

# Communication

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## Undergraduate Degree

- [Bachelor of Arts in Communication](http://catalog.uta.edu/liberalarts/communication/undergraduate/#bachelorstext) (<http://catalog.uta.edu/liberalarts/communication/undergraduate/#bachelorstext>)
- [Bachelor of Arts in Philanthropy](http://catalog.uta.edu/liberalarts/communication/undergraduate/#bachelorstext) (<http://catalog.uta.edu/liberalarts/communication/undergraduate/#bachelorstext>)

## Graduate Degree

- [Master of Arts in Communication](http://catalog.uta.edu/liberalarts/communication/graduate/#masterstext) (<http://catalog.uta.edu/liberalarts/communication/graduate/#masterstext>)

## Certificates

- [Certificate in Digital Media](http://catalog.uta.edu/liberalarts/communication/undergraduate/#certificatestext) (<http://catalog.uta.edu/liberalarts/communication/undergraduate/#certificatestext>)
- [Certificate in Professional Communication](http://catalog.uta.edu/liberalarts/communication/undergraduate/#certificatestext) (<http://catalog.uta.edu/liberalarts/communication/undergraduate/#certificatestext>)
- [Certificate in Fundraising and Nonprofit Management](http://catalog.uta.edu/liberalarts/communication/undergraduate/#certificatestext) (<http://catalog.uta.edu/liberalarts/communication/undergraduate/#certificatestext>)

## COURSES

### **ADVT 2337. INTRODUCTION TO ADVERTISING. 3 Hours. (TCCN = COMM 2327)**

The role of advertising in society. Basic concepts include marketing message creation, budget determination, agency-client relationships, and social responsibility of advertisers.

### **ADVT 3304. STRATEGIC COMMUNICATION I. 3 Hours.**

Introductory strategy course focusing on creative communication in advertising and marketing communication planning. The evolution and development of the strategic creative process is evaluated relative to campaign objectives and research, especially as it impacts Integrated Marketing Communication and branding programs. Students successfully completing Strategic Communication I advance to Strategic Communication II. Prerequisite: COMM 2311, ADVT 2337, and either MATH 1308 or MATH 1309, all with a grade of C or better.

### **ADVT 3305. ADVERTISING MEDIA. 3 Hours.**

Decision-making in selection and use of advertising media. Evaluation of media alternatives in terms of marketing communication objectives and strategy, audience analysis, media-market research, cost, and editorial/program content. Media plans are developed consistent with Integrated Marketing Communication and branding programs. Prerequisite: COMM 2311, ADVT 2337, and either MATH 1308 or MATH 1309, all with a grade of C or better.

### **ADVT 3306. STRATEGIC COMMUNICATION II. 3 Hours.**

Advanced strategy course building on the foundation from Strategic Communication I; assumes a basic understanding of strategy and research. Advanced critiques of existing campaigns coupled with the development of strategic communication for various media, including print, broadcast, direct mail, and Internet. Persuasive presentation of strategies and executions to others as in an agency setting; includes copywriting, basic art direction, and multimedia usage. Prerequisite: ADVT 3304 with a grade of C (2.0/4.0 scale) or better, and COMM 3303.

### **ADVT 3308. DIGITAL ADVERTISING DESIGN. 3 Hours.**

Course covers the practice of results-oriented creative advertising and design, including both visual and copy concepts through digital execution with an emphasis on strategic development. The course also focuses on advanced applications of digital software to design and communicate targeted messages utilizing communication theory and practice. Prerequisite: COMM 3303 with a grade of C (2.0/4.0 scale) or better.

### **ADVT 4300. DIGITAL INTEGRATED MARKETING COMMUNICATION (IMC) MANAGEMENT. 3 Hours.**

Theory and management of digital integrated marketing communication. The course focuses on using digital analytics to plan and execute successful integrated strategies that reach appropriate audiences with targeted messages. Key topics include digital advertising, social media, digital media, email marketing, and search engine optimization (SEO). Prerequisite: COMM 3315 and a grade of C or better in the following courses: ADVT 3304 and PREL 3320.

### **ADVT 4301. ADVERTISING AND IMC CAMPAIGNS. 3 Hours.**

Advanced study in the application of advertising and marketing communication theories. Advertising campaigns are developed consistent with Integrated Marketing Communication and branding programs. Student agency teams develop speculative advertising and IMC plans for organizations, products and/or brands. Prerequisite: A grade of C (2.0/4.0 scale) or better in the following courses: ADVT 3305, ADVT 3306, and ADVT 4300.

### **ADVT 4391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission of the department.

### **ADVT 4393. SPECIAL TOPICS. 3 Hours.**

Special studies in advertising. Topic varies from semester to semester. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission of the department.

**ADVT 4395. PROFESSIONAL INTERNSHIP. 3 Hours.**

Individual research in advertising while working with business and industry. Individual conference to be arranged. Graded Pass/Fail. Prerequisite: 60 or more hours earned and permission of the department.

**COURSES****BCMN 2347. BROADCAST WRITING AND REPORTING. 3 Hours.**

Writing non-dramatic scripts for radio and television. Emphasis is on writing for time and under deadline pressure as well as writing in active voice.

**BCMN 2357. RADIO PRODUCTION I. 3 Hours. (TCCN = COMM 2303)**

The fundamentals of radio broadcasting. The techniques of announcing, interviewing, script writing, programming, types of radio production, audience analysis, and vocational opportunities. Students participate in typical broadcasting activities.

**BCMN 2358. TELEVISION PRODUCTION I. 3 Hours. (TCCN = COMM 1336)**

Fundamentals of television broadcasting, including camera operation, video editing, writing, lighting, and switching practices.

**BCMN 2360. INTRODUCTION TO BROADCASTING. 3 Hours. (TCCN = COMM 1335)**

A survey of historical and contemporary operations and functions of broadcasting. How radio, television, podcasting, and streaming media operate, including understanding of stations, distribution methods and facilities, regulation and the FCC, networks, advertising agencies, audience ratings, and new technologies.

**BCMN 2370. MULTIMEDIA PRODUCTION. 3 Hours.**

Audio and video production for non-broadcast majors. May not be substituted for BCMN 2357 or BCMN 2358.

**BCMN 3319. BROADCAST MANAGEMENT. 3 Hours.**

Management procedures, policies, and responsibilities in the successful operation of telecommunication industries. Areas covered are planning, problem-solving, personnel, facilities, government, financial resources, and public service. Prerequisite: A grade of C (2.0/4.0 scale) or better in BCMN 3340.

**BCMN 3340. ELECTRONIC NEWS. 3 Hours.**

News writing and gathering for radio, television, podcasting and streaming media; use of basic audio and video electronic equipment; editing of news stories for analysis and criticism. Prerequisite: Three hours of Math, COMM 2311 (or concurrent enrollment), and a grade of C or better in the following courses: BCMN 2347, BCMN 2357, BCMN 2358, and BCMN 2360.

**BCMN 3350. SPECIALIZED TELEVISION REPORTING. 3 Hours.**

Producing and reporting of news information for the television media on specialized topics. Students will participate in news gathering, writing, and shoot packages for television. Prerequisite: A grade of C or better in BCMN 3340.

**BCMN 3355. BROADCAST ANNOUNCING. 3 Hours.**

Concentrated study of phrasing, timing, voice modulation, pronunciation and articulation. Analysis and interpretation of all types of broadcast copy. Integration of current industry standard announcing and performance into radio, television, podcasting and other digital productions. Prerequisite: COMM 2311 and a grade of C or better in the following courses: BCMN 2347, BCMN 2357, BCMN 2358, BCMN 2360.

**BCMN 3360. SPORTS REPORTING. 3 Hours.**

Reporting on sports across multiple platforms. Credit will not be given for both BCMN 3360 and JOUR 3360. Prerequisite: COMM 2311 (previously listed as JOUR 1345) and a grade of C or better (2.0/4.0 scale) in both BCMN 2347 and BCMN 2358.

**BCMN 3380. PODCAST PRODUCTION. 3 Hours.**

The fundamentals of podcast production including show design and content, audio-video recording and editing techniques, distribution, market analysis and promotion. Prerequisite: 45 hours earned.

**BCMN 4191. MEDIA WORKSHOP. 1 Hour.**

Contemporary activities in broadcasting. Topics will vary. May be repeated up to three times. Prerequisite: Permission of the instructor.

**BCMN 4320. CURRENT ISSUES IN TELECOMMUNICATIONS. 3 Hours.**

Recent and current literature in radio and television broadcasting, cablecasting, industrial video, satellite distribution, and national and international telecommunications policies. Current problems and possible solutions. Prerequisite: COMM 3315, a grade of C or better in BCMN 3319, and BCMN 3340.

**BCMN 4322. CORPORATE VIDEO PRODUCTION. 3 Hours.**

Producing video for nonprofit, municipal, and corporate community partners. Includes professional client interaction, project proposals and contracts, team dynamics and leadership, and video distribution guidelines. Prerequisite: COMM 3315, a grade of C or better in BCMN 3340, and a grade of C or better in two of the following: BCMN 3319, BCMN 3360, BCMN 3380, BCMN 4350.

**BCMN 4350. ADVANCED TELEVISION REPORTING. 3 Hours.**

Production and evaluation of news programs for transmission on electronic media. Students will participate in production of newscasts for airing via broadcast and cable systems. Prerequisite: COMM 3315, a grade of C or better in BCMN 3340.

**BCMN 4391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: BCMN 3340 and 60 hours earned, and permission.

**BCMN 4393. SPECIAL TOPICS. 3 Hours.**

Special studies in broadcasting. Topic varies from semester to semester. May be repeated when topics change, for a maximum of six credit hours. Prerequisite: BCMN 3340 and 60 hours earned, and permission of department.

**BCMN 4395. PROFESSIONAL INTERNSHIP. 3 Hours.**

Individual research in broadcasting while working with business and industry. Individual conference to be arranged. Prerequisite: 60 or more hours earned and permission of department.

**COURSES****COMM 1300. INTRODUCTION TO COMMUNICATION. 3 Hours. (TCCN = COMM 1307)**

Application of communication theories and principles to human communication; from the oral tradition to the printing press, photography, electronic media, and information technology.

**COMM 2195. COMMUNICATION CAREER PRACTICUM. 1 Hour.**

Individual experience with direct supervision of a communication professional while working with approved profit and non-profit professional organizations. Individual conference should be arranged with supervising professor. See department for course qualifications. May be repeated up to a total of three times. Prerequisite: Department of Communication Majors only and permission of the department. Graded Pass/Fail.

**COMM 2311. WRITING FOR MASS MEDIA. 3 Hours. (TCCN = COMM 2311)**

Writing techniques in Associated Press style with practice in research and news writing. Credit will not be given for both COMM 2311 and JOUR 1345.

**COMM 3300. COMMUNICATION TECHNOLOGY. 3 Hours.**

Grounded on theories of mediated communication, this course examines the adoption and effects of current and emerging communication technologies. The course also examines the implications of technology convergence as well as social, economic, organizational factors that shape the design and use of communication technology. Prerequisite: 30 hours earned.

**COMM 3303. COMMUNICATION GRAPHICS. 3 Hours.**

History, current practice, principles and trends in typography, imaging, pre-press and production, sheet finishing, bindery, paper and ink, logo design, advertising layout, publication design, and computer layout, design, and publishing. Prerequisite: 30 hours earned.

**COMM 3310. COMMUNICATION LAW & ETHICS. 3 Hours.**

Study of constitutional, statutory, administrative, and ethical governance of communication and the mass media, including journalism, the Internet, advertising, and film. Rights and responsibilities of citizens, professional communicators, and corporations are addressed. Prerequisite: 60 or more hours earned.

**COMM 3315. COMMUNICATION THEORY. 3 Hours.**

Study of communication theories; interpersonal, organizational, mass media, and intercultural. This course also satisfies the requirements for UNIV 1101. Prerequisite: 30 hours earned.

**COMM 3345. VISUALIZING CULTURE: MEDIA, IDENTITY AND POLITICS IN THE GLOBAL WORLD. 3 Hours.**

Introduces students to key concepts in Visual Anthropology. This course highlights the contribution of anthropological methods in theorizing the visual in everyday life for the construction of nationalist, gender, ethnic, and class identities. Readings are drawn from diverse geographical regions. Visual material discussed in class may include ethnographic films, art, graphic novels, comics, illustrated magazines, virtual exhibitions and soap operas. Assignments include a writing and research component, and team-based exercises. Offered as ANTH 3345 and COMM 3345; credit will be granted only in one department.

**COMM 3346. DISABILITY IN MASS MEDIA. 3 Hours.**

Explores how mass media frames disability and neurodiversity for the general public. Focuses on issues related to disability and mass media representation, including journalism, TV, film, advertising, photography, documentary, video games, and the Internet. Topics may include media models of representation, inspiration porn, disability blogs, accessible media, and disabled mimicry in TV and film, among others. Offered as DS 3346 and COMM 3346; credit will be granted in only one department.

**COMM 4191. READINGS IN COMMUNICATION. 1 Hour.**

Readings addressing contemporary issues in communication. Proficiency in writing and research skills emphasized. Primarily for Communications majors. Prerequisite: 90 or more hours earned; 12 hours of 3000/4000 level in the department.

**COMM 4300. COMMUNICATION RESEARCH. 3 Hours.**

Introduction to communication research, design, and methodology. Readings and criticism in interpersonal, public address, and mass communication research; project required. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4305. COMMUNICATION & SOCIETY. 3 Hours.**

Readings and analysis of the role of communication in modern society; its impact on contemporary social, cultural, political, and intellectual trends. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4306. RACE, GENDER, AND MEDIA. 3 Hours.**

Examines issues related to race, gender, and media. Students learn how to think critically about media patterns of representation, ways they become interwoven in media structures, and how the media produce identities. Prerequisite: COMM 3315 and 60 hours earned, or permission of the department.

**COMM 4318. MEDIA SALES AND PROMOTION. 3 Hours.**

Study of broadcast rating services and terminology used to determine the audience of a particular radio or television operation. Demonstrates the importance of sales skills needed in the media, and the importance of account executives to radio and television stations. Emphasizes positioning media among competitors with respect to promotional and marketing plans designed to build and maintain an audience. Relationship of media ratings to programming and sales. Credit will not be granted for both BCMN 3318 and COMM 4318. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4325. COMMUNICATION HISTORY. 3 Hours.**

Evolution and trends in forms of human communication; development of symbols and media technology with attention to their effects on society. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4330. POLITICAL COMMUNICATION. 3 Hours.**

Communication theories, principles, and strategies in modern political campaigns and events. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4335. INTERCULTURAL COMMUNICATION. 3 Hours.**

Examination of verbal and nonverbal barriers to effective intercultural communication such as ethnocentrism, stereotyping, prejudice, racism, proxemics, kinesics, haptics, and chronemics. Developing effective communication in intercultural contexts. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4340. CORPORATE COMMUNICATION. 3 Hours.**

Examines organizational communication strategies with special emphasis on how communication affects corporate constituencies. Corporate image and identity are linked to corporate advertising, press releases, financial communication, internal communication and crisis communication. Prerequisite: COMM 3315 and 60 hours earned.

**COMM 4350. HEALTH COMMUNICATION. 3 Hours.**

Overview of health communication in interpersonal and organizational contexts as well as the role of mediated communication on human behavior and policy. Topics include the patient-provider relationship, mental health and illness, risky behaviors, and the role of media and technology in health communication. Prerequisite: COMM 3315 and 60 hours earned, or permission of the department.

**COMM 4360. EMERGING MEDIA STRATEGY. 3 Hours.**

Branding strategy for creating an effective professional presence across multiple communication platforms. Prerequisites: BCMN 2370, PREL 3320, COMM 3303, CTEC 2350, or permission of the Department.

**COMM 4391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned, and permission.

**COMM 4392. ADVOCACY AND POLITICS. 3 Hours.**

An introduction to challenges individuals face when advocating for an issue, an idea, or even themselves. The goal of the course is to help students grasp concepts relevant to their internship experiences as Archer Fellows in Washington D.C. Enrollment is restricted to designated Archer Fellows. Prerequisite: POLS 2311 and POLS 2312.

**COMM 4393. COMMUNICATION TOPICS. 3 Hours.**

Seminar in interdisciplinary topics. May be repeated when topic changes, for a maximum of nine credit hours. Prerequisite: 60 or more hours earned.

**COMM 4394. HON THESIS / SENIOR PROJECT. 3 Hours.**

Required of all students in the University Honors College. During the senior year, the student must complete a thesis or a project under the direction of a faculty member in the major department.

**COMM 5300. ADVANCED THEORIES IN COMMUNICATION. 3 Hours.**

Advanced study of communication theories: interpersonal, organizational, mass media and intercultural.

**COMM 5301. SUPERVISED TEACHING. 3 Hours.**

Application of theory to the practices of teaching college courses in communication. Students will handle all aspects of the classroom including lecturing, conducting class discussions, issuing assignments, grading and assigning grades under the supervision of the course director. No unit credit will be allowed toward advanced degree.

**COMM 5305. COMMUNICATION RESEARCH METHODS. 3 Hours.**

Study and application of communication research, design and methodology. Students will apply statistics in communication research and complete a research project/paper.

**COMM 5306. QUALITATIVE RESEARCH METHODS. 3 Hours.**

Advanced study and application of qualitative communication research, design and methodology. Prerequisite: COMM 5300 and COMM 5305.

**COMM 5307. HISTORICAL RESEARCH METHODS IN COMMUNICATION. 3 Hours.**

This course provides students with an introduction to historical methods that are relevant to research in communication.

**COMM 5310. THEORIES IN PERSUASION. 3 Hours.**

A comparison of traditional with contemporary behavioral science theories of persuasive discourse and their supporting research.

**COMM 5316. CORPORATION COMMUNICATION STRATEGIES. 3 Hours.**

Examines organizational communication strategies with special emphasis on how communication affects corporate constituencies. Corporate image and identity are linked to corporate advertising, press releases, financial communication, internal communication and crisis communication.

**COMM 5320. ADVANCED VISUAL COMMUNICATION. 3 Hours.**

Theory of visual communication in technical communication. Practice includes conceptualization, development and production.

**COMM 5321. ADVANCED INTERNET MARKETING COMMUNICATION. 3 Hours.**

Study of the use of information technology to optimize advertising, promotion, public relations and sales functions. Examines an infrastructure of the Internet and how it affects information retrieval, Web design, Web site management and Web site security. Discusses research strategies, usage trends and social implications.

**COMM 5323. COMPUTER-MEDIATED COMMUNICATION. 3 Hours.**

Study of theoretical and practical issues associated with modern communication technology and computer-mediated communication in interpersonal and organizational communication contexts.

**COMM 5332. ADVANCED PROFESSIONAL COMMUNICATION. 3 Hours.**

Advanced study of the theory and practice in written and oral presentations with emphasis on the application of communication theory in organizational and technical professions.

**COMM 5335. GLOBAL COMMUNICATION. 3 Hours.**

Examination of verbal and nonverbal barriers to effective intercultural and international communication. Developing effective communication in advanced study of communication theories: interpersonal, organizational, mass media and intercultural contexts and exploring the definition and impact of global communication.

**COMM 5341. MEDIA MANAGEMENT. 3 Hours.**

Study of media policy and regulation; media, cultural, and management theories; media economics; accounting and finance; business strategy, management and marketing.

**COMM 5345. COMMUNICATION CAMPAIGNS. 3 Hours.**

Advanced study of communication theories and research with the goal of developing strategic communication plans, including the selection of the appropriate vehicles and creative tactics. Team project required.

**COMM 5346. MEDIA AND PUBLIC POLICY. 3 Hours.**

Advanced study of communication theories and research related to understanding the linkage between media, public opinion and public policy. Individual and/or team project required.

**COMM 5347. CRISIS COMMUNICATION. 3 Hours.**

Advanced study of communication theories related to crisis communication and strategies used to communicate with stakeholders before, during and after crisis situations.

**COMM 5349. COMMUNICATION IN VIRTUAL ORGANIZATIONS. 3 Hours.**

This course examines the communication processes in virtual organizations. Communication, organizational, and management theories related to virtual organizations will be introduced. Students will learn to critically analyze specific communication issues in virtual organizations, such as organizational trust, knowledge management, communication and knowledge networks, employee relationships, and organizational identification.

**COMM 5350. HEALTH COMMUNICATION. 3 Hours.**

This course provides an overview of health communication in interpersonal contexts as well as the role of mediated communication on human behavior and policy.

**COMM 5351. POLITICAL COMMUNICATION. 3 Hours.**

This course emphasizes theoretical perspectives while also exploring, analyzing and evaluating the applied aspects of communication in politics. Students will engage in research according to their own specific interests within communication.

**COMM 5352. SOCIAL MEDIA THEORY AND PRACTICE. 3 Hours.**

At the intersection of mass and interpersonal communication, social media has reshaped how millions of people experience popular culture, journalism and politics. This course will involve advanced study of networked communication, social implications of these networks and the application of professional techniques for communicating via social media and measuring progress using available platform analytics.

**COMM 5353. DIGITAL MEDIA DATA ANALYTICS. 3 Hours.**

Study theories and practices related to the collection, analysis, presentation, and interpretation of data for digital communication purposes. Students will work on data analytics and data visualization projects.

**COMM 5391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. Can be taken no more than two times for credit. Prerequisite: permission of the department.

**COMM 5392. SEMINAR. 3 Hours.**

Special topics. Topic varies from semester to semester. May be repeated when topic changes.

**COMM 5398. THESIS. 3 Hours.**

Student completion of a research project on a subject of primarily theoretical interest, intended for an academic audience. Prerequisite: satisfactory completion of coursework and consent of thesis advisor.

**COMM 5399. GRADUATE COMMUNICATION INTERNSHIP. 3 Hours.**

Practical training and experience in the field of communication. Applied communication research project is required. Course counts as an elective and has a pass/fail grade. No credit will be given for current employment, previous experience or activities. Prerequisite: Minimum nine graduate semester hours completed. Subject to departmental approval.

**COMM 5698. THESIS. 6 Hours.**

Student completion of a research study on a subject of primarily theoretical interest, intended for an academic audience. Prerequisite: satisfactory completion of thesis proposal defense and consent of thesis advisor.

**COURSES****COMS 0185. FORENSICS. 1 Hour. (TCCN = SPCH 1144)**

Preparation for and participation in intercollegiate and intersquad forensic activities. Students engage in supervised research, development of debate skills and individual speaking activities. Prerequisite: permission.

**COMS 1301. FUNDAMENTALS OF PUBLIC SPEAKING. 3 Hours. (TCCN = SPCH 1315)**

Stress on development of the individual's speaking abilities and confidence in a variety of speaking situations.

**COMS 1302. VOICE AND DICTION. 3 Hours. (TCCN = SPCH 1342)**

Designed to improve the quality of the individual's speech. Enunciation, articulation, pronunciation, and the fundamentals of voice production. The phonetic alphabet as a visual means of teaching auditory differences.

**COMS 2302. PROFESSIONAL AND TECHNICAL COMMUNICATION FOR SCIENCE AND ENGINEERING. 3 Hours.**

Theory and practice in written and oral presentations with an emphasis on professional and technical communication for science and engineering. Prerequisites: 30 or more hours earned and ENGL 1301 or Student Group.

**COMS 2304. GROUP COMMUNICATION PRINCIPLES. 3 Hours. (TCCN = SPCH 2333)**

Principles and practice of effective interaction within small groups including meeting planning, agenda setting, conflict management, and decision making.

**COMS 2305. BUSINESS AND PROFESSIONAL COMMUNICATION. 3 Hours. (TCCN = SPCH 1321)**

Insight into communication skills. Designed to give the student experience in interviewing, business presentations, organizational reports, and the relationship of visual and oral presentations to business.

**COMS 3309. ORGANIZATIONAL COMMUNICATION. 3 Hours.**

Communication functions within formally structured social systems such as business, government, and education. Emphasis on conceptual schemes for conducting analysis of training programs in organizational communication. Credit will not be given for both COMS 3309 and PCOM 3309. Prerequisite: COMS 2304 with a grade of C or better (2.0/4.0), COMS 1301, and 3 hours of Math.

**COMS 3310. GROUP COMMUNICATION THEORY. 3 Hours.**

Characteristics of group communication including group function and formation, norms, cohesion, problem solving, leadership, and ethics. Prerequisite: COMS 2304 with a grade of C or better (2.0/4.0) and 3 hours of Math.

**COMS 3312. BACKGROUNDS OF PUBLIC ADDRESS. 3 Hours.**

Traditional works pertinent to theories of communication. Emphasis on discovering the traditional bases shared by empirical and critical studies of rhetorical communication. Prerequisite: COMS 1301 and COMS 2304 with a grade of C or better (2.0/4.0), or permission of the department.

**COMS 3315. COMMUNICATION FOR EDUCATORS. 3 Hours.**

Basic concepts, theories, research and processes relevant to formal and informal instructional situations. Units of study will focus on intrapersonal, interpersonal, small group, and presentational communication. Prerequisite: COMS 1301 and COMS 2304 with a grade of C or better (2.0/4.0), or permission of the department.

**COMS 3316. COMMUNICATION IN HUMAN RELATIONS. 3 Hours.**

The human communication process within social, business, and family contexts. Theories and principles of interpersonal communication. Prerequisites: COMS 3315 and COMS 1301. COMS 2304 with a grade of C or better (2.0/4.0).

**COMS 3320. INTERVIEW PRINCIPLES. 3 Hours.**

Theory and practice in interviewing as it relates to information-gathering, questioning, and response analysis in probing, persuasive, employment, and survey interviews; practical and legal application in employment interviews; preparation of resume and cover letter. Prerequisite: One of the following: COMS 1301, COMS 2302, or COMS 2305.

**COMS 3321. ORAL INTERPRETATION OF LITERATURE. 3 Hours.**

The fundamental principles of oral interpretation and techniques of interpretation. Stresses background research concerning author and type of material. Prerequisite: COMS 1301. A grade of C or better in one of the following courses: COMS 2302, COMS 2304, COMS 2305.

**COMS 3323. ORAL INTERPRETATION OF CHILDREN'S LITERATURE. 3 Hours.**

Traditional oral interpretation principles and performance techniques as applied to various genres of children's literature. Prerequisite: COMS 1301, a grade of C or better in one of the following courses: COMS 2302, COMS 2304, COMS 2305.

**COMS 4300. PERSUASIVE COMMUNICATION. 3 Hours.**

Analysis of the means by which persuasive communication affects individuals and society. Extensive reading of theories of techniques of persuasion. Study of the adaptation of motivational appeals, structural strategies, and other persuasive techniques in interpersonal and public contexts. Prerequisite: COMM 3315 and COMS 1301; COMS 2304 with a grade of C or better (2.0/4.0).

**COMS 4302. MODERN PUBLIC ADDRESS. 3 Hours.**

Analysis of major 20th-century forms of public address and speakers. Application of various models for criticism and public address. Prerequisite: COMM 3315, COMS 1301, and a grade C or better in one of the following courses: COMS 2302, COMS 2304, COMS 2305; or permission of the department.

**COMS 4315. BUSINESS PRESENTATIONS. 3 Hours.**

The role of internal and external informative and persuasive presentations in business organizations. Extensive readings and practice with an emphasis on research, development, organization, and critical evaluation of oral and visual presentations. Credit will not be given for both COMS 4315 and PCOM 4315. Prerequisite: 60 hours complete and a C or better in one of the following courses: COMS 1301, COMS 2302, COMS 2304, or COMS 2305.

**COMS 4320. MANAGERIAL COMMUNICATION. 3 Hours.**

Analysis of the role of the business manager; readings in research and theory with emphasis on problem-solving and motivation. Credit will not be given for both COMS 4320 and PCOM 4320. Prerequisite: COMM 3315 and COMS 3309 with a grade of C or better (2.0/4.0), or permission of the department.

**COMS 4321. READERS THEATRE. 3 Hours.**

Readers interpret various kinds of literature for an audience. Analysis and criticism of literature are stressed. Prerequisite: COMM 3315, a grade of C or better (2.0/4.0) in COMS 3321 or COMS 3323, or permission of the department.

**COMS 4322. COMMUNICATION TRAINING AND DEVELOPMENT. 3 Hours.**

The process of analyzing communication problems and providing training skills for businesses and organizations. Emphasizes practical knowledge of facilitating skill improvement in verbal and nonverbal communication. Prerequisite: 60 hours complete and a C or better in one of the following courses: COMS 1301, COMS 2302, COMS 2304, or COMS 2305.

**COMS 4391. CONFERENCE COURSE. 3 Hours.**

Topics assigned on an individual basis, covering research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission.

**COMS 4393. COMMUNICATION TOPICS. 3 Hours.**

Special studies in speech. Topics will vary from semester to semester. May be repeated once when topics vary. Prerequisite: 60 hours earned, and permission.

**COMS 4395. PROFESSIONAL INTERNSHIP. 3 Hours.**

Individual research while working with business and industry. Individual conference to be arranged. Graded Pass/Fail. Prerequisite: 60 or more hours earned, and permission.

**COURSES****CTEC 2350. WEB COMMUNICATION DESIGN AND DEVELOPMENT 1. 3 Hours.**

Overview of theoretical principles of communication, organization, human-computer interaction, and user experience research for effective communication over the Internet. This course provides an introduction to essential elements of Web design and development, including using markup and style sheet languages, developing information architecture, and assessing usability.

**CTEC 3320. MULTIMODAL COMMUNICATION AND DESIGN. 3 Hours.**

Application of contemporary communication theories to examine how meaning is constructed, interpreted and produced through multiple communication modalities. Students are expected to complete a theoretically informed, personal portfolio and accumulate skills in digital workflows, graphic creation and manipulation, audio-video editing, storyboarding, and compositing. Prerequisite: COMM 3303.

**CTEC 3350. WEB COMMUNICATION DESIGN AND DEVELOPMENT 2. 3 Hours.**

A continuation of CTEC 2350. This course provides in-depth examination of usability, accessibility, online rhetoric, and branding. Content also includes current Web communication technology including markup language, scripting and style sheet, for effective communication on the Web across multiple technological platforms. Prerequisite: CTEC 2350 with a grade of C (2.0/4.0 scale) or better, and 3 hours of Math.

**CTEC 4309. INTERNET MARKETING COMMUNICATION. 3 Hours.**

Course examines best practices in marketing communication; considers electronic commerce conducted via current communication and information technology. Discussion of theories, research strategies, usage trends, and current development. Prerequisite: COMM 3300, COMM 3315, a grade of C (2.0/4.0) or better in COMM 2311, and one of the following: ADVT 4300, CTEC 3350, PREL 3355, or COMM 4318.

**CTEC 4321. DIGITAL COMMUNICATION MANAGEMENT. 3 Hours.**

Study of corporate and organizational communication theories through a user-centered approach. Students will design, analyze, and evaluate the organization and structure of digital communication via the development of Web-based, database-supported interactive applications. Prerequisite: COMM 3315, a grade of C or better (2.0/4.0) in the following: COMM 2311, CTEC 2350, and CTEC 3350.

**CTEC 4323. USER EXPERIENCE RESEARCH AND DESIGN. 3 Hours.**

Study of contemporary theories of user experience research including human-computer interaction, interaction design, multimodal communication, and industrial design. Prerequisites: COMM 3315 and a grade of C or better (2.0/4.0) in the following: COMM 2311, CTEC 2350, CTEC 3320, CTEC 3350, or, for non-CTEC majors, permission of the department.

**CTEC 4350. WEB COMMUNICATION DESIGN AND DEVELOPMENT 3. 3 Hours.**

This capstone course of the CTEC sequence reviews and applies theoretical principles of communication, human-computer interaction, user experience research, and information architecture for effective communication over the Internet. The course includes web design, implementation, development and project management. Prerequisites: A grade of C (2.0/4.0) or better in the following courses: CTEC 2350, CTEC 3320, CTEC 3350, CTEC 4309, and either CTEC 4321 or CTEC 4323.

**CTEC 4391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission of the department.

**CTEC 4393. SPECIAL TOPICS. 3 Hours.**

Special studies in communication technology. Topic varies from semester to semester. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission.

**CTEC 4395. PROFESSIONAL INTERNSHIP. 3 Hours.**

Individual research while working with business and industry. Individual conference to be arranged. Prerequisite: 60 or more hours earned and permission.

**COURSES****JOUR 2330. INTRODUCTION TO JOURNALISM. 3 Hours. (TCCN = COMM 2302)**

Providing an overview of ethics, history, principles and fundamentals of journalism as reflected in current practices.

**JOUR 2340. PHOTOJOURNALISM I. 3 Hours. (TCCN = COMM 1316)**

Basic theory and techniques of photojournalism; introduction to electronic digital photography and editing; professional, technical, and aesthetic values.

**JOUR 2346. REPORTING. 3 Hours. (TCCN = COMM 2310)**

Complex journalistic stories with emphasis on ethics, researching, interviewing, and writing of general news stories, news features, and specialized stories. Prerequisite: COMM 2311 with a grade of C or better. JOUR majors and JOUR intended: COMM 2311 and JOUR 2330 both with a grade of C or better.

**JOUR 3330. DATA JOURNALISM. 3 Hours.**

Use of data management skills and software to report stories, using journalistic principles and writing style as well as visualization. Prerequisite: JOUR 2346 with a C or better.

**JOUR 3341. PHOTOJOURNALISM II. 3 Hours.**

Advanced electronic imaging techniques as applied to newspapers, magazines, and public relations. Prerequisite: JOUR 2340 with a grade of C (2.0/4.0) or better.

**JOUR 3345. COPY EDITING. 3 Hours.**

Focus on the function of editors, copy editors and copy editing for journalistic and other publications in print and online formats. Prerequisite: A grade of C or higher in both JOUR 2330 and JOUR 2346, or permission of the department.

**JOUR 3360. SPORTS REPORTING. 3 Hours.**

Reporting on sports across multiple platforms. Credit will not be given for both BCMN 3360 and JOUR 3360. Prerequisite: A grade of C or better in both JOUR 2340 and JOUR 2346.

**JOUR 4325. SPECIALIZED REPORTING. 3 Hours.**

This course focuses on the unique demands of a specialized form of journalism. Subjects include such topics as sports reporting, business reporting, health and science reporting, travel reporting and writing for new media. Prerequisite: JOUR 2346 with a grade of C or higher and COMM 3315.

**JOUR 4326. FEATURE AND OPINION WRITING. 3 Hours.**

Nature, function, and structure of articles for print and online media. Prerequisite: JOUR 2346 with a grade of C or better and COMM 3315.

**JOUR 4341. DIGITAL STORYTELLING. 3 Hours.**

Creating multimedia packages in news, illustrative, and narrative formats. Conducting social media journalism. Readings in newsroom practices, law, and ethics of digital communication. Prerequisites: COMM 3315, and a grade of C (2.0/4.0) or better in JOUR 2346 and JOUR 3341.

**JOUR 4346. PUBLIC AFFAIRS REPORTING. 3 Hours.**

Research in planning and writing techniques required for covering such public affairs news sources as governmental offices, bureaus, and agencies. Experience in covering local government agencies, including agency budgets. Investigative and in-depth methods of news gathering; extensive practice in news writing. Prerequisite: COMM 3315, JOUR 2346 with a grade of C or higher, and completion or concurrent enrollment in JOUR 3330.

**JOUR 4391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission of the department.



**JOUR 4393. SPECIAL TOPICS. 3 Hours.**

Special studies in journalism. Topic varies from semester to semester. May be repeated as topics vary. Prerequisite: JOUR 2346, 60 or more hours earned, and permission of the department.

**JOUR 4395. PROFESSIONAL INTERNSHIP. 3 Hours.**

Individual research while working with business and industry. Individual conference to be arranged. Graded P/F. Prerequisite: 60 or more hours earned and permission of the department.

**COURSES****PCOM 2301. INTRODUCTION TO NONPROFITS AND PHILANTHROPY. 3 Hours.**

An overview of working in the nonprofit sector and exploring the issues and values surrounding philanthropy and not-for-profit organizations. Topics include history of philanthropy, theories of the nonprofit sector, law and governance, programming, mission, volunteer recruiting, and fundraising.

**PCOM 3301. FUNDRAISING AND DEVELOPMENT. 3 Hours.**

Examination of the fundraising practices and development role in nonprofits including the role of government support, earned revenue, private giving, and legal and ethical contexts of fundraising. Topics include the major areas of philanthropy in addition to the fundraising tools such as grant proposals, special events, planned giving, capital campaigns, and new technologies. Prerequisite: PCOM 2301.

**PCOM 3309. ORGANIZATIONAL COMMUNICATION. 3 Hours.**

Communication functions within formally structured social systems such as business, government, and education. Emphasis on conceptual schemes for conducting analysis of training programs in organizational communication. Credit will not be given for both COMS 3309 and PCOM 3309. Prerequisite: COMS 2304 with a grade of C or better (2.0/4.0), COMS 1301, and 3 hours of Math.

**PCOM 3320. STRATEGIC SOCIAL MEDIA COMMUNICATION. 3 Hours.**

Developing strategy and content for social media, engaging in audience analysis, understanding the unique attributes of various platforms, and communicating ethically and effectively across those platforms. Credit will not be given for both PCOM 3320 and PREL 3320.

**PCOM 4301. NONPROFIT MANAGEMENT. 3 Hours.**

Leadership of nonprofits including staff, volunteers, marketing, advocacy, and board development. Topics include the creation of compelling programs and the use of storytelling to appeal to target audiences. Operational and financial aspects of nonprofit management, mission and governance of organizations, and strategic planning for effective management are also covered. Prerequisite: COMM 3315, PCOM 2301, PCOM 3301.

**PCOM 4315. BUSINESS PRESENTATIONS. 3 Hours.**

The role of internal and external informative and persuasive presentations in business organizations. Extensive readings and practice with an emphasis on research, development, organization, and critical evaluation of oral and visual presentations. Credit will not be given for both COMS 4315 and PCOM 4315. Prerequisite: 60 hours complete and a C or better in one of the following courses: COMS 1301, COMS 2302, COMS 2304, or COMS 2305.

**PCOM 4320. MANAGERIAL COMMUNICATION. 3 Hours.**

Analysis of the role of the business manager; readings in research and theory with emphasis on problem-solving and motivation. Credit will not be given for both COMS 4320 and PCOM 4320. Prerequisite: COMM 3315 and COMS 3309 with a grade of C or better (2.0/4.0), or permission of the department.

**PCOM 4393. SPECIAL TOPICS. 3 Hours.**

Special studies in philanthropy. Topic varies from semester to semester. May be repeated when topic changes for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission.

**PCOM 4395. DIRECTED INTERNSHIP IN NONPROFITS AND PHILANTHROPY. 3 Hours.**

Application of practices and theories within a professional philanthropic context. Students work with a host organization in their area of interest applying knowledge to practical situations. Individual conference to be arranged. Graded Pass/Fail. Prerequisite: COMM 3315, PCOM 2301, and PCOM 3301.

**COURSES****PREL 2338. INTRODUCTION TO PUBLIC RELATIONS. 3 Hours. (TCCN = COMM 2330)**

Principles and methods of building goodwill and obtaining publicity; process of influencing public opinion; analysis of media; implementation of public relations programs.

**PREL 3320. STRATEGIC SOCIAL MEDIA COMMUNICATION. 3 Hours.**

Developing strategy and content for social media, engaging in audience analysis, understanding the unique attributes of various platforms, and communicating ethically and effectively across those platforms. Credit will not be given for both PCOM 3320 and PREL 3320.

**PREL 3339. PUBLIC RELATIONS METHODS I. 3 Hours.**

The theory and practice of selecting the appropriate mass media channels to reach and influence specialized groups with introductory practice in public relations writing. Prerequisite: A grade of C or higher (2.0/4.0 scale) in the following courses: PREL 2338, COMM 2311, and either MATH 1308 or MATH 1309, and 60 or more hours earned.

**PREL 3340. PUBLIC RELATIONS METHODS II. 3 Hours.**

The theory and advanced practice of selecting the appropriate mass media channels to reach and influence specialized groups with strategic public relations writing. Prerequisite: PREL 3339 with a grade of C or higher (2.0/4.0 scale).

**PREL 4316. PUBLIC RELATIONS CAMPAIGNS. 3 Hours.**

The study of advanced public relations campaign strategies based on research techniques; campaign development, implementation and assessment. Prerequisite: PREL 3339 and PREL 3340 with a grade of C (2.0/4.0) or better. COMM 3315, COMM 3303, and ECON 2305, and completion or concurrent enrollment in PREL 4320.

**PREL 4320. PUBLIC RELATIONS MANAGEMENT CASE STUDIES. 3 Hours.**

The use of case studies to study public relations management decision-making in areas of operation, personnel, content, promotion, finance, and governmental regulations. Prerequisite: COMM 3315, A grade of C (2.0/4.0) or better in PREL 3340.

**PREL 4391. CONFERENCE COURSE. 3 Hours.**

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission of the department.

**PREL 4393. SPECIAL TOPICS. 3 Hours.**

Special studies in public relations. Topic varies from semester to semester. May be repeated when topic changes for a maximum of six credit hours. Prerequisite: 60 or more hours earned, and permission of the department.

**PREL 4395. PROFESSIONAL INTERNSHIP. 3 Hours.**

Individual research in public relations while working with business and industry. Individual conference to be arranged. Prerequisite: 60 or more hours earned and permission of the department.