating a clear thesis statement, providing adequate supporting material, selecting a suitable organizational pattern, demonstrating careful choice of words, and providing effective transitions. • Employ vocal variety in rate, pitch, and intensity. • Demonstrate nonverbal behavior that supports the verbal message. • Critically evaluate speeches (your own and your peers') by recognizing main ideas, identifying supporting details, recognizing explicit relationships among ideas, and recalling basic ideas/details.
<p>COMM 2135 Writing for Public Communication</p> <p>This course covers application and practice of writing form and style particular to communication industry careers, such as journalism, public relations and human resource areas. Includes weekly writing assignments.</p>	ENGL 1101 & 1102	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Describe the styles and formats used for journalistic and public relations writing; • Identify the audience, the message and the medium for journalistic and public relations writing; • Demonstrate the ability to think critically and independently in composing materials in journalistic and public relations formats; • Demonstrate an understanding and application of the ethical principles of truth, accuracy, fairness and diversity in writing for public communication; • Demonstrate the ability to correctly use the Associated Press Stylebook to complete written assignments for public communication
<p>COMM 2230 Introduction to Mass Communication</p> <p>This course is a survey of the various genres of mass media such as books, magazines, newspapers, radio, television, film, Internet and others. Examines the development, roles, functions, problems and criticisms of specific media from a global context.</p>	ENGL 1102	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Analyze the development of communication systems and how that history affects current issues and practices • Define the economic, regulatory and technological issues affecting electronic media today • Identify mass media production practices and their impact on the dissemination of information and entertainment • Explain the ethical and legal issues that influence journalists and other mass media practitioners • Explain the nature of media effects research • Describe career opportunities in the various fields of communication
<p>COMM 2240 Law, Ethics and Diversity</p> <p>COMM 2240 provides an overview of law, ethics and diversity in mass media. It examines the basics of freedom of</p>	ENGL 1102	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify and explain the tenets of the First Amendment • Explain the Freedom of Information Act • Explain Georgia's Open Records Act • Locate and explain a state's law about access to state records • Identify and explain three ethical frameworks

<p>expression and press laws in the United States including freedom of information and access to government records. The course analyzes several approaches to ethics in media, journalism and public relations. It also examines diversity in media, journalism and public relations.</p>		<ul style="list-style-type: none"> • Analyze an ethical dilemma in mass media and propose a solution • Explain the changing nature of diversity in the professional media workplace • Identify different approaches to defining diversity in media
<p>COMM 3315 Interviewing</p> <p>Methods and practice in situational interviewing, including selection, sales, journalistic and media interviews. Examines roles and functions of both interviewee and interviewer.</p>	<p>Must have earned at least 30 credit hours.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Distinguish among the various methods and practices that are employed in interview situations while recognizing the process from both interviewer and interviewee perspectives. • Demonstrate knowledge by interpreting and practicing the most effective approach to take in interview situations. • Assess the need for evaluating the benefits of a successful outcome of the interview and conduct appropriate research to meet the objective. • Evaluate the effectiveness of interviews that appear in the media and elsewhere. • Conduct research for an in-depth interview
<p>COMM 3320 Health Communication</p> <p>This course introduces theoretical and applied aspects of health communication. Current health issues are examined in varied communication contexts, such as interpersonal, group, organizational, and mediated communication. This course analyzes provider-patient communication, intercultural communication and health beliefs, and health messages in the media. A variety of contemporary public health issues are presented. The course also examines the effectiveness of prevention messages using identified communication strategies.</p>	<p>Must be a declared major in the School of Communication & Media. Non-majors: 30+ credit hours and permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify multiple aspects of communication that influence health behaviors. • Understand societal and cultural influences on population health. • Analyze the impact of interpersonal and organizational factors on healthcare. • Recognize the value of using entertainment-education to spread health awareness. • Evaluate strengths and weaknesses of past/present health campaigns.
<p>COMM 3340 Digital Media Production</p> <p>This course focuses on the application and impact of digital media technology, and how it has changed the production experience in a journalistic context. The course addresses the principles of shooting, sound characteristics, ergonomics, and basic</p>	<p>COMM 2230; Must be a declared major in the School of Communication & Media. Non-majors: 30+ credit hours and permission from</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of basic audio and video editing skills • Use digital cameras and audio recording equipment to create original content • Develop a video that demonstrates an understanding of the basic principles of lighting, framing, and editing • Create a storyboard and script for audio or video content • Compose a still photograph using a digital camera and appropriate photo-editing software • Create professional video and/or audio content on a deadline

<p>techniques for field recording (time-code, miking, shot composition, and mixing). Audio and video formats are examined in the context of non-linear post-production.</p>	<p>the School of Communication & Media</p>	
<p>COMM 3350 Editing for Today's Media</p> <p>This course explores the role of the copy editor in print, broadcast, and online media, with a focus on developing the skills required to be an effective editor in the age of convergence. Through lecture, guest speakers, and in-class and out-of-class assignments, students will gain effective experience in copy editing, and the use of graphics, type, headlines, and layout to produce effective news and feature stories, and public relations materials.</p>	<p>Must be a declared major in the School of Communication & Media. Non-majors: 30+ credit hours and permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify the different levels of editing; • Demonstrate the ability to edit copy, in both online and hard copy formats, to meet the needs of the audience for print, broadcast and online media; • Demonstrate the ability to critically evaluate and edit copy for content, style and grammar using appropriate editing symbols and stylebooks; • Demonstrate the ability to think critically and independently in editing materials for journalistic and public relations formats; • Demonstrate the an understanding of the legal issues and ethical principles of truth, accuracy, fairness and diversity in editing journalistic and public relations materials; and • Demonstrate the effective use of type, graphics, headlines, cutlines and layout to produce coherent news and feature stories and public relations materials.
<p>COMM 3398 Internship in Communication</p> <p>An internship is a supervised, credit-earning work experience of approximately one semester with a previously approved business firm, private agency, or government agency. Up to nine communication internship hours may be earned for credit. To help students build their resume, a maximum of six credit hours may be earned at one internship site per semester. If a student chooses a second internship, he or she must take an internship with another organization.</p>	<p>Approval of departmental internship coordinator and eligibility based on the following criteria: junior standing (60 + credit hours) at least a 2.5 GPA, and at least one semester of communication coursework successfully completed at Kennesaw State University. Must be a declared SOCM major</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Assess skills and professional interest in a given profession based on experience at an approved internship location. • Convert internship experience into a meaningful career opportunity. • Develop valuable career contacts and engage in practical first-hand experience. • Recognize and better understand what elements are required to succeed in a chosen profession.

UPPER DIVISION COURSES		
<p>COMM 3435 Communication Research Methods</p> <p>This is an advanced course on the nature of academic inquiry in communication, the structure and methodology of professional and academic research, and the resources available for access to published research.</p>	<p>COMM 2135 and COMM 2020</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Write APA-style papers that demonstrate understanding of qualitative and quantitative communication research methodologies • Explain the importance of the IRB and identify when human subjects research protection is needed • Identify when and how to use quantitative surveys, interviews, focus groups, content analysis, textual analysis, and critical or ethnographic research • Identify the specific research instruments needed for surveys, interviews, focus groups, content analysis, textual analysis, and critical or ethnographic research • Construct and administer a quantitative survey • Conduct qualitative research (interviews, focus groups, case study, ethnography, and/or thematic analysis) • Use descriptive statistics to analyze quantitative data, and demonstrate competency with basic qualitative data analysis • Create research reports designed for a public audience
<p>COMM 4100 Directed Applied Research</p> <p>This course offers students an opportunity to investigate communication-oriented concepts and issues by assisting in faculty-led research or scholarship. Course content and instructional methodologies are identified by the faculty's needs and expectations.</p> <p>Notes: The amount of work expected per student is based on the number of assigned credit hours.</p>	<p>COMM 3435 and consent of instructor and School Director. Must be a declared SOCM major</p>	<p>Varies by topic</p>
<p>COMM 4400 Directed Study</p> <p>This course focuses on specific topics of an advanced nature not in the regular course offerings.</p>	<p>60+ credit hours and must be a declared SOCM major</p>	<p>Varies by topic</p>
<p>COMM 4490 Special Topics in Communication</p>	<p>45+ credit hours; must be a declared</p>	<p>Varies by topic</p>

This course consists of selected special topics of interest to faculty and students.	SOCM major	
Journalism and Emerging Media		
<p>JOUR 3310 Concepts in New Media</p> <p>This course is an analysis of the content, process and distribution of new media, including Web-based, network-based, and CD-ROM based products. Students will examine, evaluate and prepare material for information, educational, and/or entertainment new media as well as explore the process of computer-assisted communication.</p>	COMM 2230	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify varieties of digital technologies. • Define new media • Identify and apply research-supported theories pertaining to New Media theory and technology. • Describe ways to use digital technology in an online atmosphere. • Develop skills to successfully facilitate online course navigation by creating Social Network sites.
<p>JOUR 3330 News Reporting & Writing</p> <p>JOUR 3330 is an introduction to the ways and means of developing, gathering, writing and editing factual and editorial copy. The course examines news personnel functions, reporting and interviewing techniques, ethical and legal considerations, along with news-writing practice surrounding the above.</p>	COMM 2135 and COMM 2230	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify the ways and means of developing, gathering, writing and editing factual and editorial copy in contemporary news settings. • Compare news personnel functions. • Distinguish between ethical and legal considerations. • Demonstrate competency in reporting and writing news stories on deadline • Use AP style in their writing consistently • Compose stories for a variety of news media formats • Conduct professional news interviews
<p>JOUR 3360 Photojournalism</p> <p>This course introduces the fundamentals of how still photography is used to document our world in a public sphere. The course covers the skills, theory, aesthetics and ethics of newspaper, magazine and online photojournalism. Visual storytelling from a single picture to a multi-image photo essay is explored. A digital portfolio is to be produced and presented at the end of the term.</p>	JOUR 3340 and must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Operate the features of professionals and consumer digital cameras. • Exercise professional judgement in shot selections and locations as it relates to the story. • Understand the components of writing and editing a photo caption. • Utilize software to display photojournalism in a multimedia context (audio/video elements).

<p>Note: personal digital camera required.</p>		
<p>JOUR 3395 Journalism Study Tour</p> <p>This course offers students the opportunity to learn about news-gathering, production, and presentation in one of the nation’s largest media markets. Students gain first-hand exposure to news professionals, operations, and offices. Students meet for an intensive one-week preparation class to better understand the structure and function of the professional newsroom. They visit outlets for a hands-on look at the news gathering process. Students incur additional travel expenses including the instructor’s travel expenses.</p>	<p>COMM 2230 and 30 credit hours. Must be a declared SOCM major</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Recognize the factors that are taken into account when determining what constitutes news on any given day • Distinguish between the different needs of media outlets and the decisions that are made in how news is covered • Relate and interact with media professionals on all aspects of the news gathering process • Prioritize the basic needs in developing news stories • Assess the outcome of the news gathering process and determine if information objectives were satisfied.
<p>JOUR 3700 Fundamentals of Online Journalism</p> <p>In this course, students develop awareness and skills in producing digital news stories. This course explores digital media elements and different editorial uses for them; some of the ways those elements can be assembled to tell news; how the audience discovers your news stories; and planning and pitching unique to digital reporting.</p>	<p>JOUR 3330, must be a declared major in the School of Communication & Media. Non-majors: permission of the School required.</p>	<ol style="list-style-type: none"> 1. Recognize/explain the myriad of digital news storytelling elements available 2. Plan, create and then implement individual media elements (such as Google maps, tweets or photos) in news stories while covering a beat on your own site 3. Analyze and evaluate the digital news industry's use of these elements 4. Explore and experiment with some of the storytelling platforms available
<p>JOUR 3820 Video for the Web</p> <p>This course is designed to teach advanced storytelling, shooting, and editing techniques for multimedia journalism in multi-platform environments. The course help students recognize and understand the technical and aesthetic aspects of visual storytelling, and how to build successful visual narratives using a combination of still images, HD video, ambient audio, and natural voices. The course is constructed to</p>	<p>COMM 3340, must be a declared major in the School of Communication & Media. Non-majors: permission of the School required.</p>	<p>Identify and analyze current trends in multimedia storytelling.</p> <ul style="list-style-type: none"> • Assess, compare and contrast, and rate the work of professionals and classmates through critique and interpretation. • Apply journalism ethics of truth, accuracy and fairness to your work. • Demonstrate the ability to give and receive constructive feedback through group critiques. • Use still images in video storytelling. • Demonstrate how to conduct a successful interview on video with good light, composition, sound and content. • Demonstrate how to capture high quality a-roll and b-roll and use those components to build multimedia stories. • Demonstrate how to capture and edit high-quality audio with ambient and natural sounds for multimedia narratives.

<p>prepare students to apply the journalistic standards of truth, fairness and accuracy with the tools and techniques of multimedia journalism to tell compelling narratives in a professional environment.</p>		<ul style="list-style-type: none"> • Build upon existing editing skills for stills, video and audio using appropriate software including Photoshop, Final Cut and/or Premiere. • Build upon existing shooting skills to capture professional quality still images and HD video using a HD SLR camera to build multimedia narratives. • Learn and apply successful mobile multimedia reporting techniques for the field. • Illustrate how to produce a storyboard for your projects. • Discover the subject’s voice and build the story arch and narrative.
<p>JOUR 3900 Journalism History This course focuses on the development of news media in America, emphasizing the historical relationship of the mass media to American social, economic, and cultural patterns. The course will review the origin, growth, shortcomings, and achievements of media, the impact of society on the media, and vice versa.</p>	<p>Must be a declared major in the School of Communication & Media. Non-majors: 30+ credit hours and permission from the School of Communication & Media</p>	<p>Explore the historical relationship of the mass media to American social, economic, and cultural patterns and developments.</p> <ul style="list-style-type: none"> • Assist in developing a general sense of history • Develop an appreciation for journalism through knowing its history • Learn the methods and processes of historical research.
<p>JOUR 4100 Data Journalism This course offers theoretical and applied approaches to data journalism, including citizen media strategies and tactics needed for the profession. This course focuses on developing the skills and understanding needed to analyze and understand data and then use that data to tell engaging journalistic stories including data scraping and data visualization. Students will develop an understanding of many of the methods used to collect data in journalism such as surveys and content analysis.</p>	<p>JOUR 3330 and must be a declared major in the School of Communication & Media. Non-majors: 30+ credit hours and permission from the School of Communication & Media</p>	<ul style="list-style-type: none"> ▪ Demonstrate and understanding about the limitations of datasets and evaluate the strengths and weaknesses of data. ▪ Assess how institutions may be collecting and using data and the implications of these processes for the public. ▪ Use and manipulate datasets with ease and comfort, being able to ask interesting questions and explore various angles. ▪ Deploy basic software and applications of various kinds to analyze and visualize data in creative ways. ▪ Demonstrate a solid grasp of data storytelling techniques that can help broad audiences understand data
<p>JOUR 4300 Topics in Journalism This course offers theoretical and applied approaches to journalism and citizen media strategies and tactics needed for the profession. Sample topics may include</p>	<p>JOUR 3330 or permission of instructor and must be a declared major in the School of Communication &</p>	<p>Varies by topic covered</p>

<p>social media and journalism, sports reporting, international journalism, ethics in journalism, public affairs reporting, and innovation and entrepreneurship in journalism. This course may be taken up to two times for a total of six credit hours as long as the course content differs each semester the course is taken.</p>	<p>Media. Non-majors: 30+ credit hours and permission from the School of Communication & Media</p>	
<p>JOUR 4410 Investigative Reporting</p> <p>This course teaches students how to move beyond basic news reporting and how to develop strong story ideas, report them thoroughly and write them in compelling and impactful ways. The course examines how to uncover electronic and paper-based documents and use open records laws as part of investigative journalism.</p>	<p>JOUR 3330 and must be a declared major in the School of Communication & Media. Non-majors: 30+ credit hours and permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify prize-winning investigative reporting select strong investigative story ideas, conduct thorough research and compose compelling stories. • Demonstrate an understanding of transparency laws by engaging in exercises that show they can find information that can only be found in open meetings and public records. • Operate a computer-based spreadsheet and create data reports suitable for use in stories and graphics. • Verbally and successfully pitch an investigative story based on in-depth research of a news topic. • Produce an investigative story using guidelines and a rubric based on verifiability and impact.
<p>JOUR 4412 Sports Reporting</p> <p>In this course, students prepare for and practice writing short and long form stories about sports contests at the high school, college and professional levels. Students produce stories in multiplatform formats including video, photography and social media use. This is an advanced reporting course aimed at students who are sports enthusiasts with the goal of becoming professional sports reporters.</p>	<p>JOUR 3330 and COMM 3340. Must be a declared major in the School of Communication & Media. Non-majors: 30+ credit hours and permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Organize coverage and compose stories for a variety of sporting events and feature stories in multiplatform formats. • Demonstrate competency in reporting and writing sports stories on deadline • Make use of and interpret sports statistics where appropriate • Demonstrate the use of mobile media as well as social media for reporting purposes
<p>JOUR 4420 Advanced Media Writing</p> <p>The course includes methods and practices for writing print and Internet style long-form feature stories. The course focuses on in-depth interviewing skills and query letter</p>	<p>JOUR 3330 and must be a declared major in the School of Communication & Media. Non-majors: 30+ credit hours and</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Pitch feature story ideas verbally and in formal letters • Select specific magazines to write pitch letters to • Conduct professional interviews and detailed research for magazine-length stories • Write feature stories for print and online platforms • Experience the editing process involved with multiple versions of an article

writing, as well as understanding multimedia storytelling.	permission from the School of Communication & Media	
<p>JOUR 4445 Advanced Digital Audio Production</p> <p>This course focuses on producing, writing and storytelling for audio in a journalistic context. The course is designed to teach students how to write scripts and produce radio promotions, commercials and news stories. The course surveys trends in the radio industry, including traditional broadcast, digital, and satellite radio, as well as podcasting and audio streaming of content.</p>	<p>JOUR 3330 & 3340 plus 90 + credit hours. Must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Produce a radio style commercial • Demonstrate knowledge of microphone and recording techniques • Demonstrate knowledge of audio editing software
<p>JOUR 4450 Video News Production</p> <p>This course is designed to teach students electronic field production, including single and multiple camera operations; advanced field camera operations; tape-to-tape editing; editing techniques, single/multiple camper continuity, and scripting in a journalistic context. The student must have a fundamental understanding of production operation before enrollment.</p>	<p>JOUR 3330 & COMM 3340. Must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Develop the team-based nature of video production in diverse crew environments • Show mastery of behind the scenes and anchor/reporter roles • Demonstrate proper shooting, saving and transferring of HD video file formats • Operate in real-world production deadlines by completing projects in a time-limited environment
<p>JOUR 4470 Media Law</p> <p>This course is an in-depth examination of the existing legal structure within which the media operates and the antecedent statutory and case law through which this structure has evolved. The course also addresses ethical concepts and considerations surrounding the media.</p>	<p>COMM 2230 and POLS 1101. Must be a declared major in the School of Communication & Media. Non-majors: 30+ credit hours and permission from the School of</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the philosophical approaches to the First Amendment’s free speech and press clauses • Explain the concepts of libel, invasion of privacy, reporter’s privilege and copyright. • Interpret a case decision by a court • Identify parts of a Supreme Court ruling and write a case brief • Conduct and deliver a public records audit that tests Georgia’s open records laws.

	Communication & Media	
<p>JOUR 4488 Multi-media Visions of Community (Capstone Course)</p> <p>This course is informed by social networking and civic, citizen and community journalism applications and theories. Student-driven teams produce multi-media journalistic reflections of community life and institutions. The students, ideally working with diverse sets of community members, chose the best methods, tools and platforms for telling their stories and justifying their choices. This is the capstone course showcasing what students have learned in the Journalism and Emerging Media major.</p>	<p>JOUR 3700, JOUR 4100, and 90 credit hours or more, and must be a declared major in the School of Communication & Media. Non-majors: permission of the School required.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Write for print, broadcast and online media • Generate ideas for and produce multimedia news packages and photo essays • Cultivate news sources • Develop a portfolio for future internships and jobs • Distinguish among the key political, economic, and community factors in a designated community

MEDIA AND ENTERTAINMENT STUDIES

<p>MENT 3100 Fundamentals of Media and Entertainment Studies</p> <p>This course is an introduction to media and entertainment studies. “Media studies” topics include not only media institutions, but also the context, history, and economics of media; meaning and ideology; effects on audience behavior; public life; and globalization. “Entertainment” focuses on any communication function used for entertainment purposes, including television, film, music, video games, sports, travel/tourism, museums, and theme parks. This course will address the history, challenges, trends, and career options in these areas.</p>	<p>COMM 2230</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of media studies and entertainment studies as separate fields of inquiry • Explain how the transmission model of communication differs from the cultural model of communication • Discuss ways in which scholars study media audiences and interpretations of media messages • Critically analyze media globalization and cultural imperialism • Demonstrate an understanding of entertainment industry operations, history, and challenges • Identify potential careers in media and entertainment
<p>MENT 3200 Writing for Entertainment Media</p> <p>This course focuses on the art of entertainment content creation via developing and writing content for various screens. Students explore the process of translating and formatting creative concepts for film, television, and new media; critique screenwriting samples; identify story structure; understand the creative process for entertainment writers; utilize software to execute standard formatting for screenplays; recognize industry terminology; and develop content and characters from original concepts.</p>	<p>MENT 3100; Must be a declared major in the School of Communication & Media.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Analyze short and long form content for film, television, and new media • Identify story structure including key story points • Recognize industry level terminology for the discipline of screenwriting • Critique screenwriting samples • Compose industry standard formatted screenplays utilizing screenwriting software • Develop content and characters from original concepts • Practice the creative process for screenwriters
<p>MENT 3300 Entertainment Podcasting</p> <p>In this course, students learn about the recording hardware, software, and</p>	<p>MENT 3100; Must be a declared major in the School of</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Produce a radio style commercial • Demonstrate knowledge of microphone and recording techniques • Demonstrate knowledge of audio editing software

<p>production skills needed to produce effective entertainment podcasts. Students are taught to strategically research and prepare captivating and memorable audio segments; develop audio programming strategy skills; hosting, presenting, and interview strategies; and perfect the editing skills needed to produce high-quality and professional-sounding audio.</p>	<p>Communication & Media.</p>	
<p>MENT 3326 International Media</p> <p>This course explores mass media and culture from a global perspective. Students analyze international communication theories, global communication infrastructure, the global media marketplace, and international communication and the internet. Students also examine specific communication systems, both democratic and authoritarian, and disseminated in a global context. International media products such as film, music, radio, and TV programming, online content, and advertisements are also covered.</p>	<p>COMM 2230; Must be a declared major in the School of Communication & Media.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate an understanding of the process and theories of international communications. • Communicate an awareness of international media as a global force. • Provide a basic knowledge of international media systems. • Analyze current trends and technologies in international communication.
<p>MENT 4424 Uses and Effects of Mass Media</p> <p>This course examines research findings and commentary about mass media impact and use in the United States. An exploration of what mass media “do” to users and what users “do” with the mass media, and why these effects and uses are thought to occur. This course is useful for students interested in graduate work in mass media, professional media careers, media literacy, or more conscientious use of mass media and awareness of possible effects on themselves or others.</p>	<p>COMM 2230; Must be a declared major in the School of Communication & Media.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify major theoretical perspectives on the uses and effects of mass media • Describe, analyze, and critique current theories of mass media usage and impact • Locate, read, and summarize scholarly research related to media uses and effects • Criticize media messages and images in the context of media theory and research • Demonstrate improved media literacy skills

<p>MENT 4425 Gender, Race and Media</p> <p>This course is an examination of mass media portrayals of gender and race, from years past to present. Students will analyze media artifacts, identify recurring themes, and explore research about the societal effects of stereotypical media portrayals.</p>	<p>MENT 3100; Must be a declared major in the School of Communication & Media.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain what stereotypes are and how to avoid them • Identify why media bias exists • Explain how media images and narratives affect perception and behavior • Critique mass media theories related to race and gender • Perform media analyses related to race and gender • Explain how mass media have marginalized cultural groups • Suggest solutions for more sensitivity toward "otherness" within your personal or work environment
<p>MENT 4430 Media Management</p> <p>This course is a comprehensive examination and analysis of the structure, personnel, planning, operations, economics and editorial broadcast, production, advertising, and public relations companies as well as new media.</p>	<p>MENT 3100; Must be a declared major in the School of Communication & Media. Non-majors: Permission of the School required.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Summarize the overall structure of the media industry in the United States • Outline and explain individual media organization and structure • Analyze issues related to planning and operations within a media organization • Identify and critique trends in the changing media landscape • Apply laws, regulations and ethical matters to media management
<p>MENT 4434 Topics in Media Studies</p> <p>This course offers theoretical and applied approaches to media studies problems and issues. Sample topics may include media literacy, media and society, social and digital media, children and media, celebrity media culture, and courses based on various genres of electronic media. This course may be taken up to two times for a total of six credit hours as long as the course content differs each semester the course is taken.</p>	<p>MENT 3100; Must be a declared major in the School of Communication & Media. Non-majors: Permission of the instructor required.</p>	<p>Varies by topic.</p>
<p>MENT 4436 Topics in Entertainment</p> <p>This course offers theoretical and applied approaches to entertainment studies topics, challenges, and trends. Sample topics may include entertainment industries and properties, fandom and fan studies, sports as entertainment, arts and leisure</p>	<p>MENT 3100; Must be a declared major in the School of Communication & Media.</p>	<p>Varies by topic</p>

<p>entertainment, interactive entertainment, travel and tourism as entertainment, global entertainment, and careers in entertainment. This course may be taken up to two times for a total of six credit hours as long as the course content differs each semester the course is taken.</p>		
<p>MENT 4444 Film and Video Structure and Process</p> <p>An examination of the television and motion picture industries, covering such factors as development, pre-production, the production process, post-production and distribution. Emphasis will be placed on the managerial aspects of the process and will include the institutional/instructional video market.</p>	<p>60 + credit hours</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify each of the major components in filmmaking and describe elements of each and how they contribute to the meaning or impact of the film • Identify and explain 3 styles of filmmaking and link a film genre to each style • Explain open form and closed form; describe ways in which each approach impacts the meaning conveyed in a film • List and describe major milestones in the development of film, including the dates when they occurred and a name of a major contributor to each milestone • Identify and describe significant ideology contained in film, and explain how it reflects or informs the culture in which it is experienced
<p>MENT 4454 moMENTum Productions</p> <p>This course is the advanced video production course in the MENT major in which students work with campus and external clients on video projects. The instructors secure several clients for the semester and students are briefed by each client before we start our work. Class time is spent on best practices in video production, client relations, proper pre-production strategies, and professional development. Students are required to be available outside of scheduled class time to attend events, on-location shoots, and meetings for our clients. Students can add each project to their individual digital portfolios and professional reels.</p>	<p>COMM 3340 and must be a declared major in the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Comfortably work directly with clients to produce creative briefs for their projects • Describe and perform all three stages of a video project: pre-production, production, and post-production • Perform the roles of director, producer, camera operator, and editor • Complete professional pre-production packets (PPP) • Properly set up for an in-studio interview and an on-location interview (including lighting and sound) • Film usable & relevant b-roll footage • Explain and demonstrate the proper procedure for file saving/storage • Edit footage using Adobe Premiere Pro • Deliver client projects on time and budget

<p>MENT 4464 Documentary Filmmaking</p> <p>This course is designed to enable students to develop a critical, aesthetic, and ethical approach to visual representation. Through selected documentary viewings, discussions, lectures, and the development and completion of a final project, students learn the necessary processes for producing documentary films. The course culminates with a class production of a short documentary on a topic approved by the instructor. Historical, theoretical, and methodological elements of documentary production are highlighted</p>	<p>COMM 3340 and must be a declared major in the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Define documentary filmmaking, major models, and modes for documentary film. • Demonstrate understanding of ethical issues central to documentary filmmaking. • Outline the history of documentary film. • Discuss and complete all production steps involved in the making of documentaries from conception to final film.
<p>MENT 4485 Media Studies Capstone</p> <p>This course is the capstone course for Media and Entertainment Studies majors. Students complete a theoretical or applied project during the semester focusing on theoretical/methodological concerns in media and entertainment and their implications for our understanding of media in society. The course culminates in a paper/project that integrates, critiques, extends, and applies knowledge gained from prior media and entertainment courses. Students present their own projects and contribute to substantive discussions of presentations by other students.</p>	<p>MENT 4424 and COMM 3340. Must be a declared MENT major.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify and investigate a significant communication problem or opportunity by completing an original scholarly or creative project. • Prepare a critical and relevant review of literature and/or demonstrate mastery of digital production skills. • Advance critical thinking, strategic problem solving, and collaborative peer evaluation skills. • Successfully demonstrate academic and professional writing competency and formal presentation skills. • Apply effective time management, submitting all project components on schedule.
<p>MENT 4495 Media and Entertainment Study Tour</p> <p>This course offers students the opportunity to learn about the fields of media and entertainment by visiting some well-known media/entertainment properties and corporations. Students gain firsthand</p>	<p>60+ credit hours and MENT 3100; must be a declared MENT major</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the attributes of successful media and entertainment work and culture. • Discuss specializations and practice areas in media and entertainment. • Identify careers in the industry that match their own strengths.

<p>exposure to the wide range of careers in these fields and the skill sets necessary to succeed in the industry. Students meet for an intensive one-week preparation class to better understand the structure and function of media and entertainment companies; the second week will be on-site at various locations.</p>		
---	--	--

ORGANIZATIONAL AND PROFESSIONAL COMMUNICATION

<p>ORGC 3025 Introduction to Organizational & Professional Communication</p> <p>This course is an introduction to methods and applications of basic theories, interactive structures, and directions within various organizational environments</p>	<p>Must be a declared major in the School of Communication & Media. Non-majors: permission of the school required.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the significance of organizational communication concepts, principles, and theories • Distinguish the processes of effective prioritizing, decision-making, and problem solving in organizational contexts • Interpret organizational characteristics, issues, problems, challenges, and opportunities within different organizational contexts • Apply the functions of communication to organizational relationships, structures, practices, and productivity • Develop organizational communication research, writing, and presentation skills • Assess relevant occupational roles and skill sets for an ORGC-centered career path
<p>ORGC 3325 Intercultural Communication</p> <p>A study of cultural and communication variables that impact the interaction process between peoples. Intercultural communication is examined during the time communication participants share ideas, information, persuasion and emotions.</p>	<p>30+ credit hours</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the key ideas and significance of intercultural communication theories and concepts. • Distinguish intercultural communication topics, theories, concepts, and principles that are most useful for the intercultural context. • Analyze an intercultural communication issue using intercultural communication topics, theories, concepts, and principles • Apply intercultural communication theories, concepts, and principles to a particular intercultural context. • Develop intercultural sensitivity and intercultural communication research, writing, and presentation skills.
<p>ORGC 3345 Team Communication</p> <p>This course is a study of input, process and output variables in small group discussion. The emphasis is on participation, observation and evaluation of various discussion methods.</p>	<p>60+ credit hours; Must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the significance of group communication theoretical frameworks. • Distinguish the different collaborative group processes. • Analyze best practices for team effectiveness in the workplace or other organizational environments. • Apply effective group communication strategies to accomplish team-based tasks, goals, or objectives. • Develop group communication research for presentation.
<p>ORGC 3376 Interpersonal Communication</p> <p>Theory and application of communication concepts involving interpersonal relationships and contexts.</p>	<p>Must have earned at least 30 credit hours.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the significance of interpersonal communication theory. • Distinguish the interpersonal communication topics that are germane to dyadic relationships. • Analyze an interpersonal communication relationship using communication principles. • Apply interpersonal communication research to a particular context to enhance a relationship. • Develop interpersonal communication writing and presentation skills.
<p>ORGC 3459 Communication and Conflict</p>	<p>Must be a declared major in the</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the significance of conflict communication, negotiation, and mediation concepts,

<p>This course introduces a model of effective conflict management in organizations and other contexts via appropriate communicative strategies. The model proposes that our perspective of dealing with conflict determines our approach to conflict situations. This course provides students with practical knowledge for understanding the benefits of conflict, recognizing its evolution, and applying various strategies for dealing with different people in a variety of contexts.</p>	<p>School of Communication & Media. Non-majors: 30+ credit hours and permission from the School of Communication & Media</p>	<p>principles, and theories, with a focus on conflict in organizations.</p> <ul style="list-style-type: none"> • Distinguish the conflict styles and theories used to understand conflict communication behaviors. • Analyze a conflict using conflict communication principles. • Apply conflict communication theories to a negotiation and/or conflict management simulation. • Develop conflict communication research, writing, and presentation skills.
<p>ORGC 4344 Training and Development</p> <p>This course covers methods and practice in communication training and development for organizations including pre-assessment, writing objectives, training techniques, post-training evaluation, feedback, and implementation. The emphasis is on communication processes and outcomes for the trainer and trainee plus communication skill development within training modules.</p>	<p>ORGC 3025 and 60 + credit hours. Must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the significance of theory to training and development. • Analyze an organization's needs based on training and development research. • Distinguish the types of training and development best-suited for a particular organizational context. • Apply training and development and communication principles to a target audience. • Develop training and development writing and presentation skills.
<p>ORGC 4440 Leadership Communication</p> <p>Leadership Communication distinguishes leadership as an influential message-centered process. Based on this perspective, the course examines the variables of message exchange (communicator role, message content and meaning, media, context, and culture) as they impact organizational goal achievement. Eight major communication approaches are used to explain leadership. Special attention is given to understanding communication theory and extending social science research.</p>	<p>Must be a declared major in the School of Communication & Media.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the significance of leadership communication theory. • Analyze a communication context using leadership communication research. • Distinguish the types of leadership communication perspectives that may be used to enhance leader/member relations. • Apply leadership communication principles to a particular context to enhance the completion of a task. • Develop leadership communication writing and presentation skills.

<p>ORGC 4455 Organizational Communication Audits</p> <p>This course is the study and application of the organizational communication assessment process used by consultants, trainers and managers. In this capstone course, students conduct a communication audit for a local company and develop a written analysis of the organization's internal communication patterns.</p>	<p>ORGC 3025 and COMM 3435 and 90 + credit hours. Must be a declared SOCM major.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the significance of organizational communication theoretical frameworks relevant to the audit assessment process. • Appraise the capstone service learning experience with a critical, creative, or reflective thinking approach. • Assess a client's internal organizational communication effectiveness using structured research design. • Apply skills sets learned from prior communication coursework to complete a research-based, organizational communication audit report. • Develop organizational communication audit research for presentation.
<p>ORGC 4470 Topics in Organizational & Professional Communication</p> <p>This course offers theoretical and applied approaches to the understanding of organizational & professional communication. Sample topics may include leadership in organizations, nonprofit organizations, professional coaching, and organizational systems. Semester topics will vary. This course may be taken up to two times for a total of six credit hours as long as the course content differs each time the course is taken.</p>	<p>Must be a declared major in the School of Communication & Media.</p>	<p>Varies by subject.</p>

PUBLIC RELATIONS

<p>PR 3335 Public Relations Principles</p> <p>An introduction to the history, role and functions of public relations including public relations theory, ethics and industry and career issues.</p>	<p>COMM 2230</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the professional practice of public relations, the role it plays in contemporary communications and society, and the various career opportunities available in the field. • Describe the functions and processes of public relations, the tools and techniques used, and media used in communication. • Explain and analyze the theoretical underpinnings of the public relations field and the legal and ethical principles that guide public relations today.
<p>PR 3355 Public Relations Cases</p> <p>This course examines basic roles and functions of messaging strategy in promoting organizational goals. A case study approach emphasizes theory and methods for effective communication with diverse organizational publics, including the mass media, employees, consumers, financial stakeholders and special interest groups.</p>	<p>PR 3335 and must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify methods of research and evaluation • Identify appropriate goals and objectives • Explain strategies and tactics • Evaluate plans • Criticize/critique approaches used in real-world cases
<p>PR 3375 Public Relations Writing</p> <p>This course offers practice in writing public relations applications, including news releases, public service announcements, and newsletter articles. Students will create a portfolio of writing samples.</p>	<p>PR 3335 and must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Describe basic concepts of corporate and public relations writing • Create clear, concise copy on deadlines suitable for public relations • Create professional work using accepted style formats (primarily AP Style) • Develop skills in grammar, spelling, punctuation and style • Identify the distribution methods for written public relations materials
<p>PR 3380 PR Strategies and Tactics</p> <p>This course examines the application of strategies and tactics used to achieve objectives of a public relations plan. Students learn and practice foundational skills and techniques used in the professional practice of public relations,</p>	<p>PR 3335 and must be a declared major in the School of Communication & Media. Non-majors: permission from the School of</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Students will be able to identify and develop appropriate public relations strategies and tactics to effectively achieve objectives of a PR plan. • Students will be able to apply communication skills and techniques to create materials and execute activities used in the professional practice of public relations. • Students will be able to implement public relations tactics across different media channels and technology platforms.

<p>such as developing effective communication strategies and tactics, media relations, media training, distribution of news and information, special events and the use of photos, graphics and video.</p>	<p>Communication & Media</p>	
<p>PR 3385 International Public Relations</p> <p>This course introduces students to the global perspective of public relations while emphasizing corporate and agency public relations. Students learn and apply concepts of planning, research and international or cultural communication in the field of public relations.</p>	<p>PR 3335 and must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Recognize and evaluate variables that might determine the use of specific public relations practices in different regions or nations worldwide. • Recognize and evaluate how public relations has developed and is practiced in other countries. • Recognize and evaluate the different types of private, public, for-profit, not-for-profit, and activist organizations that use public relations strategies in a global arena. • Recognize and evaluate country-specific approaches in conducting a public relations campaign based on actual international case studies. • Recognize and evaluate the issues of multiculturalism and diversity related to global public relations.
<p>PR 3429 Persuasion Methods and Strategies</p> <p>This course provides a study of the theories, methods, applications and implications of persuasion from the days of Aristotle to today's political and commercial arenas. The course explores the practice of changing attitudes and opinions via non-coercive means.</p>	<p>Must have earned at least 30 credit hours.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the role of persuasion in society • Identify major theories of persuasion • Critically analyze persuasive messages • Apply theory in the preparation of persuasive messages • Identify the ethical choices facing persuaders
<p>PR 4210 Social Media for strategic Communication</p> <p>Students learn theory and practice of social media in a professional, strategic communication setting, with an emphasis on the connection between traditional best practices and emerging techniques.</p>	<p>PR 3335 or JOUR 3330. Must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Explain the value of social media as part of a strategic PR plan/ campaign. • Identify and define concepts and theories related to social media. • Create effective PR tactics including a blog post, tweet schedule, and monitoring report. • Analyze an organization's social media efforts and make expert recommendations.
<p>PR 4405 Digital Publication Design</p> <p>This course explores digital publication design in the practice of public relations and strategic communication. In addition to</p>	<p>COMM 2135 and must be a declared major in the School of Communication & Media. Non-</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify and explain principles of good design. • Identify & create designs using effective use of color, photography and graphics. • Create documents consistent with principles of good page layout design. • Choose paper and other supplies necessary for preparing publications for printing.

<p>principles of design, including the use of photography and graphics, students learn to prepare content and communicate strategic messages through coordination of text, images, and strategic design. Graphic design software and other online tools are used to develop an understanding of visual communication strategies and skills to create publications that raise awareness, affect attitudes, and influence behavior.</p>	<p>majors: permission from the School of Communication & Media</p>	
<p>PR 4415 Topics in Public Relations</p> <p>This course offers theoretical and applied approaches to public relations strategies and tactics needed by public relations professionals. Students will learn media relations, social media and public relations, special events coordination, entertainment public relations, and ethics and public relations. Semester topics will vary. This course may be taken up to two times for a total of six credit hours as long as the course content differs each semester the course is taken.</p>	<p>PR 3335 and must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>Vary by topic</p>
<p>PR 4425 Media Relations</p> <p>Superior communication skills and the ability to build relationships with members of the media are key to professional success in public relations. This course helps you develop and refine those skills to a marketable level and, in the process, helps you develop an understanding and appreciation for the relationship between public relations and the news media in all of its various forms.</p>	<p>PR 3335 and must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<ol style="list-style-type: none"> 1. Practice writing and proofreading effectively on tight deadlines 2. Monitor current events and trends to create media opportunities 3. Construct solid media “pitches” and follow-ups 4. Support building and maintaining relationships with members of the media 5. Craft story ideas and generate news, and then effectively pitch/sell those ideas to specific news outlets 6. Develop self-esteem in the face of rejection and move on to the next thing 7. Create targeted media lists using Cision and Google 8. Use various social media tools to engage the media and create buzz for an organization or entity

<p>PR 4460 Crisis Communication</p> <p>This course provides students insights regarding key concepts, theoretical perspectives, essential skills and abilities, and critical thinking and problem solving skills necessary for effective crisis management within organizations. Topics will include issues management, risk management, relationship management, crisis planning and preparation, case studies, and developing crisis communication management plans.</p>	<p>COMM 3435 and 60+ hours. Must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Define key terms, concepts, and theoretical approaches for effectively managing crises in organizations. • Deconstruct and analyze effective crisis management strategies through case studies and crisis scenarios. • Examine and defend the roles of diversity and ethics in effective crisis management. • Critique the transboundary nature of many modern crises. • Construct a crisis management plan
--	--	---

<p>PR 4465 Public Relations Campaigns (Capstone Course)</p> <p>This course is the study and application of the campaign planning process from inception to evaluation. The class functions as an agency and student groups develop a strategic communication campaign plan for a campus or community organization.</p>	<p>PR 3375, COMM 3435, and 90+ hours. Must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • To review contemporary persuasive public relations principles and processes used in the practice of public relations. • To review management principles and research techniques used in public relations campaigns. • To develop an awareness for current public relations methods and practices. • To foster sensitivity towards all organizational stakeholders. • To provide hands-on experience by working with team of your peers to help solve a public relations problem.
<p>PR 4495 Public Relations Study Tour</p> <p>This course offers students the opportunity to learn about integrated communications by visiting some of the nation's most well-known public relations agencies. Students will gain first-hand exposure to the wide range of services provided by the Atlanta's top communication professionals. Students will visit agencies for a hands-on look at the communication process. Students will be responsible for their own travel and expenses.</p>	<p>PR 3335 and 60+ credit hours. Must be a declared major in the School of Communication & Media. Non-majors: permission from the School of Communication & Media</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify attributes of PR agency work and culture. • Identify specializations and practice areas in PR. • Explain best practices in professional PR.
<p>PR 4605 Magazine Media</p> <p>This course provides students with a working knowledge of the processes involved in the development, preparation and distribution of a major multi-platform publication. Students are involved in all facets of the magazine publication, including research and information gathering, writing, editorial functions, photography, layout and design, and promotion and advertising.</p>	<p>PR 3375 or JOUR 3330 or PR 4405 <u>and</u> approval of application by instructor; must be a declared major in the School of Communication & Media. Non-majors: Permission of the School required.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Identify and demonstrate an ability to manage the various elements involved in developing an electronic publication. • Prioritize the changing needs associated with the preparation of such a fluid and changing communication on an ongoing basis. • Review, rewrite and design as needed to meet overall needs of the publication. • Evaluate and measure the success of reaching the intended audience.

<p>PR 4670 Crisis Leadership Communication</p> <p>Leaders need communication skills and requisite knowledge to guide organizations through the tumultuous crises of the future. Crisis Leadership Communication addresses numerous content areas, including: factors involved in decision-making under pressure; training and organizational skills in crisis management communication as a core competency; and leading local and transboundary crisis through an integrated approach for organizations with different decision-making structures, different resource commitments to crisis preparations and response, and different communication and cultural strategies.</p>	<p>COMM 3435 and 60+ credit hours. Must be a declared SOCM major. Non-majors: permission of the school required.</p>	<p>After successfully completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Define crisis, crisis management/crisis communication, crisis leadership, transboundary crises, black swan crises, and other key terms and concepts used in this course. • Assess the information and resource needs of crisis leadership situations through the analysis of case studies and other crisis scenarios. • Distinguish and evaluate the different aspects of leading in a transboundary crisis, including resource commitment, decision-making structures, communication strategies, and cultural and ethical approaches. • Illustrate and evaluate effective leadership styles, core leadership competencies/values, and strategies in a crisis.
--	--	---