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 tracks in Organizational Communication Studies; Arts & Performance Studies; and Design Studies (Bachelor of Arts in Communication Arts), majors in Advertising and Public Relations (Bachelor of Science in Communication). Our professional degrees are fully accredited by the Accrediting Council on Education in Journalism and Mass Communications. The faculty and staff of the Department are invested in 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.

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.
For generic course substitutions/equivalencies for Common Program Prerequisites offered at community colleges, state colleges, or state universities, visit: http://www.flvc.org, See Common Prerequisite Manual.

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 MMC 3003 (Mass Communication Orientation), and have a minimum cumulative GPA of 2.85 (this includes all transfer work, in addition to current FIU work).

School Requirements: (18 credits)
Students must take the following school requirements:
MMC 3003 Mass Communication Orientation 0
MMC 3104C Writing Strategies for Reaching a Mass Audience 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
RTV 3531 Multimedia Production 3
IDS 3309 How We Know What We Know 3

Major Requirements: (18 credits)
Students must take the following school 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
PUR 4101 Digital Editing and Design 3
MMC 4410 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: (6 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 Web Design and Interactive Digital Media 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
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, 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.

Minor in Advertising
Required Courses: (18 credits)
Students are required to take the following three courses:
ADV 3008 Principles of Advertising 3
ADV 3200 Creative Concepts 3
MMC 3104C Writing Strategies for Reaching a Mass Audience 3

Choose 2 courses (6 credits) of the following advanced advertising courses:
ADV 4101 Advanced Concepts in Advertising Copy and Design 3
ADV 4103 Radio/TV Concepts 3
ADV 4300 Media Planning 3
MMC 4609 Integrated Communication Research Strategy 3

OR
Choose one of the following 3 credit courses:
MMC 3303 Global Media and Society – GL 3
MMC 4200 Mass Communication Law and Ethics 3
PUR 3000 Principles of Public Relations 3

Minor in Public Relations
Required Courses: (18 credits)
PUR 3000 Principles of Public Relations 3
ADV 3008 Principles of Advertising 3
MMC 3104C Writing Strategies for Reaching a Mass Audience 3
PUR 4100 Writing for Public Relations 3
PUR 4106 Advanced Public Relations Writing for Multimedia Platforms 3

Choose one of the following 3 credit courses:
MMC 3303 Global Media and Society – GL 3
MMC 4200 Mass Communication Law and Ethics 3
MMC 4304 Strategic Communication Seminar: Multicultural Marketing Communication – 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**

<table>
<thead>
<tr>
<th>FIU Course(s)</th>
<th>Equivalent Course(s)</th>
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</thead>
<tbody>
<tr>
<td>SPC 2608</td>
<td>SPCX608</td>
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</tbody>
</table>

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.

For generic course substitutions/equivalencies for Common Program Prerequisites offered at community colleges, state colleges, or state universities, visit: [https://www.flvc.org](https://www.flvc.org). See Common Prerequisite Manual.

**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: 30 credits**

All courses within this degree, except COM 4346, COM 4346L, and those within the Design Studies Track, are open to the entire university community.

- **COM 1004** Introduction to Communication Arts 0
- **COM 3110** Business and Professional Communication 3
- **COM 3461** Intercultural/Interracial Communication – GL 3
- **COM 4462** Conflict Management 3
- **COM 4346** Interviewing Principles and Practices 2
- **COM 4346L** Interviewing Principles and Practices Lab 1
- **SPC 3210** Communication Theory 3
- **SPC 3230** Rhetorical Communication: A Theory of Civil Discourse 3
- **SPC 3271** Rhetoric and Public Address 3
- **SPC 3301** Interpersonal Communication 3
- **SPC 3540** Persuasion 3
- **SPC 3602** Advanced Public Speaking 3
- **SPC 4445** Communication for Effective Leadership 3
- **COM 3120** Organizational Communication (required) 3
- **COM 3135** Managerial Communication 3
- **COM 3404** Nonverbal Communication 3
- **COM 3410** Cultural Communication Patterns of Asia 3
- **COM 3417** Communication in Film – GL 3
- **COM 3471** Social Media's Impact on Communication 3
- **COM 3601** Environmental Communication 3
- **COM 3332** Communication and Technology 3
- **COM 3520** Designing Communication Strategies 3
- **COM 3230** Crisis Communication 3
- **COM 4022** Health Communication 3
- **COM 4124** Organizational Change 3
- **COM 4310** Research Methods in Communication Arts 3
- **COM 4430** International Business Communication – GL 3
- **COM 4510** Political Communication 3
- **COM 4620** Ethical Communication 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 South America 3
- **COM 4900** Directed Independent Studies in Communication Arts 1-3
- **COM 4930** Special Topics in Communication Arts 3
- **COM 4940** Internship in Communication Arts 1-6
- **IDS 3336** Artistic Expression in a Global Society – GL 3
- **MMC 3104C** Writing Strategies for Reaching a Mass Audience 3
- **MMC 4609** Integrated Communication Research Strategy 3
- **MMC 4936** Special Topics 3
- **SPC 3271** Rhetoric and Public Address 3
- **SPC 3425** Small Group Communication 3
- **SPC 3513** Argumentation and Debate 3
- **SPC 3711** Gender and Communication 3
- **COM 3417** Communication in Film – GL 3
- **COM 3611** Persuasion and Arts Advocacy 3
- **COM 3900** Directed Independent Studies in Communication Arts 1-3
- **COM 4930** Special Topics in Communication Arts 3
- **COM 4940** Internship in Communication Arts 1-6

**Art & Performance Studies Track: (18 credits)**

- **ARH 3350** Baroque Art 3
- **ARH 3511** Introduction to the Visual Arts of the African World 3
- **ARH 4310** Early Italian Renaissance 3
- **ARH 4312** Later Italian Renaissance 3
- **ARH 4430** Art and Politics 3
- **ARH 4450** Modern Art 3
- **ARH 4470** Contemporary Art – GL 3
- **ARH 4552** Arts of China and Japan 3
- **ARH 4710** History of Photography 3
- **ARH 4713** History of Photography Since 1945 3
- **COM 3417** Communication in Film – GL 3
- **COM 3611** Persuasion and Arts Advocacy 3
- **COM 4900** Directed Independent Studies in Communication Arts 1-3
- **COM 4930** Special Topics in Communication Arts 3
- **COM 4940** Internship in Communication Arts 1-6

**Track Courses**

**Organizational Communication Studies Track: (18 credits)**

- **COM 3003** Human Communication 3
IDS 3336  Artistic Expression in a Global Society – GL  3
MUH 3514  Music of The World – GL  3
MUM 3743C  Artist Management  3
MUM 4301  Business of Music  3
MUM 4302  Business of Music II  3
MUM 4724C  Concert Touring  3
MUM 4803  Grant Writing for the Arts  2
MUM 4814C  Leadership in the Arts  3
TPP 3265  Introduction to Acting/Directing for TV/Film  3
TPA 3400  Stage Management  3
TPP 3530  Stage Combat I  3
TPP 4600  Playwriting I  3

Design Studies Track: (18 credits)
To enter this track, a student must have been previously accepted to one of the Architectural programs.
ARC 5176C  Computer Practices in Design II  3
ARC 5205  Advanced Design Theories  3
ARC 5329  Architectural Design 5  6
ARC 5335  Architectural Design 6  6
ARC 5340  Architectural Design 7  6
ARC 5343  Architectural Design 8  6
ARC 5467  Materials and Methods of Construction  3
ARC 5554  Structures 2  1
ARC 5555  Structures 3  1
ARC 5612  Environmental Systems in Architecture 1  3
ARC 5621  Environmental Systems in Architecture 2  3
ARC 5744  History of Design from the XIX Century to Present  2
COM 4900  Directed Independent Studies in Communication Arts  1-3
COM 4930  Special Topics in Communication Arts  3
COM 4940  Internship in Communication Arts  1-6
IND 5138  History of Modern Interiors  3
IND 5325  Color Theory and Application for the Built Environment  3
IND 5427  Interior Design Technology  3
IND 5438  Lighting Design  3
IND 5485  Innovations in Building Technology  3
IND 5486  Materials for Interiors  3
IND 5508  Professional Practice  3
IND 5615  Building Systems for Interior Designers  3
IND 5625  Interior Design Theories II  3
IND 5626  Project Programming  3
IND 5628  Sustainable Interior Design Practices  3
IND 5629  Computer Applications in Interior Design III  3
IND 5937  Special Topics  3
LAA 5235  Theory of Landscape Architecture  3
LAA 5374  Computer Practices in Landscape Architecture 2  3
LAA 5381  Computer Practices in Landscape Architecture 3  3
LAA 5422  Landscape Development  3
LAA 5541  South Florida Landscapes  3
LAA 5653  Landscape Architecture Graduate Design 1  6
LAA 5716  History of Landscape Architecture  3
SPC 5066  Presentation Skills for Architects  3

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
or
COM 3150  Advanced Communication for Business  3
COM 3135  Managerial Communication  3
COM 4462  Conflict Management  3
SPC 3602  Advanced Public Speaking  3
SPC 4445  Communication for Effective Leadership  3

Minor in Communication Ethics and Legal Profession
The Communication Ethics and Legal Profession minor includes courses examining rhetorical tradition, analytical courses designed to improve students’ critical skills, persuasion theory so as to understand how an argument is built, debate/argumentation/public speaking to perfect oral communication skills and appreciation of ethical communication. The minor will consist of 18 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 (18 credits)
COM 4462  Conflict Management  3
COM 4620  Ethical Communication  3
SPC 3230  Rhetorical Communication: A Theory of Civil Discourse  3
SPC 3513  Argumentation and Debate  3
SPC 3540  Persuasion  3
SPC 3602  Advanced Public Speaking  3

Minor in Communication, Leadership and Conflict Management
This minor is centered on exploring the central role that communication plays in successful leadership. To do this, we will do the following: 1) develop self-awareness of how communication styles influence relationships and perceptions; 2) experientially and theoretically examine values that underlie leadership communication, (including honesty, kindness, humility, trust, and authenticity); 3) examine how groups/teams are formed and work towards resolving issues and decision making as well as resolving
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.

Required Courses (18 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COM 4462</td>
<td>Conflict Management</td>
<td>3</td>
</tr>
<tr>
<td>PAD 3431</td>
<td>Exploring Leadership: Yourself, Your Organization and Your Community</td>
<td>3</td>
</tr>
<tr>
<td>SPC 3425</td>
<td>Small Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>SPC 3540</td>
<td>Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>SPC 3602</td>
<td>Advanced Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>SPC 4445</td>
<td>Communication for Effective Leadership</td>
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Minor in Executive Communication

From Steve Jobs to Donald Trump, you’ve probably heard news stories about executives leading effectively, or ineffectively. Students with this minor will feel more confident in their ability to lead and inspire others around them, in a multitude of personal and occupational settings. Students will gain familiarity with; advanced public speaking skills, specific strategies for leadership roles, situational application of theoretical concepts, as well as the dynamic field of conflict resolution. Executive Communication graduates are highly desirable because they are well-rounded communicators who are not afraid to take on leadership roles. 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 for minor (15 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>COM 3461</td>
<td>Intercultural/Interracial Communication – GL</td>
<td>3</td>
</tr>
<tr>
<td>SPC 3210</td>
<td>Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>SPC 3301</td>
<td>Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>SPC 3540</td>
<td>Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>SPC 4445</td>
<td>Communication for Effective Leadership</td>
<td>3</td>
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Minor in Interpersonal Communication

From parents to siblings, friends to coworkers, significant others to neighbors, there is no escaping interpersonal communication. This minor will help students hone their communication skills in a wide variety of settings. Beginning with a broad, general introduction to the field, students will be guided through more specific topics such as gender, international relations, and family dynamics. Each of these areas will allow students to strengthen their numerous interpersonal relationships. This minor emphasizes critical thinking and analysis, which can be applied in a number of other disciplines as well. The minor consists of 12 credits. All 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)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>COM 3417</td>
<td>Communication in Film – GL</td>
<td>3</td>
</tr>
<tr>
<td>COM 3461</td>
<td>Intercultural/Interracial Communication – GL</td>
<td>3</td>
</tr>
<tr>
<td>COM 4430</td>
<td>International Business Communication – GL</td>
<td>3</td>
</tr>
<tr>
<td>IDS 3336</td>
<td>Artistic Expression in a Global Society – GL</td>
<td>3</td>
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Minor in Organizational Communication

This Organizational Communication minor combines elements of corporate structure and effective leadership to help students succeed in the job market upon graduation. These courses will allow students to learn critical organizational concepts and theories that could be applied in occupational settings of any size. The managerial/leadership aspect of these courses will develop the student into a more competent communicator over the course of the program. Gaining a strong sense of self-confidence, students graduating with this minor will surely stand out as the job market continues to become more competitive. The minor consists of 12 credits. All 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)**

- SPC 4445 Communication for Effective Leadership 3
- COM 3120 Organizational Communication 3
- COM 3135 Managerial Communication 3
- COM 4124 Organizational Change 3

**Minor in Political Communication**

If you can’t wait to see the next round of political ads, love to discuss the State of the Union speech, think you could eventually handle the media better than the current press secretary or simply want to improve the quality of political dialogue, then political communication is the minor for you. Public speaking, debate and persuasion are the core elements of this degree. Political communication graduates highly desirable, whether you want to be a campaign manager, political consultant, speechwriter, or work on public diplomacy. 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 4510 Political Communication 3
- SPC 3230 Rhetorical Communication: A Theory of Civil Discourse 3
- SPC 3513 Argumentation and Debate 3
- SPC 3540 Persuasion 3
- SPC 3602 Advanced Public Speaking 3

**Minor in Rhetorical Communication**

Students who minor in Rhetorical Communication develop an understanding of persuasive techniques used in debates and public presentations, how oral arguments/rhetoric is formed, and its influence on human behavior. Students consider the classical foundations of the study of rhetoric and have the opportunity to critically and carefully evaluate persuasive messages/speeches from a variety of perspectives. Emphasis is on becoming more critical consumers and effective, ethical producers of communication in its oral form. 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)**

- SPC 3210 Communication Theory 3
- SPC 3230 Rhetorical Communication: A Theory of Civil Discourse 3
- SPC 3425 Small Group Communication 3
- SPC 3513 Argumentation and Debate 3
- SPC 3540 Persuasion 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 3104C and 2.85 cumulative GPA, or admission to Advertising minor.

**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: ADV 3200 (with grade of “B” or better), MMC 3104C, ADV 3008, 2.85 cumulative GPA, or admission to Advertising minor. (Supplies fee assessed)

**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), 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: MMC 3104C, ADV 3008, 2.85 cumulative GPA, or admission to Advertising minor.

**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.

**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. Prerequisites: Admission to Advertising, Public Relations or Graphic Design majors or permission of the instructor.
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.

ADV 4711 Advanced Creativity: Portfolio Workshop (3). Focus will be directed on building creative portfolio pieces for multiplication campaigns. Prerequisites: ADV 3200 (with grade of "B" or better), MMC 3104C, ADV 3008, 2.85 cumulative GPA, or admission to Advertising minor.

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 of 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 3013 Family Communication (3). Through discussion and exercises, "Family Communication" examines the ways in which family members communicate, make decisions, settle conflict, and learn to relate to one another.

COM 3043 Emotional Intelligence in Communication (3). Explore the interconnected role emotional intelligence plays in diverse personal, cultural, political and organizational contexts.

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 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 3123 The Executive Communicator (3). Analyze advanced business scenarios and develop effective communication strategies to successfully navigate organizational environments. Strong emphasis is placed on application of skills.

COM 3125 Communication Return on Investment (3). Track communication skill development in an organizational setting. Students will track their progress through the semester and develop a program that relates their abilities to the company's goals.

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 Communication for Business (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: Full admission to College of Business, SPC 2062 or SPC 2608, and 60+ credit hours.

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 (3). Explores the role of technology in business trends, information analysis, environmental issues, cultural contexts, and other areas through the means of mass media including television and internet.

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

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 patterns between Asian and Western cultures.

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 3501 Power of Language (3). Examine how power operates in linguistic practices and how language is used to articulate, maintain and subvert relations of power in society.

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 3611 Persuasion and Arts Advocacy (3). Provide an overview of the role communication plays in the social influence process. Help students understand the techniques and factors that lead to changes in knowledge, attitudes, and behavior. Prerequisite: SPC 3540.

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 4124 Organizational Change (3). This course introduces students to different concepts of organizational change management and provides strategies for mitigating organizational risks for any initiative. Prerequisite: COM 3120.

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

COM 4346 Interviewing Principles and Practices (2). 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. Corequisite: COM 4346L.

COM 4346L Interviewing Principles and Practices Lab (1). This class will develop information gathering and employment interview skills. Additionally, students will complete an online portfolio of their professional work. Prerequisites: Communication Arts Major, 18 credits completed in Communication Arts coursework, junior standing. Corequisite: COM 4346.

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 communication arts GPA.

COM 4958 Senior Capstone Seminar (3). The Communication Arts Senior Capstone Seminar synthesizes the major curriculum's components of communication through service learning followed by a final paper. Prerequisite: Students must be in their senior year of studies.

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 Wed Design and Interactive Digital Media (3).
The course is designed to give students a solid foundation in Web publishing, JavaScript and app development. Prerequisite: 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 3250, MMC 3303, RTV 3531, MMC 4302, MMC 4631, and DIG 4800.

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: RTV 3531, and 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: DIG 4293, MMC 3303, (MMC 3250 or DIG 4800), (RTV 3007 or MMC 4302), (RTV 4101 or MMC 4631), 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: MMC 3104C, DIG 3001, and 2.85 cumulative GPA.

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: RTV 3531, DIG 3001, MMC 4302, 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 News Reporting and Writing (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 3104C, JOU 3003, and 2.85 cumulative GPA, or admission to Journalism minor. (Supplies fee assessed)

JOU 3121 Database and Computer Assisted Reporting (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 3104C, 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 3104C, JOU 3117, and 2.85 cumulative GPA.

JOU 3202 Editing and Layout (3). Editing news copy for accuracy and brevity, including AP style. Learning the role of news editor, including headline writing and layout. Prerequisites: Have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA, MMC 3104C, JOU 3003, and JOU 3117. (Supplies fee assessed)

JOU 3300 Advanced News Writing (3). Writing and producing the feature story: human interest, trends, personality profiles, sidebars, backgronders, color. Prerequisites: MMC 3104C; (JOU 3117 or JOU 3405), and 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 3343L News Writing Workshop (3). Intensive instruction and practice in the fundamentals of news writing for print, broadcast and the web. Prerequisites: MMC 3104C, JOU 3003, JOU 3117, RTV 3531, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA. (Supplies fee assessed)

JOU 3390 Specialty Journalism (1). 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.

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 3104C, JOU 3003.

JOU 4101 In-Depth Reporting (3). Advanced instruction and practice in researching, reporting and writing a variety of complex news stories. Prerequisites: MMC 3104C, JOU 3003, JOU 3117. (Supplies fee assessed)
JOU 4208 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 4341C Senior Multimedia Project (3). Conceptualizing and production of an online publication, including layout, photography, streaming video and audio. The project to be delivered in 3 different formats - print, television, and on-line. Prerequisites: MMC 3250, MMC 3303, VIC 4001, (JOU 3300 or JOU 4101), and 2.85 cumulative GPA.

JOU 4701 Business, Ethics and Journalism (1-3). Examination and discussion of case studies involving ethical dilemmas caused by pressures from the business side of print and broadcast journalism on working reporters and editors. Real world problems are brought into the classroom discussion to prepare students for the kind of problems they will almost certainly face in their news careers. Prerequisites: MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

JOU 4946 Journalism Internship (1). On-the-job learning at selected and approved news organization, such as wire services, newspapers, magazines, radio and TV stations. Course may be repeated, but no more than 3 credits will be rewarded. Prerequisites: (JOU 3117 or JOU 3405), and 2.85 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 Mass Communication 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 School of Journalism and Mass Communication. This course is required for full admission into the upper division program. (Supplies fee assessed)

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 3132 Ready for Prime Time Presentation Skills (3). The students will learn the disciplines, techniques and procedures used by broadcast on-air talent and communications professionals. Prerequisites: RTV 3531, completed 60 credits, passing score in MMC 3003, and 3.0 cumulative GPA.

MMC 3250 Media Management (3). Introduction to media markets with emphasis on television’s role in the media mix serving advertisers and end-users. Prerequisites: MMC 3104C, MMC 4200, 2.85 cumulative GPA, or admission to Media Management certificate.

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 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 4253 Advanced Media Management (3). A senior level course dealing with case studies of media organizations. Prerequisites: MMC 3250, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

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 Globalization (3). Introduces media, law and regulation within digital communications, while exploring implications for access to information and freedom of expression.

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. Prerequisites: MMC 3104C, ADV 3008, PUR 3000, PUR 4100, have completed 60 credits, passing score in MMC 3003, 3.0 cumulative GPA, or admission to Public Relations minor.

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 3303, MMC 4200, RTV 3531, ADV 3008, PUR 3000, ADV 3200, MMC 4609, (PUR 4101 or ADV 4101 or ADV 4300), (PUR 4106 or ADV 4103), 2.85 cumulative 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 3104C, (ADV 3008 or PUR 3000), 2.85 cumulative GPA, or admission to Advertising minor.

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. Prerequisites: MMC 3104C and 2.85 cumulative GPA.

MMC 4940 Media Practicum (0-3). 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: MMC 3104C, 2.85 cumulative GPA, and Chair’s permission.

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 3003 Intermediate Oral Interpretation (3). A continuation of the basic techniques of oral interpretation with emphasis on program development. Programs will include poetry, prose, and drama. Prerequisite: ORI 3000.

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


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. Prerequisites: MMC 3104C, PUR 3000, 2.85 cumulative GPA, or admission to Public Relations minor. (Supplies fee assessed)

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 3104C, PUR 3000, and 2.85 cumulative GPA, admission to any SJMC major or graphic design track in BFA major. (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: MMC 3104C, PUR 3000, PUR 4100, 2.85 cumulative GPA, or admission to Public Relations minor. (Supplies fee assessed)

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 2201 Videography Basics (0). A seminar on the principles and practices of videography. Intended for students in the broadcast journalism track. Prerequisites: MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. Corequisite: RTV 4320. (Equipment fee assessed)

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 3263 Video Post Production (3). Advanced post production techniques using A & B rolls, complex audio mixes and their preparation and execution. Prerequisites: RTV 3531, MMC 3104C, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (Equipment fee assessed)

RTV 3280 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 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 3104C, JOU 3003, JOU 3117, or admission into journalism minor, have completed 60 credits, passing score in MMC 3003 and 3.0 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 3104C, RTV 3531, and 2.85 cumulative GPA. (Equipment fee assessed)

RTV 3531 Multimedia Production (3). Use of ENG/EFP 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: MMC 3104C, VIC 3400, and 2.85 cumulative GPA, or admissions to Multimedia Production minor or Journalism minor. (Equipment fee assessed)

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 Television (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 3104C, RTV 3007, and 2.85 cumulative GPA. (Supplies fee assessed)

RTV 4202 Videography Advanced (3). Advanced techniques in single camera production, field lighting and sound recording. Advanced techniques using non-linear editor. Prerequisites: MMC 3104C, RTV 3263, RTV 3207, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. (Equipment fee assessed)

RTV 4206C 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: RTV 3263, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. Corequisite: RTV 4202. (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: RTV 3620, (JOU 3003 or RTV 3007), (JOU 3117 or RTV 4101 or JOU 3405), and 2.85 cumulative GPA. (Equipment fee assessed)

RTV 4324 Broadcast News Magazine (3). Students will learn how to research, report, write, shoot, produce, and edit hard news and feature stories for broadcast (capstone course). Prerequisites: MMC 3303, RTV 4320, MMC 3250, JOU 3117, and 2.85 cumulative GPA. (Equipment fee assessed)

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: RTV 4320, and 2.85 cumulative GPA. (Supplies fee assessed)

RTV 4800C Station Operation (3). Advanced production course. Students learn production and operation for a television station. Students will be assigned programs to produce for broadcast/cablecast. Prerequisites: MMC 3104C, RTV 4101, RTV 3263, and RTV 3207.

RTV 4930C Television Programming Seminar (3). Advanced seminar on the business, legal and ethical issues in television programming. Prerequisites: MMC 3104C, RTV 3007, MMC 3250, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA.

RTV 4940L Television Production Internship (3). Course provides television majors an opportunity for supervised professional experience in television production, working at television stations, production studios and other media organizations. Prerequisites: RTV 4101, 2.85 cumulative GPA, and Chair’s consent.
RTV 4941L Television Management Internship (3). Course provides Television majors an opportunity for supervised professional experience in television management working at broadcast stations and other media organizations. Prerequisites: 3.0 GPA in SJMC courses, MMC 3104C, RTV 3007, MMC 3250, MMC 4200, Chair consent, have completed 60 credits, passing score in MMC 3003 and 3.0 cumulative GPA. Prerequisite or Corequisite: RTV 4930C.

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 5935 Seminar in International Comparative Broadcasting Systems (3). Introduction to international telecommunication systems with special emphasis on broadcasting. Comparison with other countries. Prerequisites: Graduate standing or permission of the instructor.

RTV 5936 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 Visual Storytelling and Production (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. Prerequisites: (JOU 3117 or JOU 3405), RTV 3531, and 2.85 cumulative GPA.