

## Communication

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The Department of Communication focuses on developing skills that are essential for effective leadership, critical decision making, and strategic influence through interpersonal and mediated communication. Our liberal arts and professional degrees prepare students for successful careers in organizational communication, advertising, and public relations in our diverse communities and our global digital ecosystem. Our graduate programs give students a global perspective in strategic communication to help them prepare for advancement in advertising, public relations, and integrated communication careers.

The Department of Communication offers a liberal arts degree (B.A. in Communication Arts) and a professional degree (B.S. in Public Relations, Advertising and Applied Communication) which prepare students for successful careers in organizational communication, advertising, public relations, and applied communication in diverse environments and digital ecosystems. Our professional degree is accredited by Accrediting Council on Education in Journalism and Mass Communications. Students pursuing the B.A. can select between tracks in Organizational Communication Studies; Arts & Performance Studies; and Media and Design Studies. All programs are available fully online. The faculty and staff of the Department are committed to the personal and

academic growth of every student and we support individual success through quality teaching – both in the traditional and the digital classrooms – and opportunities for service learning, study abroad, internships and independent research.

In addition to diverse course offerings, the nationally recognized FIU Debate Team, the Communication Arts Studio, the student chapter of TEDx FIU, the student chapter of Toastmasters FIU and the FIU chapter of Lambda Pi Eta, the national honor society for communication arts students, BOLD: the student strategic communication agency, AdFed and the award winning chapter of PRSSA are all housed within the department.

### Lower Division Preparation

Students are admitted directly to their chosen major at the University. Students are expected to make good progress based on critical indicators that include course completion and GPA requirements. In cases where students are not making successful progress, a change of major may be required. Academic advisors work with students to identify an appropriate major where a student will be successful in completing an undergraduate degree.

## Bachelor of Science in Communication

### Degree Program Hours: 120

The aim of the undergraduate communication program at the University is to prepare students who:

1. are broadly educated, demonstrated by a grasp of the liberal arts and an appreciation of the value of knowledge and learning, including exploration in some depth of a specific field of knowledge outside communication;
2. can think clearly and objectively about the complexities of the modern world, formulate concepts and effectively communicate this information to targeted audiences;
3. understand the social, ethical, economic, philosophical, and political aspects of the communication professions in a global society; and
4. are proficient in the basic skills necessary to meet professional requirements at the entry level in one of the tracks offered by the school (for professional degrees). This shall include the ability to write English to professional standards and to master the mechanics of grammar, spelling, and punctuation.

### Common Prerequisite Courses and Equivalencies

Courses which form part of the statewide articulation between the State University System and the Florida College System will fulfill the Lower Division Common Prerequisites.

Please visit <https://cpm.flvc.org> for a current list of state-approved common prerequisites.

### Prerequisite for Upper Division

To be able to enroll in the upper division courses in the major, FIU undergraduates and transfer students must complete 60 credits, successfully pass PUR 1951 (PRAAC Orientation) MMC 3003 (Journalism + Media Orientation)

and have a minimum cumulative GPA of 2.85 (this includes all transfer work, in addition to current FIU work).

### Public Relations and Advertising (60 credits)

Students in the Public Relations and Advertising major must satisfy all the following requirements as instructed.

#### School Requirements: (15 credits)

Students must take the following school requirements:

PUR 1951	PRAAC Orientation	0
<b>OR</b>		
MMC 3003	Journalism + Media Orientation	0
COM 3714	Fundamentals of Written and Visual Communication	3
<b>OR</b>		
MMC 3123	Writing Fundamentals	3
MMC 3003	Journalism + Media Orientation	0
MMC 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media – GL	3
IDS 3309	How We Know What We Know	3

#### Major Requirements: (18 credits)

Students must take the following major requirements:

ADV 3008	Principles of Advertising	3
PUR 3000	Principles of Public Relations	3
ADV 3200	Creative Concepts	3
MMC 4609	Integrated Communication Research Strategy	3
<b>OR</b>		
COM 4310	Research Methods	3
PUR 4101	Digital Editing and Design	3
MMC 4410	Integrated Communication Campaigns	3
<b>OR</b>		
COM 4958	Integrated Communication Campaigns	3

#### Track Requirements: (6 credits)

Advertising majors must take 6 credits of the following advanced advertising courses:

ADV 4101	Advanced Concepts in Advertising Copy and Design (portfolio development)	3
ADV 4300	Media Planning	3
ADV 4601	Account Planning	3
ADV 4711	Advanced Creativity: Portfolio Workshop	3

#### OR

Public relations majors must take the following two specialization courses:

PUR 4100	Writing for Public Relations	3
PUR 4106	Advanced Public Relations Writing for Multimedia Platforms	3

#### Departmental Electives: (9 credits)

(Including but not limited to the following courses)

ADV 4201	Advertising and Society	3
ADV 4322	Mobile Communication and Advertising Strategies	3
ADV 4323	Strategic Branding and Social Media	3
DIG 3001	Introduction to Digital Media	3
DIG 3110	Interactive Media 1: Producing for the Web	3
DIG 4800	Digital Theories	3
MMC 4304	Strategic Communication Seminar: Multicultural Marketing Communication	3
MMC 4631	Audience Analysis, Public Opinion and	

	New Media	3
MMC 4936	Special Topics	3
COM 4940	Communication Arts Internship	1-3
<b>OR</b>		
MMC 4945	Communication Internship	0-3
PUR 4940	Practicum: BOLD Agency	3

#### Internship

Internships are available for Advertising majors who want to gain experience in the field. Students who have met all undergraduate requirements, completed MMC 3104C OR COM 3714, received consent from the Department Chair and have met all other curricular requirements outlined in the internship packet may elect an internship in consultation with their advisor. The internship requires a minimum of 300 hours of work for 3 academic credits.

#### Required Area of Concentration: (12 credits)

In consultation with an advisor, students must elect a coherent series of four upper-division courses (12 semester hours) in a non-communication area related to their career emphasis.

### B.S. in Public Relations, Advertising, and Applied Communication

#### Admission Requirements

In order to be eligible to take all major-specific requirements, first time in college and transfer students seeking this degree must successfully pass ENC 1101 Writing and Rhetoric I and ENC 1102 Writing and Rhetoric II with a C, and have a minimum cumulative GPA of 2.85, including any transfer work.

#### Graduation Requirements

Students must pass with a C or better the following three SCJ required courses that are built into the upper-level 60 credit program requirements:

- MMC 3303 Global Media and Society (which also satisfies one Global Learning requirement),
- COM 3714 Fundamentals of Written and Visual Communication
- IDS 3309 How We Know What We Know (which also satisfies the FIU Humanities core requirement and one Global Learning requirement).

Before taking major specific courses, students must pass MMC 3303, COM 3714 and IDS 3309 with a C or better in order to take the remaining upper division courses, usually at the start of their third semester for first-time students and second semester for transfers.

Students need a minimum of 120 credit hours to be eligible for a Bachelor's degree. To be eligible for graduation, a student must have a minimum 2.75 GPA in all courses required for the degree.

#### School of Communication and Journalism Core (15 credits)

COM 3714	Fundamentals of Written and Visual Communication	3
IDS 3309	How We Know What We Know – GL/GRW	3
PUR 1951	PRAAC Orientation	0
<b>OR</b>		

MMC 3003	Journalism + Media Orientation	3
MMC 3303	Global Media and Society – GL	3
MMC 4200	Mass Communication Law and Ethics	3
VIC 3400	Visual Design for Globalized Media –GL	3

In order to be eligible to take the advanced (4000-level) major-specific requirements, first time and transfer students seeking this degree must successfully PUR 1951 (PRAAC Orientation) OR pass MMC 3003 (Journalism + Media Orientation), and have a minimum cumulative GPA of 2.85, including all transfer work in addition to at least 15 hours of FIU work.

#### Major Specific Requirements (21 credits):

ADV 3008	Principles of Advertising	3
	or	
PUR 3000	Principles of Public Relations	3
ADV 4323	Strategic Branding and Social Media	3
COM 3520	Designing Communication Strategies	3
COM 4310	Research Methods in Communication	3
	or	
MMC 4609	Integrated Communication Research Strategy	
PUR 4101	Digital Editing and Design	3
COM 4958	Senior Capstone Seminar: Integrated Campaign	3
PUR 4100	Public Relations Writing	3

#### Specialization Courses (12 credits)

Students will take four courses (12 credits) that are critical to the advertising, public relations or applied Communication area in which they decide to specialize.

ADV 3008	Principles of Advertising	3
ADV 3200	Creative Concepts	3
ADV 4101	Advanced concepts in Creative Design and Copywriting	3
ADV 4201	Advertising and Society	3
ADV 4300	Media Planning	3
ADV 4322	Mobile Advertising	3
ADV 4323	Strategic Branding & Social Media	3
ADV 4711	Portfolio Workshop	3
ADV 4602	Account Planning	3
ADV XXXX	BOLD Practicum- Advertising	3
ADV 4411	Multicultural Marketing Communication	3
ART 3637C	Digital Media Foundation	3
ART 3648C	Introduction to Digital Art Lab	3
COM 3110	Business and Professional Communication	
COM 3471	Social Media's Impact on Communication	3
COM 4022	Health Communication	3
COM 4930	Special Topics or Study Abroad	3
COM 4940	Communication Internship	1-6
DIG 3001	Introduction to Digital Media	3
DIG 4800	Digital Theories	3
GRA 2100C	Introduction to Graphic Design	3
IDS 3917	Vertically Integrated Projects – B	3
JOU 3003	Introduction to Journalism	3
MMC 4302	Social Media and Audience Analysis	3
MMC 4304	Multicultural Marketing Communication	3
MMC 4631	Audience Analysis	3
PGY 4611C	Digital Photography and Social Media	3
PUR 3000	Principles of Public Relations	3
PUR 4100	Writing for PR	3

PUR 4106	Advanced Public Relations Writing for Multimedia Platforms	3
PUR 4940	BOLD Agency Practicum	3
PUR 4XXX	Strategic Presentation of Data	3
RTV 3007	Introduction to Television	3
SPC 3210	Communication Theory	3
SPC 4445	Communication for Effective Leadership	3

#### Area of Concentration (12 credits)

Students must select or design a 12-hour concentration in a discipline outside the major. The concentration allows students to develop deeper expertise in an area of interest that will supplement and enrich their career aspirations. Several suggested areas are outlined below, but students also may design their own with permission of the department chair. NOTE: CARTA courses used toward specialization as part of the degree may not also be applied to an area of concentration.

#### Business Communication

COM 3110	Business and Professional Communication	3
SPC 3602	Advanced Public Speaking	3
SPC 4445	Communication for Effective Leadership	3
COM 4462	Conflict Management	3

#### Communication Arts

COM 4510	Political Communication	3
SPC 3230	Rhetorical Communication	3
SPC 3602	Advanced Public Speaking	3
SPC 3540	Persuasion	3

#### Social Media and E-Marketing

MAR 3023	Introduction to Marketing – GL	3
MAR 4733	Digital Marketing	3
MAR 4233	Social Media Marketing	3
MAR 4674	Marketing Analytics	3

#### Marketing

MAR 3023	Introduction to Marketing – GL	3
MAR 4503	Consumer Behavior	3
MAR 4025	Marketing of Small Business Enterprises	3
MAR 4156	International Marketing	3

#### Hospitality – Event Management

HFT 3741	Planning Meetings and Conventions	3
HFT 3753	Convention and Trade Show Management	3
HFT 4508	Group Business Sales and Services	3
HFT 3754	Exposition and Events Management	3

#### Hospitality – Travel and Tourism

HFT 3713	International Travel and Tourism – GL	3
HFT 3701	Sustainable Tourism Practices – GL	3
HFT 3733	Tour Production and Distribution	3
HFT 4509	Tourism Destination Marketing	3

#### Digital Photography

PGY 2800C	Beginning Digital Photography	3
PGY 3822C	Intermediate Digital Photography (Prereq: PGY 2800C)	
PGY 4611C	Digital Photography and Social Media	3
PGY 4823C	Advanced Digital Photography I (Prereq: PGY 3822C or permission)	3

**Graphic Design**

GRA 2100C	Introduction to Graphic Design	3
ART 3637C	Digital Media Foundation	3
GRA 3202C	Typography	3
GRA 2151C	Illustration	3

**Social Psychology**

SOP 3004	Introductory Social Psychology	3
SOP 3015	Social and Personality Development	3
SOP 4414	Attitudes and Social Behavior	3
SOP 4731	Global Psychology: Cross Cultural Perspectives on Psychological Research and Theories – GL	3

**Information Technology (need to check on pre-reqs for these, although none are listed)**

CEN 3721	Introduction to Human-Computer Interaction	3
CGS 3767	Computer Operating Systems	3
<b>OR</b>		
CGS 4285	Applied Computer Networking	3
CGS 4854	Web Site Construction and Management	3
CGS 3095	Technology in the Global Arena – GL	3

**Bachelor of Arts in Communication Arts**

The Bachelor of Arts degree is grounded in a liberal arts tradition and pursues the following aims:

- **Knowledge Acquisition:** Students will be able to identify the crucial role communication plays in relationships and professional and civic contexts.
- **Critical thinking:** Students will be able to examine diverse points of view and reach well-reasoned conclusions, understand the ethical issues involved in the formation of decisions within the communication process, and analyze communication concepts and arguments.
- **Oral and written communication:** Students will be able to apply oral and written communication techniques to various aspects of their academic, social, and professional endeavors.
- **Technology:** Students will be able to effectively use communication technology and critically evaluate how technology affects communication.

**Degree Program Hours: Minimum 120****Lower Division Preparation**

Students are admitted directly to their chosen major at the University. Students are expected to make good progress based on critical indicators that include course completion and GPA requirements. In cases where students are not making successful progress, a change of major may be required. Academic advisors work with students to identify an appropriate major where a student will be successful in completing an undergraduate degree.

**Common Prerequisite Courses and Equivalencies**

<u>FIU Course(s)</u>	<u>Equivalent Course(s)</u>
SPC 2608	SPCX608

Courses which form part of the statewide articulation between the State University System and the Florida College System will fulfill the Lower Division Common Prerequisites.

Please visit <https://cpm.flvc.org> for a current list of state-approved common prerequisites.

**Admission Standards**

1. Minimum GPA of 2.0 for all lower division courses and upper division non-Communication Arts courses (including transfer coursework).
2. Minimum GPA of 2.0 for ALL FIU courses.

**Graduation Requirements**

1. Students need a minimum of 120 credit hours to be eligible for a bachelor's degree.
2. Students must have at least a 2.0 FIU grade point average to be eligible for graduation.
3. A grade of "C" or higher is required in all courses in the degree.

**Honor Society Requirements – Lambda Pi Eta**

1. At least 60 hours of college credit
2. At least 12 hours in Communication Arts
3. An overall GPA of at least a 3.2 or above
4. A GPA of 3.5 in Communication Arts courses

**Major Core Courses: 15 credits**

COM 1004	Introduction to Communication Arts	0
COM 3120	Organizational Communication (required)	3
COM 3461	Intercultural/Interracial Communication –GL	3
COM 4310	Research Methods in Communication Arts	3
SPC 3210	Communication Theory	3
SPC 3602	Advanced Public Speaking	3

**Foundational Requirements: Minimum of 15 credits from the list below, including the 2 required courses:**

COM 4346	Interviewing Principles and Practices (S) (Required)	3
SPC 3425	Small Group Communication (S) (Required)	3
COM 3110	Business and Professional Communication	3
COM 3230	Crisis Communication	3
COM 3404	Nonverbal Communication	3
COM 3471	Social Media's Impact on Communication	3
COM 4430	International Business Communication –GL	3
COM 4462	Conflict Management	3
SPC 3301	Interpersonal Communication	3
SPC 3540	Persuasion	3
SPC 3711	Gender and Communication	3
SPC 4445	Communication for Effective Leadership	3

**Track Courses****Organizational Communication Studies Track:**

Minimum additional 12 credits selected from any course listed below or above, if not used as a Foundational Course

COM 3417	Communication in Film – (GRW) (UCC) (T)	3
COM 3601	Environmental Communication (T)	3
COM 4022	Health Communication (T)	3
COM 4510	Political Communication (T)	3
COM 4620	Ethical Communication (T)	3
COM 4900	Directed Independent Studies in Communication Arts	1
COM 4930	Special Topics in Communication Arts	3
COM 4940	Internship in Communication Arts (S)	1

IDS 3336	Artistic Expression in a Global Society —GL (UCC) (if not taken as a core course) (T)	3
SPC 3230	Rhetorical Communication: A Theory of Civil Discourse (T)	3
SPC 3271	Rhetoric and Public Address (T)	3
SPC 3513	Argumentation and Debate (S)	3

**Study Abroad Courses**

COM 3410	Cultural Communication Patterns of Asia	3
COM 4730	Cultural Communication Patterns of Africa	3
COM 4731	Cultural Communication Patterns of Europe –GL	3
COM 4732	Cultural Communication Patterns of Oceania	3
COM 4733	Cultural Communication Patterns of So. America	3

**OR**

**Up to 12 credits from the College of Business or Industrial Psychology.**

**Art & Performance Studies Track: (18 credits)****Major Core Courses: 15 credits**

COM 1004	Introduction to Communication Arts	0
COM 3461	Intercultural/Interracial Communication – GL (UCC)	3
COM 4310	Research Methods in Communication Arts	3
SPC 3210	Communication Theory (GRW) (UCC)	3
SPC 3602	Advanced Public Speaking	3
IDS 3336	Artistic Expressions – GL (UCC)	3

**Foundational Requirements: minimum of 21 credits from the list below, including at least 1 skills course (S) and one theory course (T)**

COM 3110	Business and Professional Communication (S)	3
COM 3120	Organizational Communication (T)	3
COM 3230	Crisis Communication (T)	3
COM 3404	Nonverbal Communication (T)	3
COM 3417	Communication in Film – GL (T)	3
COM 3471	Social Media's Impact on Communication(T)	3
COM 3601	Environmental Communication (T)	3
COM 4022	Health Communication (T)	3
COM 4346	Interviewing Principles and Practices (S)	3
COM 4430	International Business Communication – GL (S)	3
COM 4462	Conflict Management (S)	3
COM 4510	Political Communication (T)	3
COM 4620	Ethical Communication (T) 3	

COM 4900	Directed Independent Study in Communication Arts (S)	3
COM 4930	Special Topics in Communication Arts (S)	3
COM 4940	Internship in Communication Arts (S)	3
SPC 3230	Rhetorical Communication: A Theory in Civil Discourse (T)	3
SPC 3271	Rhetoric and Public Address (T)	3
SPC 3301	Interpersonal Communication (T)	3
SPC 3425	Small Group Communication (T)	3
SPC 3513	Argumentation and Debate (S)	3
SPC 3540	Persuasion (T)	3
SPC 3711	Gender and Communication (T)	3
SPC 4445	Communication for Effective Leadership (S)	3

**Study Abroad Courses**

COM 3410	Cultural Communication Patterns of Asia	3
COM 4730	Cultural Communication Patterns of Africa	3
COM 4731	Cultural Communication Patterns of Europe – GL	3
COM 4732	Cultural Communication Patterns of Oceania	3
COM 4733	Cultural Communication Patterns of So. America	3

**OR**

**Up to 12 credits in ARH, ART, PGY, GRA, ART, MUH, MUM, MUN, MUT, MUL, MUS, THE, TPP, TPA- if the course was not used to fulfill another requirement, such as a UCC requirement.**

**Media and Design Studies Track: (18 credits)****Major Core Courses: 15 credits**

COM 1004	Introduction to Communication Arts	0
COM 3120	Organizational Communication (required)	3
COM 3461	Intercultural/Interracial Communication – GL (UCC)	3
COM 4310	Research Methods in Communication Arts	3
SPC 3210	Communication Theory – GRW (UCC)	3
SPC 3602	Advanced Public Speaking	3
	<b>OR</b>	
IDS 3336	Artistic Expressions – GL (UCC)	3

**Foundational Requirements: minimum of 21 credits from the list below, including at least 1 skills course (S) and one theory course (T)**

COM 3110	Business and Professional Communication (S)	3
COM 3120	Organizational Communication (T)	3
COM 3230	Crisis Communication (T)	3
COM 3404	Nonverbal Communication (T)	3
COM 3417	Communication in Film– GL (T)	3
COM 3471	Social Media's Impact on Communication(T)	3
COM 3601	Environmental Communication (T)	3
COM 4022	Health Communication (T)	3
COM 4346	Interviewing Principles and Practices (S)	3
COM 4430	International Business Communication – GL (S)	3

COM 4462	Conflict Management (S)	3
COM 4510	Political Communication (T)	3
COM 4620	Ethical Communication (T)	3
COM 4900	Directed Independent Study in Communication Arts (S)	3
COM 4930	Special Topics in Communication Arts(S)	3
COM 4940	Internship in Communication Arts (S)	3
SPC 3230	Rhetorical Communication: A Theory in Civil Discourse (T)	3
SPC 3271	Rhetoric and Public Address (T)	3
SPC 3301	Interpersonal Communication (T)	3
SPC 3425	Small Group Communication (T)	3
SPC 3513	Argumentation and Debate (S)	3
SPC 3540	Persuasion (T)	3
SPC 3711	Gender and Communication (T)	3
SPC 4445	Communication for Effective Leadership (S)	3

**Study Abroad Courses**

COM 3410	Cultural Communication Patterns of Asia	3
COM 4730	Cultural Communication Patterns of Africa	3
COM 4731	Cultural Communication Patterns of Europe – GL	3
COM 4732	Cultural Communication Patterns of Oceania	3
COM 4733	Cultural Communication Patterns of So. America	3

**OR**

**Up to 12 credits in ARC, IND, ADV, DIG, JOURN, MMC, or PUR.**

**Minor in Business Communication**

The Business Communication minor helps students develop a high level of competency in oral and visual communication, which are increasingly recognized as vital to success in business. The minor develops students' communication professionalism through theoretical and workshop courses emphasizing creative, workable solutions to challenging communication problems.

The minor promotes the practical use of communication skills in a wide variety of managerial tasks in both profit and non-profit organizations. Key skills taught include facilitating teamwork, managing conflict, interviewing, building employee morale, leadership, public speaking and shaping a company's image. The minor will consist of 15 credits. At least 12 credits must be completed at Florida International University. A grade of "C" or higher is required in all courses in the minor.

**Required Courses (15 credits)**

COM 3110	Business and Professional Communication	3
<b>or</b>		
COM 3150	Advanced Business and Professional Communication	3
COM 3135	Managerial Communication	3
COM 4462	Conflict Management	3
SPC 3602	Advanced Public Speaking	3
SPC 4445	Communication for Effective Leadership	3
SPC 4445	Communication for Effective Leadership	3

**Minor in Communication Studies**

The Communication Studies minor addresses the ways in which people communicate in relationships and in public discourse. Through theory and application, the minor includes the study of the ways in which such processes relate to cultural, gender and racial issues. The degree consists of 15 credits. At least 12 credits must be completed at Florida International University. A grade of 'C' or higher is required in all courses in the minor.

To earn this minor students must take 15 credits:

(a) At least one of the following theory-based courses:

SPC 3210	Communication Theory	3
SPC 3540	Persuasion	3

(b) At least one of the following skills-based courses:

COM 3110	Business and Professional Or	3
COM 3150	Advanced Business and Professional Communication	3
COM 4346	Interviewing Principles and Practices	3
SPC 2608	Fundamentals of Public Speaking	3
SPC 3602	Advanced Public Speaking	3
COM 4940	Internship in Communication Arts	(1-6)

(c) Any three upper division courses with prefixes SPC or COM including the courses listed above.

**Minor in International Communication**

In the contemporary globalized world, where the tempo and intensity of international contacts are continually strengthening, the role of international communication has become increasingly crucial.

This minor will help students develop an understanding of cross-linguistic and cross-cultural issues involved in international communication. Since different nations are associated with different languages and cultures, international communication is inseparable from intercultural communication – in the era of 'global English' more than ever, because one 'international English' can conceal deep differences in cultural assumptions. This minor will explore issues involved in interaction between speakers from different backgrounds and will equip them with conceptual tools to explore those issues. The minor consists of 12 credits. At least 12 credits must be completed at Florida International University. A grade of "C" or higher is required in all courses in the minor.

**Required Courses (12 credits)**

COM 3417	Communication in Film – GL	3
COM 3461	Intercultural/Interracial Communication – GL	3
COM 4430	International Business Communication – GL	3
IDS 3336	Artistic Expression in a Global Society – GL	3

**Certificate Programs****Strategic Communication**

This certificate program is open to degree-seeking students only.

**Required Courses: 15 credits**

ADV 3008	Principles of Advertising	3
	or	
PUR 3000	Principles of Public Relations	3
COM 3520	Designing Communication Strategies	3
ADV 4323	Strategic Branding and Social Media	3

Select 2 of the courses below:

#### Elective Courses (6 credits)

ADV 3008	Principles of Advertising	3
ADV 3200	Creative Concepts	3
ADV 4101	Advanced Concepts in Creative Design and Copywriting	3
ADV 4201	Advertising and Society	3
ADV 4300	Media Planning	3
ADV 4322	Mobile Advertising	3
ADV 4601	Account Planning	3
ADV 4711	Portfolio Workshop	3
ADV 4800	BOLD Practicum 2	3
ADV 4411	Multicultural Marketing Communication	3
IDS 3917	Apps, Arts and Issues	3
PUR 3000	Principles of Public Relations	3
PUR 4100	Writing for PR	3
PUR 4106	Advanced PR Writing for Multimedia Platforms	3
PUR 4940	BOLD Agency Practicum	3
PUR 4108	Strategic Presentation of Data	3

## Course Descriptions

### Definition of Prefixes

ADV-Advertising; COM-Communication; DIG-Digital Media; IDS-Interdisciplinary Studies; JOU-Journalism; MMC-Mass Media Communication; ORI-Oral Interpretation; PUR-Public Relations; RTV-Radio-Television; SPC-Speech Communication; VIC-Visual Communication

Courses that meet the University's Global Learning requirement are identified as GL.

**ADV 3008 Principles of Advertising (3).** Comprehensive survey of basic principles and practices of advertising emphasizing creative/media strategy decision processes and historical, social, economic, and social influences.

**ADV 3200 Creative Concepts (3).** Familiarization with the creative process and creative problem solving techniques. Emphasis on group work, brainstorming and idea generation. Will formulate strategies using all communication tools. Prerequisites: MMC 3123 or COM 3714, ADV 3008 or PUR 3000, VIC 3400, MMC 3003 or PUR 1951

**ADV 3932 BOLD Practicum: Advertising (3).** This course operates as a student run agency that has the infrastructure to train students from the PRAAC majors to run a successful communications agency, focusing on advertising and copywriting.

**ADV 4101 Advanced Concepts in Advertising Copy and Design (3).** Advanced copywriting and graphic design. Lab exercises focusing on concept, layout, type specification and mechanical preparation of print advertising, including outdoor and direct response. Prerequisites: MMC 3003 or PUR 1951, and MMC 3303, MMC 3123, MMC 4200, VIC 3400, IDS 3309, ADV 3008, and 2.85 cumulative GPA or admission to Strategic Communication Certificate

**ADV 4103 Radio/TV Concepts (3).** Theory and practice of producing advertisements for radio and TV. Includes production of a radio and/or TV commercial. Prerequisites: MMC 3104C, ADV 3008, ADV 3200 (with grade of "B" or better), have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Advertising minor.

**ADV 4201 Advertising and Society (3).** The relationship between advertising, economic, political and ethical issues.

**ADV 4300 Media Planning (3).** Planning, execution, and control of advertising media programs. Emphasis on characteristics of the media, buying and selling processes, and methods and techniques used in campaign planning. Prerequisites: ADV 3008 or PUR 3000, ADV 3200

**ADV 4322 Mobile Communication and Advertising Strategies (3).** This course is an introduction to mobile technology and the evolution of the mobile multimedia landscape. The course will examine how mobile marketing and advertising serve diverse purposes. Prerequisites: MMC 3003, MMC 3303, MMC 3123, MMC 4200, VIC 3400, IDS 3309, ADV 3008, and Cumulative 2.85 GPA.

**ADV 4323 Strategic Branding and Social Media (3).** This course will develop students understanding of the importance of brand equity; how to build, measure and manage brand equity with digital/social media; how to construct the best digital content and distribution strategy to tell a brand's story.

**ADV 4411 Multicultural Marketing Communication (3).** The focus of this course is on how to communicate effectively and strategically in a multicultural environment. The course covers the impact of culture in marketing communications.

**ADV 4601 Account Planning (3).** This course introduces the student to contemporary account planning techniques. It stresses the interrelationship between advertising and the consumer and the role of consumer behavior. Prerequisite: ADV 3200 Corequisite: COM 4310

**ADV 4711 Advanced Creativity: Portfolio Workshop (3).** Focus will be directed on building creative portfolio pieces for multiplication campaigns. Prerequisites: ADV 3200.

**ADV 4800 Bold Practicum 2 (3).** This course is the second semester option of PUR 4940, which operates as a student-run agency under faculty supervision. In this advanced course students will learn the workings of a professional agency working with real clients.

**COM 1004 Introduction to Communication Arts (0).** This course will provide students with a comprehensive overview of academic policies, procedures, and requirements for matriculation and graduation from the Department of Communication Arts.

**COM 2000 Introduction to Human Communication (3).** A survey course introducing students to theory, research and practical principles associated with human communication.

**COM 2460 Introduction to Intercultural Communication (3).** This course is an introduction to



intercultural communication. It provides an overview to the unique relationship between communication and culture.

**COM 3003 Human Communication (3).** This course provides theoretical foundations of communication to areas such as interpersonal, small group, organizational, and intercultural communication, providing students an overview to the field.

**COM 3110 Business and Professional Communication (3).** Identification of communication situations specific to business and the professions. Analysis of variables related to communication objectives and preparation of oral presentations and business correspondence.

**COM 3112 Speech and Writing for Business Communication (2).** This is a two-credit course designed for Business majors to develop and improve speech and writing techniques applied to business contexts.

**COM 3120 Organizational Communication (3).** Explores the role of communication in organizations, as well as the role of technology, corporate culture, leadership, teamwork, ethics, and diversity in effective communication among organizations.

**COM 3135 Managerial Communication (3).** Students examine effective communication in hiring and promoting, in conflict, in community interaction and in the internal communication of an organization.

**COM 3150 Advanced Business and Professional Communication (3).** Advanced communication course that emphasizes the identification of communication situations specific to business and the professions. Analysis of variables related to advanced business communication. Prerequisites: COM 3110 or COM 3112

**COM 3230 Crisis Communication (3).** This course reviews the latest research, explains how crisis communication can prevent/reduce the threats of a crisis, and provides guidelines for how best to act and react in an emergency situation.

**COM 3332 Communication and Technology Theory (3).** Communication and Technology Theory examines major theories and approaches that inform our understanding about the impact and use of technology in interpersonal relationships across contexts.

**COM 3404 Nonverbal Communication (3).** Study of nonlinguistic and paralinguistic aspects of communication, including personal space, body language, eye contact, touch, and paralanguage.

**COM 3410 Cultural Communication Patterns of Asia (3).** Increases cultural awareness by contrasting and comparing communication patterns between Asian and Western cultures.

**COM 3417 Communication in Film – GL (3).** This course will examine the unique relationship between communication and film from the 1920's (the era of silent film) through today.

**COM 3461 Intercultural/Interracial Communication – GL (3).** Students develop the skills to build and maintain relationships across cultures by focusing on similarities and differences in communication behaviors, perceptions, language usage and social practices.

**COM 3471 Social Media's Impact on Communication (3).** This course will examine "social media" from a communication perspective; with a focus on how media technologies influence the way we communicate (verbally and nonverbally) with others.

**COM 3520 Designing Communication Strategies (3).** This course develops skills in designing communication strategies - the plans for communicating information related to specific issue, event, situation, or audience.

**COM 3601 Environmental Communication (3).** Through landmark essays exploring ecological conflicts, land use policy, natural disasters, and ecological movements, this course analyzes the communication applications related to the field.

**COM 3714 Fundamentals of Written and Visual Communication (3).** Introduction to future practitioners of public relations, advertising, and applied communication of the written and visual styles of communication used in their professions. Prerequisites: ENC 1101 and ENC 1102

**COM 3940 Internship Experience (0).** Experience in communication practice learned through work and application in an organization.

**COM 4022 Health Communication (3).** This course will review health communication through an examination of theoretical frameworks, communication techniques, and technologies that promote the health of individuals and communities.

**COM 4310 Research Methods in Communication (3).** This course will introduce students to a range of social sciences and communication research methods (quantitative and qualitative) applied to communication professions and scholarship.

**COM 4346 Interviewing Principles and Practices (3).** This class will prepare students for their professional careers in the areas of information gathering and employment interviews and an online portfolio. Prerequisites: Communication Arts Major, 18 credits completed in Communication Arts coursework, junior standing.

**COM 4361 Publishing for Applied Communication (3).** This course will lead students through the production of a digital magazine focused on the importance of communication in different industries and professions.

**COM 4430 International Business Communication – GL (3).** This course will provide students with the theoretical and experiential framework for examining the meaning of communication in global business.

**COM 4462 Conflict Management (3).** Students will analyze conflict management concepts, principles, strategies and techniques, and examine the communication skills needed for productive conflict management or resolution.

**COM 4510 Political Communication (3).** This course examines the effect of both (free) political news and (paid) political advertising on politics in America.

**COM 4620 Ethical Communication (3).** Students will examine conceptual perspectives for understanding and evaluating communication ethics in interpersonal



relationships, small groups, organizations, and intercultural contexts.

**COM 4730 Cultural Communication Patterns of Africa (3).** This course will increase understanding of communication differences by contrasting and comparing communication patterns within African cultures.

**COM 4731 Cultural Communication Patterns of Europe – GL (3).** This course will increase understanding of communication differences by contrasting and comparing communication patterns within European cultures.

**COM 4732 Cultural Communication Patterns of Oceania (3).** This course will increase understanding of communication differences by contrasting and comparing communication patterns within Oceanic cultures.

**COM 4733 Cultural Communication Patterns of South America (3).** This course will increase understanding of communication differences by contrasting and comparing communication patterns within South American cultures.

**COM 4900 Directed Independent Studies in Communication Arts (1-3).** Specialized intensive study in a specific area of special interest to the student. Prerequisite: Permission of the department.

**COM 4930 Special Topics in Communication Arts (3).** Intensive study for a small group of students in a particular topic, or limited number of topics not otherwise offered in the curriculum. Prerequisite: Permission of the department.

**COM 4940 Internship in Communication Arts (1-6).** Internship credit ranges from 1-6 credits. Three credits max per semester, up to 2 semesters. A 3 credit internship is 12-15 hours per week at job (for a 16 week semester) plus class assignments. Prerequisite: Minimum of 3.0 GPA for Communication Arts and/or PRAAC

**COM 4958 Senior Capstone Seminar: Integrated Campaign (3).** The senior capstone seminar synthesizes the major curriculum components through an integrated communication campaigns working with real organizations and evaluated by communication experts. Prerequisite: MMC 3303, MMC 4200, MMC 3123 or COM3714, IDS 3309, VIC 3400, (ADV 3008 or PUR 3000), (MMC 4609 or COM 4310), ADV4323, COM 3520, PUR 4101, and 102 earned credits.

**COM 5108 Managerial Communication (3).** A study of the communication competencies required for successful organizational leadership, including presentations, business writing, meeting management, and utilization of communication technologies.

**COM 5415 Intercultural Communication (3).** This course examines the role culture plays in communication by examining differences and similarities in communication behaviors between and among diverse cultures.

**COM 5606 Environmental Communication (3).** This graduate level course is designed to bring theoretical principles and professional skills associated with mass communication together with environmental issues and themes. Prerequisites: Completion of the six-credit project or internship requirement (EVR 5907) and permission of the instructor or department.

**DIG 3001 Introduction to Digital Media (3).** This course will develop and enhance students' understanding of the practical foundations for digital communication, including an overview of the historical development of digital communication.

**DIG 3110 Interactive Media 1: Producing for the Web (3).** This course provides a strong foundation in Web production for media professionals, including HTML, CSS, responsive design, JavaScript, basic product research and user testing. Prerequisites: RTV 3531.

**DIG 4097 Digital Media Entrepreneurship (3).** Capstone course in which students will create digital media business proposals demonstrating their understanding of the needs of advertisers and end users in digital media. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, DIG 3001, DIG 4800, MMC 3250, MMC 4302, MMC 4631, and 2.85 cumulative GPA

**DIG 4293 Multimedia Production 2 (3).** This is a project-based course that adds to the student's knowledge of multimedia production. There will be an emphasis on video production and streaming, including studio production projects. Prerequisites: MMC 3003, MMC 3123, RTV 3531, (JOU 2100 or DIG 3001 or RTV 3007), 2.85 cumulative GPA.

**DIG 4552 Advanced Multimedia Production (3).** This capstone course covers advanced techniques associated with interactive media production, including design, digital storytelling, usability theory, and current best practices. Prerequisites: MMC 3003, MMC 3123, (RTV 4101 or MMC4302 or DIG 3146), (RTV 3511 or MMC 4631 or DIG 3253), RTV 3531, DIG 4293, (DIG 4800 or RTV 4101), (DIG 3110 or RTV 3007), (DIG 4394 or MMC4631 or RTV3007), 2.85 cumulative GPA

**DIG 4800 Digital Theories (3).** This course explores the emerging field of digital media theories through a variety of academic and professional perspectives including technology studies, critical media, and cultural studies. Prerequisites: DIG 3001.

**DIG 4940 Digital Media Internship (1-3).** The internship is specifically designed to enhance the learning experience through in-depth reflection and critical analysis of the work environment. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, DIG 3001, and 2.85 cumulative GPA

**DIG 5167 Social Media Metrics and Evaluation (3).** This course introduces strategic aspects of social media analytics by highlighting metrics for assessing effectiveness of social media strategies for global advertising, public relations and marketing.

**DIG 5438 Strategic Storytelling and Digital Content Creation (3).** This course offers a view of storytelling paradigms and provides the opportunity to apply digital storytelling for strategic purposes using interactive multimedia tools.

**DIG 5569 Digital Media Management (3).** This course examines various methods and perspectives of managing digital media platforms and content in a strategic communication setting.

**IDS 3309 How We Know What We Know – GL (3).** Merges the skills of global information literacy with the critical perspective to ascertain and measure the authenticity and credibility of information in academic and casual research and writing. Meets the state composition requirement.

**IDS 3336 Artistic Expression in a Global Society – GL (3).** Exploration of the interrelatedness of societies and culture through language, music and art are explored to appreciate how individuals convey thought and respond to events from various perspectives.

**JOU 3003 Introduction to Journalism (3).** Study and analytical discussion of the history of journalism in America, including its current practice, through intensive readings of primary historical sources as well as broad, direct exposure to current news sources.

**JOU 3117 Digital Journalism (3).** Teaches the fundamentals of reporting, interviewing, public records and arithmetic for journalists, and writing news, the basic skills required for any sort of journalism. Prerequisites: MMC 3003, MMC 3123, JOU 3003, JOU 2100 and 2.85 cumulative GPA Corequisite: JOU 3003

**JOU 3121 Finding Stories in Data (3).** The class focuses on the use of spreadsheets, database managers and the skillful use of the Internet sources, as well as commercial databases used by journalists. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, JOU 3117, and 2.85 cumulative GPA

**JOU 3188 Reporting in a Multi-Ethnic Community (3).** This course explores the challenges that face contemporary journalists covering increasingly diverse communities; the class will provide instruction in how to cover multi-ethnic communities. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, JOU 3117, and 2.85 cumulative GPA

**JOU 3202 Editing and Layout (3).** Editing news copy of accuracy and brevity, including APstyle. Learning the role of news editor, including headline writing and layout. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3117, and 2.85 cumulative GPA

**JOU 3300 Advanced News Writing (3).** Writing and producing the feature story: human interest, trends, personality profiles, sidebars, backgrounders, color. Prerequisites: MMC 3003, MMC 3123, JOU 3003, JOU 2100, JOU 3117, RTV 3531, 2.85 cumulative GPA

**JOU 3314 Environmental Journalism: Communicating Environmental Issues in South Florida (3).** This course is designed to bring science, the environment and journalism together, so that students from a variety of disciplines can develop news stories about issues regarding the environment.

**JOU 3405 South Florida News Service: The Newsroom (3).** Advanced instruction and practice in research, reporting and writing a variety of complex news stories. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, and 2.85 cumulative GPA.

**JOU 4101 In-Depth Reporting (3).** Advanced instruction and practice in researching, reporting and writing a variety of complex news stories. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3117, and 2.85 cumulative GPA.. (Supplies fee assessed).

**JOU 4108 Enterprise Reporting (3).** Advanced instruction on the ways professional journalists find and develop original stories not generated directly by news releases or meeting and event coverage. Prerequisite: MMC 3123, JOU 2100, JOU 3117, 2.85 cumulative GPA

**JOU 4341C Senior Multimedia Project (3).** Students will conceptualize and produce a digital publication, including layout, photography, video, audio and data visualization. Prerequisites: MMC 3003, RTV 3531, JOU 3117, DIG 4293, JOU 3300, JOU 4108, 2.85 cumulative GPA

**JOU 4447 Magazine Editing and Production (3).** Develops skill in writing, editing and design, and a knowledge of planning, typography and graphics. Attention is given to developing formats, selecting copy, photos, graphics, and type. Prerequisites: MMC 3104C, JOU 3003, JOU 3117, RTV 3531, VIC 3400, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA

**JOU 5806 Student Media Advising (3).** Designed to assist teachers and advisers of journalism at the high school and junior college level, this course emphasizes the technical aspects of producing student newspapers, yearbooks, and magazines, as well as the legal and ethical considerations facing today's adviser. In addition, attention is given to matters pertaining to curriculum and methodology for effective journalistic instruction.

**MMC 3003 Journalism + Media Orientation (0).** A course designed to provide the students with a comprehensive overview of academic policies, procedures and requirements for matriculation and graduation from the SCJ Journalism + Media Department.

**MMC 3021 Grammar Workshop: Preparation for the 21st Century (3).** This course provides a much-needed pre-writing workshop for those who need a stronger introduction to language skills or for who simply want to perfect their English grammar.

**MMC 3104C Writing Strategies for Reaching a Mass Audience (3).** An advanced writing course that applies creative thinking techniques, especially in the generation of ideas for mass media presentation, as well as the careful and compelling use of language. Prerequisite: Passing score on the Language Skills Test. (Supplies fee assessed)

**MMC 3123 Writing Fundamentals for Communicators (3).** Writing Fundamentals for Communicators applies principles of writing for professional communications in advertising, broadcast, digital media, scholarship, journalism and public relations. Prerequisites: ENC 1101 and ENC 1102

**MMC 3132 Ready for Prime Time Presentation Skills (1-3).** The students will learn the disciplines, techniques and procedures used by broadcast on-air talent and communications professionals. Prerequisites: MMC 3003, MMC 3303, MMC 3123, and IDS 3309.

**MMC 3250 The Communication and Media Industry (3).** An examination of the changing business models of the 21st century U.S. media and communications industry.

**MMC 3303 Global Media and Society – GL (3).** The course will familiarize the student with a multi-cultural global perspective of a multi-media world. The aim of the course is to create a foundation of global media literacy.

**MMC 3390 Intense Pods (3).** Seminars in such topics as investigative, political, business, sports, or minority reporting, and editorials and commentary. Must be taken at least two times. Prerequisites: (JOU 3117 or JOU 3405), 2.85 cumulative GPA, and Chair's consent.

**MMC 3650 Media and Sustainability (3).** This course introduces students to the study of sustainability from a media studies perspective, examining global mediated discourses associated with sustainability and other environment issues.

**MMC 4200 Mass Communication Law and Ethics (3).** An in-depth examination of legal and ethical issues confronting professional communicators. Focus on the responsibilities and rights of communicators and the implications for a society entering the 21st century.

**MMC 4262 New Technologies of Communication (3).** The principal emphasis is upon new technologies in the industry. Prerequisites: RTV 3007, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**MMC 4302 Social Media and Audience Analysis (3).** This course provides information on the study of media and audiences in the context of social media. It will examine different methods of gathering, analyzing and interpreting data in the assessment of media audiences.

**MMC 4304 Strategic Communication Seminar: Multicultural Marketing Communication – GL (3).** Understanding the visual theories behind the design, editing and production of materials for print, broadcast and multimedia. Special attention given to digital pre-production and software skills.

**MMC 4401 Science, Health and Environment Communication (3).** This undergraduate course is an advanced communication course designed to introduce students to contemporary issues in communicating science, health, environment and risk to the public.

**MMC 4410 Integrated Communications Campaigns (3).** Capstone course for advertising and public relations students. Students work in teams to identify a client's communication problem. They then research, strategize,

design, and present a communications campaign to a client. Prerequisites: MMC 3003, MMC 3303, MMC 3123 or MMC 3104C, IDS 3309, MMC 4200, VIC 3400 ADV 3008, PUR 3000, ADV 4323, MMC 4609, 2.85 cum GPA  
Corequisites: MMC 4936, PUR 4101, PUR 4106, ADV 4101, ADV 4300.

**MMC 4500 Media History (3).** Development of American media from beginnings in Europe to present day; freedom of the press and its relationships to economic, political, and social trends in society.

**MMC 4541 E-Cinema and TV Aesthetics (3).** Presentation and study of aesthetic concepts and execution of television and e-cinema. (Supplies fee assessed)

**MMC 4609 Integrated Communication Research Strategy (3).** Nature and application of research utilized in advertising and public relations. Emphasis on gathering and analyzing primary and secondary data to determine situation analysis and communication strategies. Prerequisites: MMC 3003, MMC 3303, MMC 3123, MMC 4200, VIC 3400, IDS 3309, and 2.85 cumulative GPA, or admission to Strategic Communication Certificate

**MMC 4631 Audience Analysis, Public Opinion and New Media (3).** The course examines relationships in new media, public opinion, policy and audiences. The means of assessing public opinion in digital media and includes in-depth analysis of digital media audience. Prerequisites: Successful completion of the Quantitative Reasoning of the UCC (University Core Curriculum) requirement.

**MMC 4905 Independent Study (1-3).** Specialized intensive study in an area of special interest to the student. Consent of instructor is required. (Limit of three credits).

**MMC 4936 Special Topics (3).** Intensive study for groups of students of a particular topic or limited number of topics, not otherwise offered in the curriculum.

**MMC 4940 Media Practicum (3).** Structured field-work experience in media environment.

**MMC 4945 Communication Internship (0-3).** On-the-job learning in activity at selected and approved organizations. Will include newspapers, magazines, radio and TV stations, agencies, and non-profit organizations. Prerequisites: Permission of the Department Chair or Department Internship Advisor.

**MMC 5207 Ethical and Legal Foundations of the Student Press (3).** Examines ethical and legal foundations underlying the operation of the student press on American campuses, stressing both rights and responsibilities and how to organize publications to protect both.

**MMC 5268 Communication in the Digital Age (3).** This course is designed to develop and enhance students' understanding of the foundations for digital communication, including an overview of the historical development of digital communication.

**MMC 5306 Global Communications (3).** This course explores global markets and intercultural communications while providing advanced study, evaluation and application of cultural context, theories, stakeholders, and trends in media, advertising, and public relations. Analysis of ethical, legal, political, and social communications issues around the globe.

**MMC 5440 Applied Research Methods in the Mass Media (3).** An advanced course in the acquisition and use of secondary data, including media data, as well as the design, execution and utilization of research studies. Students will conduct an original proprietary study. (Offered at least once a year).

**MMC 5655 Mass Communication and the Environment (3).** The course brings theoretical principles and professional skills associated with media communication together with environmental issues. Prerequisites: Graduate standing or permission of the instructor.

**MMC 5932 Special Topics Seminar (3).** A variable topic seminar dealing with issues of interest to the community. Examples are rights of high school journalists, cable TV, the use of minicomputers in creative communication.

**ORI 3005 Basic Oral Interpretation (3).** Development of the voice as an instrument for expressive interpretation of literature.

**PUR 1951 PRAAC Orientation (0).** This is a zero credit required orientation for students in the Bachelor of Science in Public Relations, Advertising and Applied Communication (PRAAC).

**PUR 3000 Principles of Public Relations (3).** An introduction to the theory, history, practice, and future of public relations. A comprehensive study of the field.

**PUR 4100 Writing for Public Relations (3).** Introduction to the content, format and style of multiple public relations tools including newsletters, magazines, brochures and digital media. Emphasis on news releases, AP style and media relations. Prerequisite: MMC 3123 or COM 3714, ADV 3008 or PUR 3000, MMC 3003 or PUR 1951

**PUR 4101 Digital Editing and Design (3).** Understanding the visual theories behind the design, editing and production of materials for print, broadcast and multimedia. Special attention given to digital pre-production and software skills. Prerequisites: MMC 3123 or COM 3714, ADV 3008 or PUR 3000, VIC 3400, MMC 3003 or PUR 1951. (Supplies fee assessed)

**PUR 4106 Advanced Public Relations Writing for Multimedia Platforms (3).** Emphasis on the strategic aspects of public relations writing and preparation of more complex vehicles, such as annual reports, policy speeches, position papers, and complex press releases/press kits. Prerequisites: PUR 4100. (Supplies fee assessed).

**PUR 4108 Strategic Presentation of Data (3).** This course will develop students' understanding of data visualization for effective presentation of research findings. The course teaches the art and science of using graphics to tell a story or make an argument with data.

**PUR 4940 Practicum: BOLD Agency (3).** This course operates as a student-run agency that has the infrastructure to train students from SJMC and other majors to run a successful strategic communication agency.

**PUR 5406 Multi-Cultural Communications (3).** Explores the multi-cultural dimensions of communications with diverse audiences within the United States.

**RTV 3007 Introduction to Television (3).** Introduction to the history, regulation, industry structure and impact of television.

**RTV 3207 Video Directing (3).** Studio directing/technical directing and related techniques used in television entertainment shows, commercials, newscasts, documentaries, training and corporate video productions. Students are expected to solve media-related problems during actual productions. Prerequisites: RTV 3531, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (Equipment fee assessed)

**RTV 3301 Broadcast News Reporting (3).** Instruction and practice in news writing, reporting and interviewing for broadcast media. This course meets in an accelerated manner in the first half of the semester to be followed by Electronic News Gathering RTV 4320 for those students wishing to pursue additional training in broadcast journalism. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, and 2.85 cumulative GPA. (Equipment fee assessed)

**RTV 3511 Video Studio Production (3).** Use of television studio equipment and techniques in production of programs, newscasts, documentaries, commercials, training and video productions. Introduction to basic video directing. Prerequisites: MMC 3003, MMC 3123, RTV 3531, RTV 3007, RTV 4101, 2.85 cumulative GPA.

**RTV 3531 Multimedia Production (3).** Use of ENG/EPF equipment and techniques in production of programs, news, documentaries, music videos, commercials, training and video productions on location. Emphasis on single camera techniques and editing. Prerequisites: Prerequisites: MMC 3123, (JOU 2100 or DIG 3001 or RTV 3007), [(MMC 3003 and 2.85 cumulative GPA) or admission to Visual Production Certificate]] Corequisite: VIC3400. (Equipment fee assessed)

**RTV 3571 Video Post-Production (3).** Advanced post production techniques using A & B rolls, complex audio mixes and their preparation and execution. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, DIG 4293, RTV 3511, and 2.85 cumulative GPA (Equipment fee assessed)

**RTV 3591 Multimedia Production (3).** This is a project-based course to provide all journalism, public relations and advertising students the basic skills needed to successfully develop, produce and publish/broadcast multimedia projects. Prerequisites: MMC 3104C and VIC 3400

**RTV 3803 Studio Management (3).** Students are introduced to basic studio language and procedures and will do research about duties of the producer, budgets and related topics. Prerequisites: MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

**RTV 4101 Writing for Video Production (3).** The course is intended to introduce the student to various types of writing for television and Internet/Journalism videos. This will include storytelling for short videos and short documentaries. Prerequisites: MMC 3003, MMC 3123, RTV 3007, 2.85 cumulative GPA. Corequisite: RTV 3007 (Supplies fee assessed)

**RTV 4521 Videography Advanced (3).** Advanced techniques in single camera production, field lighting and sound recording. Advanced techniques using non-linear editor. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, RTV 3007, RTV 4101, DIG 4293, and 2.85 cumulative GPA. (Equipment fee assessed)

**RTV 4661C Advanced Video Production Workshop (3).** Advanced course where students will be expected to use all the knowledge about television production received in the track. Students produce and perhaps direct programs for broadcast/cablecast. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, RTV 3007, RTV 4101C, DIG 4293, RTV 3511, and 2.85 cumulative GPA (Supplies fee assessed).

**RTV 4320 Electronic News Gathering (3).** This course is an introduction to the real world of video news. It is designed to teach students to plan, research, report, write and execute electronic news productions from concept to finished product. Prerequisites: MMC 3003, MMC 3123, RTV 3531, JOU 3117, 2.85 cumulative GPA. (Equipment fee assessed)

**RTV 4324 Integrated Broadcast Newsroom (3).** Students will learn how to research, report, write, shoot, produce, and edit hard news and feature stories for broadcast (capstone course). Prerequisites: MMC 3003, MMC 3123, RTV 3531, JOU 3117, (DIG 4293 or (RTV 4320 and RTV 4350)), 2.85 cumulative GPA.

**RTV 4332 Long-Format TV and Radio (3).** This course is an advanced non-fiction broadcasting course. Students will plan, research, report, write and execute multiplatform long-format broadcast non-fiction productions. Prerequisites: MMC 3003, MMC 3303, MMC 3123, IDS 3309, MMC 4200, VIC 3400, RTV 3531, JOU 3003, JOU 3117, RTV 4320, and 2.85 cumulative GPA (Supplies fee assessed)

**RTV 4350 Broadcast and Digital Newscast Production (3).** This course will emphasize instruction on producing newscasts by learning to position news stories based on journalistic news values, newsroom leadership skills and knowledge of the market. Prerequisites: MMC 3003, MMC 3123, RTV 3531, JOU 3117, DIG 4293, RTV 4320, 2.85 cumulative GPA

**RTV 5801 Telecommunication Management Structures (3).** Intensive study of telecommunication management problems, theory of same, solutions of same through practical application and examination of case studies. Prerequisite: Graduate standing.

**RTV 5425 Seminar in New Mass Communication Technologies (3).** Discussion of new communication technologies and their influence on the society. Prerequisites: Graduate standing or permission of the instructor.

**SPC 1017 Fundamentals of Speech Communication (3).** The study of speech communication fundamentals-interpersonal skills; critical listening; small group problem-solving; verbal and nonverbal communication; persuasion; and public speaking.

**SPC 2050 Voice and Diction (3).** Effective voice production, articulation, acceptable pronunciation, accent reduction, intonation, rhythm and phrasing.

**SPC 2062 Public Speaking in a Business Context (3).** This course is designed to provide business students with experiences in business and sales presentations with common presentational software programs. Prerequisite: Admittance into the College of Business Administration.

**SPC 2065 Communication for Business (3).** A communication course that emphasizes oral communication skills necessary for the business and professional communities. Concentration on interviewing, public speaking, problem-solving, and leadership skills.

**SPC 2300 Fundamentals of Interpersonal Communication (3).** Through an awareness of one's self-concept students explore the role communication plays in maintaining healthy relationships in areas such as: romantic relationships, friendships, families.

**SPC 2511 Fundamentals of Argumentation and Debate (3).** Lectures and activities concerned with audience-centered reasoning. One will learn the nature of arguments consisting of analysis, reasoning, evidence, values, and building and refuting arguments.

**SPC 2608 Public Speaking (3).** Study of the principles of ethical and effective public speaking, with practice in the construction and delivery of original speeches before an audience.

**SPC 3210 Communication Theory (3).** Comprehensive introduction to the study of human communication processes including verbal and nonverbal modalities. Key historical and contemporary definitions and concepts in communication theory are reviewed.

**SPC 3230 Rhetorical Communication: A Theory of Civil Discourse (3).** Students study how spoken and written language shapes human thought and influences the humanities.

**SPC 3271 Rhetoric and Public Address (3).** The course explores the ways in which prominent figures have sought to define the nation and address major political controversies over the course of U.S. history through rhetorical public address.

**SPC 3301 Interpersonal Communication (3).** Through an awareness of self-concept students explore the role

communication plays in maintaining healthy relationships in areas such as: romantic relationships, friendships, families and colleagues.

**SPC 3425 Small Group Communication (3).** The study of group development, group roles, decision-making, leadership, power, and conflict management.

**SPC 3540 Persuasion (3).** A study of attitude formation and change are explored to identify how individuals process and act on information. Social influence theories/techniques and their ethical implications are examined.

**SPC 3513 Argumentation and Debate (3).** Lectures and activities concerned with audience-centered reasoning. Topics include: Nature of argument, analysis, reasoning, evidence, values, and building and refuting arguments. Prerequisites: SPC 2608 or permission of the instructor.

**SPC 3514 Argumentation and Debate II (3).** Study of all styles of formal and informal debate. Emphasis on construction and use of the brief, debate strategy and delivery. Prerequisites: SPC 2608, SPC 3513 and permission of the instructor.

**SPC 3602 Advanced Public Speaking (3).** Examines public speaking as a workplace activity and provides students with practical experience. Emphasis is placed on incorporating technology into the different types of speeches. Prerequisite: At least a "C" grade in SPC 2608.

**SPC 3711 Gender and Communication (3).** Using text and films, this course examines the different styles of verbal and non-verbal communication of men and women in various settings.

**SPC 4068 Professional Presentations for Architects (3).** This course is designed to provide architecture students with experiences in academic, business, and sales presentations as well as experience with a common presentational software program.

**SPC 4445 Communication for Effective Leadership (3).** Leadership is given to those who speak well, inspire change, and motivate others. Leadership communication empowers students to become effective leaders ready to engage a global world.

**SPC 5066 Presentation Skills for Architects (3).** This course provides architecture students with experiences delivering formal presentations. Participants will learn techniques for enhancing academic and professional presentations.

**VIC 3400 Visual Design for Globalized Media – GL (3).** The course explores the relationship between images and messages in global media and the primary role that visual design plays in globalized media presentations.

**VIC 4001 News Visualization (3).** The course is designed to teach journalism students how to tell a story using the visual toolset to get a story right on multiple platforms, including television, radio and online. Prerequisite: MMC 3003, MMC 3123, RTV 3531, JOU 3003, JOU 3117, 2.85 cumulative GPA.