

# SCHOOL OF COMMUNICATIONS

## Communications and Computing & Engineering Building

Ed McMahon Communications Center, Lender building

203-582-8492 (central office)

### Administrative Offices

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Interim Dean	Terry Bloom	203-582-8440	terry.bloom@qu.edu
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Quinnipiac in Los Angeles Program Novo	Andres Rosende	203-582-7887	andres.rosendenovo@qu.edu

### Departments

Department	Chairperson	Phone	Email
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Film, Television and Media Arts	Frederick Staudmyer	203-582-6554	frederick.staudmyer@qu.edu
Interactive Media and Design	Ewa Callahan	203-582-3470	ewa.callahan@qu.edu
Journalism	Molly Yanity	203-582-5031	molly.yanity@qu.edu
Media Studies (BA in Communications)	Nancy Worthington	203-582-8059	nancy.worthington@qu.edu

### Graduate Programs

Title	Name	Phone	Email
Graduate Program Director, Cinematic Production Management	Blythe Frank	203-582-7624	blythe.frank@qu.edu

Graduate Program Director, Interactive Media and Communications	John Powers	203-582-7939	john.powers@qu.edu
Graduate Program Director, Journalism and Sports Journalism	Molly Yanity	203-582-5031	molly.yanity@qu.edu
Graduate Program Director, Public Relations	Laura Willis	203-582-7805	laura.willis@qu.edu

## School Overview

The School of Communications offers bachelor's degrees in advertising and integrated communications; film, television and media arts; graphic and interactive design; journalism; media studies; and public relations, as well as master's degrees in cinematic production management, interactive media and communications, journalism, public relations and sports journalism. The school also has well-established relationships with more than 1,000 private and nonprofit communications organizations, offering advanced students internship opportunities in professional settings. Students are encouraged to explore and advance their educational and professional interests while gaining the critical practical experience and training to develop a portfolio of work before they graduate.

To assist in the twin goals of offering our faculty a high-level view of innovations in the media world as well as offering our students high-quality internships and post-graduation employment, the school has created the Alumni Advisory Board (<https://www.qu.edu/schools/communications/alumni-advisory-board.html>), consisting of media leaders and executives.

On campus, students work in one of the finest university media education facilities in the Northeast – the Ed McMahon Communications Center. The center features a spacious, professional-level, all-digital 4K television studio; a media innovation classroom; 4K collaborative editing suites; and a 7.1 surround sound screening theater. The center is equipped with state-of-the-art technology, including numerous iMac stations running the latest applications for post-production and animation. It includes an automated podcast studio, and is staffed with highly skilled media professionals to instruct and assist our students. Additional classrooms and labs, along with the Quinnipiac University Podcast Studio, the Open-Air Production Studio, "The Agency" (a student-run integrated communications agency offering design, advertising and public relations services to clients), a design studio, a Remote Equipment Depot, the "Hub" student computer center and independent study facilities are located in the Communications, Computing and Engineering building, which also houses the school's faculty and administrative offices.

## Undergraduate Studies

### School Requirements

Beyond the University Curriculum requirements, students pursuing a bachelor of arts degree in the School of Communications must complete the following:

- 9 credits in the school-wide core
- all major requirements (outlined below)
- a minor (typically 18 credits) to be chosen in consultation with the student's adviser

- 2 credits in the Seminars for Success: COM 101 and COM 201
- 6 credits in the area of “global issues and cultures.” The School of Communications maintains a list of acceptable courses to satisfy this requirement.
- two additional courses outside the School of Communications, one of which must be at the 200 level or higher.
- *Note:* The BA and BFA degrees in film, television and media arts require DR 150, DR 160 or DR 220 and one additional course outside the School of Communications at the 200 level or higher. Students pursuing the BFA degree are not required to complete a minor.

**Academic Expectations:** Students are expected to achieve a B- (2.67 GPA) or better in School of Communications courses during their first semester in the School of Communications. Students who do not meet this standard will be notified and are required to meet with a representative from the dean’s office to address their academic progress and develop a plan for improvement.

**Transfer Credits:** The School of Communications accepts up to 18 transfer credits toward major requirements. Additional courses may apply to UC or elective courses as appropriate.

## Advising

Academic advising in the School of Communications fosters a collaborative relationship between student and adviser. Our academic advising program is dedicated to guiding undergraduates in achieving intellectual and personal growth and preparing them for professional success in a diverse and changing global community. Each undergraduate student is paired with a faculty adviser who will serve as a guide and mentor. Although the primary responsibility for course selection rests with the student, the adviser assists in reviewing the student’s program plan and discussing course selection during a mandatory advising meeting each semester prior to course registration. Students are required to schedule and attend a meeting with their assigned adviser each semester by their advising deadline.

**Note:** The primary responsibility for the completion of all prerequisites for courses belongs to the student. Students who take courses without the proper prerequisites, or who complete the prerequisites after taking the courses, may lose credits toward their degree requirements. Students may not repeat a course for credit except to remove an F grade or, under special circumstances, to remove a C- or D grade in a school requirement, a prerequisite, or within the major.

## Career Development

In the School of Communications, career development staff work with students to explore communications career interests and assist with application materials unique to communications industries such as portfolios and resume reels. There is a strong focus on networking, particularly with alumni of the School of Communications, to prepare students to land internships and launch careers in fields that require specific searching techniques and rely heavily on referrals. Students learn about a variety of job structures from traditional full-time roles to freelance work common in some areas of industry. Staff play an integral part in the career curriculum of the school and are the instructors of both the Media Career Development course, required for all Communications students to graduate, and all credit-bearing internship courses.

## Mission

The mission of the School of Communications is to educate communications professionals. We prepare active citizens with the

tools to be self-reflective critical thinkers, creative problem solvers and transformative storytellers.

## Values

The School of Communications faculty and staff believe that the voices of all people should be heard, and that any ensuing debate be based on considered thought and evidence and without any dehumanizing words or actions.

We believe that educating communications professionals must happen in an environment that is grounded in respect for different cultures and experiences.

We believe in justice, equality and compassion as principles that guide our decisions and actions.

We believe in practicing an ethics of care that responds to the needs of each individual in our community.

We believe that our curricula and classrooms should be inclusive spaces where everyone should feel comfortable to bring their whole selves.

We believe that students, faculty and staff should reflect the diversity of our society and that they should see themselves represented in the materials that we teach.

We acknowledge the institutionalized inequalities that limit access to higher education and the ways in which the School has benefited from them, including the indigenous land on which Quinnipiac University stands.

## Commitment

The School reaffirms its commitment to equalizing access to education for all students and will provide resources, recruitment tools and programs to mitigate the challenges that marginalized students face in higher education.

The School will engage in a continual process of self-examination and adaptation that recognizes the ways in which we participate in and benefit from the current system.

The School will educate students who will be active citizens, eager to join in the building of democracy and equipped to identify and fight against injustice.

The School will regularly evaluate and inspect our curriculum to ensure it is inclusive and designed to provide students with the concepts and vocabulary they need to effectively communicate in a multicultural society.

The School will participate in a continuing process of growth that is transparent and accountable to all members of our community.

## Bachelor of Arts

- Bachelor of Arts in Advertising and Integrated Communications (<http://catalog.qu.edu/communications/advertising-public-relations/advertising-integrated-communications-ba/>)
- Bachelor of Arts in Communications (<http://catalog.qu.edu/communications/media-studies/communications-ba/>) (Media Studies)

- Bachelor of Arts in Film, Television and Media Arts (<http://catalog.qu.edu/communications/film-television-media-arts/film-television-media-arts-ba/>)
- Bachelor of Arts in Graphic and Interactive Design (<http://catalog.qu.edu/communications/interactive-media-design/graphic-interactive-design-ba/>)
- Bachelor of Arts in Journalism (<http://catalog.qu.edu/communications/journalism/journalism-ba/>)
- Bachelor of Arts in Public Relations (<http://catalog.qu.edu/communications/advertising-public-relations/public-relations-ba/>)

## Bachelor of Fine Arts

- Bachelor of Fine Arts in Film, Television and Media Arts (<http://catalog.qu.edu/communications/film-television-media-arts/film-television-media-arts-bfa/>)

## Dual-Degree Programs

- Communications Accelerated Dual-Degree Bachelor's/Master's (3+1) (<http://catalog.qu.edu/communications/accelerated-four-year/>)
- Dual-Degree Bachelor's/Master's in Cinematic Production Management (4+1) (<http://catalog.qu.edu/graduate-studies/communications/dual-degree-cinematic-production-management-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Interactive Media and Communications (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-interactive-media-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Journalism (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-journalism-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Public Relations (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-public-relations-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Sports Journalism (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-sports-journalism-ba-bs-ms/>)

## Minors

- Minor in Advertising and Public Relations (<http://catalog.qu.edu/communications/advertising-public-relations/advertising-public-relations-minor/>)
- Minor in Film and Television (<http://catalog.qu.edu/communications/film-television-media-arts/film-television-minor/>)
- Minor in Financial Communication and Business Journalism (<http://catalog.qu.edu/communications/journalism/financial-communication-business-journalism-minor/>)
- Minor in Journalism (<http://catalog.qu.edu/communications/journalism/journalism-minor/>)
- Minor in Media Studies (<http://catalog.qu.edu/communications/media-studies/media-studies-minor/>)
- Minor in Public Diplomacy (<http://catalog.qu.edu/communications/advertising-public-relations/public-diplomacy-minor/>)

## Master's Degrees

- Master of Arts in Cinematic Production Management (<http://catalog.qu.edu/graduate-studies/communications/cinematic-production-management-ms/>)

- Master of Science in Interactive Media and Communications (<http://catalog.qu.edu/graduate-studies/communications/interactive-media-ms/>)
- Master of Science in Journalism (<http://catalog.qu.edu/graduate-studies/communications/journalism-ms/>)
- Master of Science in Public Relations (<http://catalog.qu.edu/graduate-studies/communications/public-relations-ms/>)
- Master of Science in Public Relations - Online/Professional Track (<http://catalog.qu.edu/graduate-studies/communications/public-relations-ms-online/>)
- Master of Science in Sports Journalism (<http://catalog.qu.edu/graduate-studies/communications/sports-journalism-ms/>)

## Dual-Degree Programs

- Dual-Degree Bachelor's/Master's in Cinematic Production Management (4+1) (<http://catalog.qu.edu/graduate-studies/communications/dual-degree-cinematic-production-management-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Interactive Media and Communications (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-interactive-media-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Journalism (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-journalism-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Public Relations (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-public-relations-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Sports Journalism (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-sports-journalism-ba-bs-ms/>)

## Advertising and Public Relations (ADPR)

### ADPR 101. Principles of Public Relations.

**3 Credits.**

This course traces the development of the public relations discipline and examines the role of public relations in organizations and society. Students are introduced to the role that public relations plays in communicating to individuals, groups and society at large. Basic public relations principles and theories are examined. Students are introduced to critical thinking and reasoning concepts as well as the various professional roles in the field.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**UC:** Breadth Elective, University Curriculum Ele

### ADPR 102. Principles Adv/Integrated Comm.

**3 Credits.**

Principles of Advertising and Integrated Communication is an introductory course that provides a comprehensive overview of the practices of advertising and integrated communication (ADIC) as they are used by organizations to maximize the impact of unified messages and promotions on consumers and other stakeholders. The course is designed to introduce students to contemporary issues and practices as well as to analyze ethical considerations involved in the basic principles within the communications campaign planning process.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**UC:** Breadth Elective, University Curriculum Ele

### ADPR 159. Advertising & Integ Comm Elect.

**3 Credits.**

**Prerequisites:** None

- ADPR 201. Writing for Strategic Comm. 3 Credits.**  
Written communication is central to most advertising and public relations careers. Clear and persuasive writing is one of the tools used in advertising and public relations to convey clients' messages to target publics. This writing-intensive course introduces students to the world of professional advertising and public relations writing. Topics include press releases and other print tactics, online content and social media. Students are involved in both in-class and out-of-class assignments.  
**Prerequisites:** Take ADPR 101 or ADPR 102  
**Offered:** Every year, Fall and Spring
- ADPR 215. Web, Mobile & Interactive Design. 3 Credits.**  
Students learn how to create desktop and mobile multimedia elements using web development software, HTML5, CSS3 and simple scripting. Students design projects that include functional websites, animated content and interactive experiences.  
**Prerequisites:** None  
**Offered:** Every year, Fall and Spring
- ADPR 259. Advertising & Integr Comm Elec. 3 Credits.**  
**Prerequisites:** None
- ADPR 309. Public Diplomacy. 3 Credits.**  
This course examines concepts, issues and practices in public diplomacy, or the management of a nation's communications and relationships with foreign publics who have the ability to affect national and international interests. Students examine theoretical and practical aspects of public diplomacy, looking closely at the purpose and value of public diplomacy in governments and other institutions, the roles and responsibilities of public diplomacy specialists, and principles of strategic practices. Students apply what they have learned in the development of public diplomacy materials.  
**Prerequisites:** None  
**Offered:** Every year, Spring  
**UC:** Breadth Elective
- ADPR 311. Sports Public Relations (sps 311). 3 Credits.**  
This class is a comprehensive review of sports management and sports event planning. Students examine such topics as strategic planning, budgeting and time management.  
**Prerequisites:** None  
**Offered:** Every year, Spring
- ADPR 320. Strategies for Social Media. 3 Credits.**  
This course addresses the impact of social and mobile media in an integrated profession. It focuses on strategically using social media to conduct research and monitor issues, to develop, implement and evaluate the success of public relations, advertising and integrated communication efforts. The course emphasizes strategic usage of such social media tools as social networks, social bookmarking sites, blogs, podcasts/vodcasts, discussion boards and conferences, wikis, mobile media and geolocation apps.  
**Prerequisites:** Take ADPR 201 or STC 201  
**Offered:** Every year, Fall and Spring
- ADPR 332. Communication Research & Analysis. 3 Credits.**  
Quantitative reasoning is expected of today's strategic communication professional, and this course presents an exploration of both quantitative and qualitative research methods. Students learn how to use principles of scientific research and data analysis to establish, monitor and evaluate communication efforts.  
**Prerequisites:** Take ADPR 101 or ADPR 102.  
**Offered:** Every year, Fall and Spring
- ADPR 335. Media Systems and Planning. 3 Credits.**  
In this course, students learn about traditional as well as new and emerging technologies, with particular emphasis on their strengths and weaknesses as message carriers. Discussions include an overview of commonly used metrics and sources of data in the advertising and communications industries. Students then use this knowledge to plan and budget for integrated communication plans that capitalize on paid, earned and owned outlets.  
**Prerequisites:** Take ADPR 332 or STC 332  
**Offered:** Every year, Spring
- ADPR 341. Corporate Public Relations. 3 Credits.**  
This course provides students with the knowledge and skills required for positions in the corporate sector. Topics include media relations, employee communication, community relations, investor relations and crisis communication. Students hone their written communication and critical thinking skills in this class.  
**Prerequisites:** Take ADPR 201.  
**Offered:** As needed
- ADPR 343. Nonprofit Public Relations. 3 Credits.**  
This course is designed for students who are interested in nonprofit public relations practice. Nonprofit practitioners help organizations manage their relationships by using many types of communication. This class helps students hone the skills that enable them to prosper as nonprofit public relations professionals. Written communication skills, along with other skills, are stressed.  
**Prerequisites:** Take ADPR 201.  
**Offered:** As needed
- ADPR 344. Global Strategic Communications Management. 3 Credits.**  
This course is designed to explore the global reach of strategic communication, its challenges, opportunities and worldwide development. It examines how various communication disciplines such as advertising, integrated marketing communication and public relations work together in various cultures, and geopolitical and socio-economic systems. Students explore strategic communication practices from a cosmopolitan perspective while focusing on understanding global, national and local audiences in order to create an integrated strategic communication plan that strengthens brand images.  
**Prerequisites:** Take ADPR 101 or ADPR 102.  
**Offered:** As needed
- ADPR 345. Investor Relations. 3 Credits.**  
This course is designed for students who may wish to enter the field of investor relations. Students are introduced to the main activities carried out by investor relations professionals and to concepts such as finance and accounting.  
**Prerequisites:** Take ADPR 201.  
**Offered:** As needed
- ADPR 346. Strategic Health Communication. 3 Credits.**  
The course presents a social scientific exploration of the field of strategic health communications, with particular attention to analysis and practice of health communication relationships and messages. Participants examine theories of health behavior change and media effects. Health is discussed from an ecological perspective, considering how various social structures impact community and individual health and cultural differences regarding health. Students consider examples of mediated health campaigns and research evaluating their effectiveness. They examine the interplay among theory, research and practice, with a special emphasis on how theory informs practice.  
**Prerequisites:** Take ADPR 201.  
**Offered:** As needed

**ADPR 348. Public Rel Event Planning. 3 Credits.**

This course emphasizes the fundamentals of event planning, from developing the event, choosing a site and activities, promoting the event, accommodating the audience, coordinating volunteers, overseeing a safe event environment, and assessing the event after completion. At the end of the course, based upon the readings and real-life application, the student should be able to appreciate and understand how to plan a first-rate event, regardless of the client, theme or environment.

**Prerequisites:** Take ADPR 201 or STC 201

**Offered:** As needed

**ADPR 349. Media Relations. 3 Credits.**

This course gives students an understanding of the priorities and expectations of various types of contemporary media and how to successfully engage them through research-based strategies and tactics designed to reach key audiences. At the conclusion of the course, students should be well-practiced in various forms of working with journalists and the public via multiple media.

**Prerequisites:** Take ADPR 201.

**Offered:** As needed

**ADPR 400. Special Topics. 3 Credits.**

The content of this course is specialized and varies from semester to semester. Students may inquire at the School of Communications front desk to learn more about the topic being offered.

**Prerequisites:** Take ADPR 201 or STC 201

**Offered:** As needed

**ADPR 401. Bateman Competition Research. 1-3 Credits.**

This course is designed to prepare students for advanced public relations problem-solving, the development of strategic public relations plans and the execution of a comprehensive public relations program. Students develop and implement a public relations program based on the four-step public relations process by competing in the national Public Relations Student Society of America Bateman Case Study Competition.

**Prerequisites:** Take ADPR 201.

**Offered:** As needed

**ADPR 402. Bateman Competition Campaigns. 2 Credits.**

**Prerequisites:** Take ADPR 332 ADPR 401.

**Offered:** As needed

**ADPR 405. The Agency. 3 Credits.**

The Agency is a student-run, interdisciplinary firm in which students produce professional work under the direction of faculty. Specializing in Public Relations, Graphic and Interactive Design, and Advertising and Integrated Communications, students collaborate on teams to manage and produce visual, written and digital work for a variety of clients in the communications field. Students apply different research methodologies, tools and techniques, and tactics to achieve desired strategic outcomes and present their projects to clients. Course is repeatable with permission of instructor.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**ADPR 410. Branding Strategies. 3 Credits.**

In this course, students consider how brands work and examine them as the guiding forces for integrated communication campaigns. Students identify the common characteristics of successful brands and explore the tools and techniques that are used to build brand equity.

**Prerequisites:** Take ADPR 332.

**Offered:** Every year, Fall

**ADPR 450. Crisis Communication Management. 3 Credits.**

This senior seminar for public relations majors is focused on crisis management. The course examines institutional crisis communication from a management perspective with an emphasis on crisis prevention, planning and response. Senior-level students in this course apply skills they have learned throughout the program to crisis case studies. Students are called on to demonstrate oral and written communication skills along with proficiencies in such areas as critical thinking, reasoning and creative thinking.

**Prerequisites:** Take ADPR 332 or STC 332

**Offered:** Every year, Fall and Spring

**ADPR 485. Advertising and Integrated Communication. 3 Credits.**

This course is the capstone course in the advertising sequence. It utilizes a team-based, project-driven approach to advertising with real-life clients. Each team engages in the conception, research, planning and execution of a unique advertising campaign for an entire semester. Students learn to work within client guidelines, strategic creative and media planning, budgetary considerations and post-campaign analysis. In this capstone experience, students develop a full-scale integrated communications campaign, including conducting secondary and primary research, strategic planning and the production of associated creative deliverables. Students also gain experience in pitching to clients and evaluating the success and impact of the campaign.

**Prerequisites:** Take ADPR 201 ADPR 332 or STC 201 STC 332.

**Offered:** Every year, Spring

**ADPR 495. Public Relations Campaigns. 3 Credits.**

In this capstone course for students preparing for a career in public relations. Students develop the mindset of a strategic communicator through case analyses, problem-solving exercises, and completion of a signature work. Attention is focused on the public relations planning process and student teams develop strategic public relations plans for actual clients. Writing, research and presentation skills are expected.

**Prerequisites:** Take ADPR 101 ADPR 201 ADPR 332.

**Offered:** Every year, Fall and Spring

**ADPR 499. Public Relations Ind Study. 1-6 Credits.**

**Prerequisites:** None

**Offered:** As needed

## Communications (COM)

**COM 101. Communications First-Year Seminar. 1 Credit.**

This first-semester course is designed to ease the transition to college and to acquaint first-year School of Communications students with timely and important resources and information. Students hear from faculty members in each of the departments within the School of Communications to learn more about the majors offered. Students also learn how to create their own success in college and as lifelong learners through development of important skills. Topics include effective communication, time management, study skills and degree requirements. This class is required of all first-year and transfer students entering with 0-26 college credits.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

- COM 120. Media Industries and Trends.** **3 Credits.**  
 This course introduces students to the structure, function, uses and social implications of media industries. Students examine the ways individual industries inform, entertain and influence media consumers. Significant focus is placed on media literacy. The course also surveys issues related to ownership, regulation, ethics and globalization. The main objectives of COM 120 are to help students understand media professions, industries and technologies in relation to key trends, including the increasing commercialization of media products, the consolidation and convergence of media industries, and the implications these processes hold for society. The course fosters the development of skills including the ability to access, analyze and properly cite sources for research on the media.  
**Prerequisites:** None  
**Offered:** Every year, Fall and Spring
- COM 130. Visual Design.** **3 Credits.**  
 This course introduces students to the design process using professional-level software for digital image creation and editing, typesetting and typography, page layout and design in preparation for advanced course work. Students produce course projects that demonstrate creativity, design concepts, critical thinking, aesthetic principles and basic technical competence.  
**Prerequisites:** None  
**Offered:** Every year, Fall and Spring
- COM 140. Storytelling.** **3 Credits.**  
 This survey course has been designed to reinforce grammatical standards of the English language while introducing students to the basic tenets of dramatic, journalistic and strategic writing. Through the examination of a single theme, students learn to tell stories using these three writing styles as they identify and connect with specified audiences.  
**Prerequisites:** None  
**Offered:** Every year, Fall and Spring  
**UC:** Breadth Elective
- COM 150. Public Speaking: Principles and Practice.** **3 Credits.**  
 This course examines the principles of oral communication and presentation skills and puts those principles into practice. Through multiple assignments, students increase their confidence in delivering presentations and demonstrate effective research skills, speech development and preparation, and delivery. Additionally, critical thinking and listening skills are demonstrated through oral and written critiques.  
**Prerequisites:** None  
**Offered:** Every year, Fall and Spring  
**UC:** Breadth Elective
- COM 159. Communications Elective.** **3 Credits.**  
**Prerequisites:** None
- COM 201. Media Career Development.** **1 Credit.**  
 This course introduces students to the career development process and covers the skills needed to create a personal career plan. It includes topics such as self-assessment, career research, resume and cover letter preparation, networking and interviewing practice, as well as strategies for internship/job searches. Course material is geared specifically toward media/communication careers. The course is graded on a pass/fail basis. Students majoring in communications cannot count COM 201 toward their major electives.  
**Prerequisites:** None  
**Offered:** Every year, Fall and Spring
- COM 215. Social Media and Society.** **3 Credits.**  
 The focus of this course is to provide students the foundational skills necessary to become "influencers" in the social space. Students evaluate the relationship of social media with various communication industries. They examine the rise of social media and its effect on social interaction and audience behaviors, and analyze social media strategies and their effectiveness from a personal and organizational perspective. Projects require students to engage with a variety of social media platforms and tools.  
**Prerequisites:** None  
**Offered:** Every year, All  
**UC:** Breadth Elective
- COM 301. Communications Career Practicum.** **1 Credit.**  
 This course offers practical training in a communications-related occupation. Students complete a minimum of 40 hours of supervised fieldwork (paid or unpaid) in a professional setting. Practicum placements must be approved by the internship program director in accordance with the school policies and prior to earning credit. At least sophomore status required. This course is graded on a pass/fail basis.  
**Prerequisites:** None  
**Offered:** Every year, All
- COM 302. Communications Career Practicum II.** **1 Credit.**  
 This course continues practical training in a communications-related occupation. Students complete a minimum of 40 hours of supervised fieldwork (paid or unpaid) in a professional setting. Practicum placements must be approved by the internship program director in accordance with the school policies and prior to earning credit. At least sophomore status required. This course is graded on a pass/fail basis.  
**Prerequisites:** Take COM 301 and permission of department chair.  
**Offered:** Every year, All
- COM 303. Communications Career Practicum III.** **1 Credit.**  
 This course fulfills the 40 hour experiential learning opportunity in a communications-related occupation. Students complete a minimum of 40 hours of supervised fieldwork (paid or unpaid) in a professional setting. Practicum placements must be approved by the internship program director in accordance with the school policies and prior to earning credit. At least sophomore status required. This course is graded on a pass/fail basis.  
**Prerequisites:** Take COM 302 and permission of department chair.  
**Offered:** Every year, All
- COM 340. Exploring Communications Abroad.** **3 Credits.**  
 This multisection, global perspective course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments and specializations. Students conduct primary and secondary research on communications in a specific country or in a cross-cultural context. The topics can range from international cinema through storytelling and global branding to documentary filmmaking depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic.  
**Prerequisites:** None  
**Offered:** Every year, Fall and Spring  
**UC:** Breadth Elective, Intercultural Understand

**COM 350. Media Culture and Arts of Los Angeles. 3 Credits.**

This course introduces students to the diverse media companies based in Los Angeles as well as the influence of local history, art and culture on the past, present, and future of the city. The class examines industries including, but not limited to: journalism, film and television writing, video production, podcasting and web design. Students complete a final project focused on a Los Angeles media company.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**UC:** Breadth Elective, University Curriculum Ele

**COM 490. Communications Career Internship. 3 Credits.**

This course aims to promote professional growth and advancement through observation and participation in jointly supervised major-related fieldwork with a business or organization (paid or unpaid). The course also provides the opportunity for students to meet and work with active professionals in an industry directly aligned with their major while refining their own career goals. Students complete a minimum of 120-hours of supervised fieldwork in a professional setting evaluated by the internship supervisor and the school's internship coordinator. The internship placements must be approved via Handshake prior to student earning credit and in accordance with the school policies. A student must have completed a minimum of 57 credits as a prerequisite. This course is graded on a pass/fail basis. (Can be taken currently with COM 491 upon department chair approval.)

**Prerequisites:** Take COM 201 and a minimum of 57 credits completed.

**Offered:** Every year, All

**COM 491. Communications Career Internship II. 3 Credits.**

This course aims to promote professional growth and advancement through observation and participation in jointly supervised fieldwork with a cooperating communications-related business or organization (paid or unpaid). The course also provides the opportunity for students to meet and work with active communications professionals while refining their own career goals and maximizing opportunities. Students complete a minimum of 120-hours of supervised fieldwork in a professional setting evaluated by the internship supervisor and the school's internship coordinator. The internship placements must be approved in accordance with the school policies and prior to student earning credit. Junior/Senior status is required. This course is graded on a pass/fail basis. (Repeatable or concurrent with COM 490 upon department chair approval.)

**Prerequisites:** Take COM 201, COM 490 and permission of department chair.

**Offered:** Every year, All

## Cinematic Production Management (FTM)

**FTM 501. Production Reconstruction. 3 Credits.**

This class will teach and expand students' understanding of all aspects of prepping a feature film through lectures, experiential role-playing and weekly assignments. Students will analyze a produced film and will "recreate" all the steps to get into production including scheduling and budgeting through the use of industry standard software.

**Prerequisites:** None

**Offered:** Every year, Fall

**FTM 502. Advanced Production Management Workflow. 3 Credits.**

Students gain an overview of studio, independent, broadcast and streaming platforms content and management workflow needs. Contemporary practices in pre-production and production are stressed. Students pre-produce an episodic television show from the perspective of various production personnel and hold production meetings to gain an understanding of the pre-production and production process workflow for theatrical, TV episodic, TV situation comedy and documentary production including interactions with talent agencies and union signatory contracts.

**Prerequisites:** None

**FTM 503. Creative Development. 3 Credits.**

Students learn to shape stories for the screen and gain a comprehensive understanding of concept development, dramatic structuring, character development and dialogue. They learn the mechanics involved in the development of new projects, including script coverage, sourcing material, script notes, creative meetings, packaging a project, and how to effectively navigate the development journey.

**Prerequisites:** None

**Offered:** Every year, Spring

**FTM 505. Entertainment Law and Deal Making Practice. 3 Credits.**

Students gain an overview of contemporary entertainment law in regards to production including options, contracts, negotiations, copyright, IP, and licensing. Topics covers include how a producer protects themselves legally, find representation, and how to close deals.

**Prerequisites:** None

**FTM 508. Domestic and Worldwide Distribution and Sales for Film and TV. 3 Credits.**

Students gain an overview of contemporary domestic and international production management practices: office administration, paperwork and work flow; carnets, business visas, insurance and surety bond liability and management; industry national and international HR practices and payroll; international, state and local film, television and documentary production rules and regulations; tax incentives and responsibilities; national and international trade unions rules, rates, penalties, common regulations, compliances, visa requirements and international signatory practices.

**Prerequisites:** None

**FTM 510. Principles of Post-Production Management. 3 Credits.**

Students gain an overview of post-production management including: staff roles and post production responsibilities, data storage and management, directors and authors rights and responsibilities to final cut, licensing, graphics and titling.

**Prerequisites:** None

**FTM 511. Film Finance Models. 3 Credits.**

This class is an overview of film, television and streaming finance models. Emphasis is on finance for the independent film market as well as productions involving the participation of major Hollywood production entities and/or broadcast and streaming platforms. Students create a finance model and business plan for a viable project.

**Prerequisites:** None

**Offered:** Every year, Spring

**FTM 512. World Building and Creative Collaboration. 3 Credits.**

In this course, students will narratively "build" a world that they develop as a group. World building is a powerful tool that writers use to imagine a fantastical world that requires a complexity of vision such as seen in Star Wars or in any film or show that creates a new narrative world such as "Breaking Bad." This practice also helps producers to understand how to think about what's "not on the page" in a script in regards to production, and how to realize the vision of the director.

**Prerequisites:** Take FTM 503

**Offered:** Every year, Spring

**FTM 514. Modern Hollywood and the Future of the Industry. 3 Credits.**

This course focuses on the complexities of the industry and examines the intersection of art and business in the modern technological era of Hollywood. Topics include the evolution of production practices, distribution and exhibition of media, the role of labor and unions, how new technologies have shaped the industry and what the future holds for Hollywood. Students will deliver a research paper on applicable topics.

**Prerequisites:** None

**Offered:** Every year, Spring

**FTM 515. Showrunning for TV. 3 Credits.**

How do TV shows get on the air? Students learn about and engage in the development process for a TV series or limited series. This class will also address what it takes to actually produce a show, and how to effectively lead as a showrunner.

**Prerequisites:** None

**Offered:** Every year, Spring

**FTM 550. Special Topics in Cinematic Production Management. 3 Credits.**

This course examines a specific topic or issue in production. Topics might focus on specific practice areas such as emerging technologies, or on industry issues and trends, such as the uses and impact of gaming platforms for virtual production pipelines, or the integrative relationship of talent management to production practices. Students may use this course to investigate a cross-listed course in a department such as Game Design, Talent Management, Public Relations, Business.

**Prerequisites:** None

**Offered:** As needed

**FTM 601. Production Management Thesis Production. 6 Credits.**

Students finalize their optioned (or authored) screenplay, schedule and budget their script, create a finance plan, pitch deck and look book, and produce a "proof of concept" or a rip reel. Pitch final project to professional producer(s) and financier(s). Students polish their screenplay to final draft, schedule and budget their script, finalize their look book and produce a three to four scene sizzle reel of their script. Thesis Paper on topic of film required.

**Prerequisites:** None

**Offered:** Summer

**FTM 602. Production Internship/Apprenticeship. 3 Credits.**

Students seek and are engaged by a commercial, theatrical, episodic television or documentary for a professional production placement. Students must complete a minimum number of work hours as well as a reflection paper. Program director approval required.

**Prerequisites:** None

**Offered:** As needed

## Film, Television and Media Arts (FTM)

**FTM 100. Special topics in Film, Television, and Media Arts. 3 Credits.**

This course is only open to high school students in the QU Academy program. The content of this course is specialized and varies by semester and by section. A variety of topics in film, television, and media arts may be covered. Students should consult the course description in the schedule for details on specific offerings.

**Prerequisites:** None

**Offered:** As needed

**FTM 102. Understanding Film. 3 Credits.**

This survey of the art, industry and techniques of global cinema introduces students to the significance of film as an international medium. By exposing students to the work of outstanding filmmakers and to the major elements of film language, the course helps students develop their critical faculties and visual literacy. The course includes some weekly 2 1/2-hour screenings of full-length theatrical feature films and other short clip screenings and lecture/discussion sessions.

**Prerequisites:** None

**Offered:** Every year, All

**UC:** Fine Arts

**FTM 110. Single Camera Production. 3 Credits.**

This course gives students a thorough grounding in the basic techniques of audio and video storytelling. Students learn basic audio production, visual composition, field camera practice, lighting fundamentals and digital video editing. This is a hands-on course that requires students to produce a number of media projects throughout the semester.

**Prerequisites:** None

**Offered:** Every year, All

**FTM 112. Multicamera Production. 3 Credits.**

This second course introduces students to the techniques of designing and producing creative and effective audiovisual communications primarily in a studio setting. Students learn to develop creative concepts and to take them from script to screen. Lighting, and principles of good composition, structure and program design are emphasized.

**Prerequisites:** Take FTM 110.

**Offered:** Every year, All

**FTM 230. Animation and Mobile Media. 3 Credits.**

This course introduces the concepts and production techniques that prepare students for creative work in mobile media. Students completing this course learn how to produce animated and interactive content for the web and mobile devices or kiosks. Projects may include simple animations, interactive stories, photo and video viewers, web interfaces, green screen, animations for video, and video projects optimized for the web.

**Prerequisites:** None

**Offered:** As needed

**FTM 240. Analysis of the Moving Image. 3 Credits.**

How do we read images? This course explores the techniques used to create moving image media-including film, television and interactive media-from a formal and aesthetic perspective. Students learn to think and write critically about how the techniques of production work to communicate ideas and convey meaning and emotion to viewers. Sophomore status required.

**Prerequisites:** None

**Offered:** Every year, All

- FTM 245. Intermediate Production. 3 Credits.**  
Media messages are created to meet a variety of goals, which are tailored to appeal to defined audiences. Media can be designed to entertain, to inform, to educate, to persuade or to sell. In this course, students are challenged to discern what makes a good story or project idea for each of several different content objectives. Students work through all phases of preproduction and production including scriptwriting, scheduling and budgeting as they complete a series of projects during the semester, with special emphasis on creative conceptualization, message and writing.  
**Prerequisites:** Take FTM 110, FTM 112 and Sophomore status required.  
**Offered:** Every year, All
- FTM 280. Visual Effects (VFX) Techniques. 3 Credits.**  
This is a foundational course in the field of visual effects, involving intensive hands-on production and post-production training. Topics include compositing, keying, rotoscoping, tracking, retouching, color manipulation, matching, mattes and cinematography and lighting for VFX. Preproduction concepts and techniques specific to VFX creation also are covered.  
**Prerequisites:** Take FTM 110 and FTM 112.  
**Offered:** As needed, All
- FTM 300. Special Topics. 3 Credits.**  
New or experimental courses on a variety of topics in film, television and media arts that in the past have ranged from the impact of social media to visual effects.  
**Prerequisites:** None  
**Offered:** As needed
- FTM 320. History of Film I (to 1975). 3 Credits.**  
This course, the first in a two-semester sequence, provides a foundation in the history and aesthetics of moving image arts. Through individual films, clips, lectures and discussion, students analyze the major international film movements, their genres, directors and themes that have contributed to the development of narrative cinema. Organized thematically, films are chosen to showcase aesthetic, historical, technological and ideological concepts and their impact on the evolution of film from its inception to 1975. Sophomore status required.  
**Prerequisites:** None  
**Offered:** Every year, Fall  
**UC:** Fine Arts
- FTM 322. History of Film (and Television) II. 3 Credits.**  
This course explores the history and aesthetics of moving image arts in film and also television from 1975 to the present. Through individual films, excerpts from films and television clips, lectures and discussion, students analyze the evolution of global television and major international film movements, their genres, directors and themes to understand how they have contributed to the development of television entertainment and narrative cinema. Organized thematically, works of film and television are chosen to showcase aesthetic, historical, technological and ideological concepts and their impact on the evolution of film and television. Sophomore status required.  
**Prerequisites:** None  
**Offered:** Every year, Spring  
**UC:** Fine Arts
- FTM 330. Emerging Cinematography Techniques. 3 Credits.**  
This course is designed to engage students in the cutting edge of cinematography and lighting. Students undertake in-depth exploration of developing concepts and become familiar with emerging technologies, equipment and narrative techniques through lectures, demonstrations and hands-on exercises.  
**Prerequisites:** Take FTM 110 and FTM 112.  
**Offered:** As needed, All
- FTM 342. Directing Film and Television. 3 Credits.**  
Students are introduced to the history, theory and basic concepts of narrative single camera field and multicamera studio direction for current and developing distribution platforms. This course emphasizes principles of dramatic structure, script breakdown and analysis, visualization and story boarding, preproduction scheduling and casting, working with actors to effectively shape performances and working with crew. Students prepare and direct a series of short scenes.  
**Prerequisites:** Take FTM 110 FTM 112.  
**Offered:** Every year, Spring
- FTM 355. Documentary Production. 3 Credits.**  
This course challenges students to master the conceptual and technical skills of visual storytelling to produce more advanced, single-camera field projects on selected, specialized topics that may change from semester to semester. Past course content has included documentary production in South Africa and in Ireland, as well as in the United States. The course emphasizes professional production roles, including writing and directing, scheduling and production management, production, post-production, distribution and marketing. Sophomore status required.  
**Prerequisites:** Take FTM 245  
**Offered:** Every year, Spring
- FTM 372. Screenwriting. 3 Credits.**  
Students learn to shape stories for the screen. Emphasis is on dramatic structuring, character development, pacing and dialogue. Professional screenplays are analyzed and discussed, and final projects give students the opportunity to develop an original short screenplay.  
**Prerequisites:** Take FTM 245 or permission of the department chair.  
**Offered:** Every year, All
- FTM 375. Projects in Single Camera and Lighting. 3 Credits.**  
This course covers such topics as the characteristics and qualities of light, lighting control, principles of visual composition and design, color, contrast, the properties of lenses, how film emulsions and image sensors react to light, filters, matte boxes and other image control devices, metering and exposure control, the effective use of various lighting instruments and accessories, electrical safety and the basics of gripping and gaffing on set and on location. Students learn in an active, hands-on workshop environment and produce a major project.  
**Prerequisites:** Take FTM 110.  
**Offered:** Every year, Fall
- FTM 380. Projects in Audio Production. 3 Credits.**  
In this course, students learn the theory and technique behind audio capture, editing and mixing. With audio production, students learn how to record for voice, ambience and other film/radio/TV applications. In mixing, students learn how to combine disparate audio ideas in order to make meaningful expressions that can complicate and amplify visual media. Participants learn that audio storytelling goes beyond language and can be employed for emotional effect in surprising ways. Students learn the basics of working in a DAW (Digital Audio Workspace) and also learn how to "round trip" audio through the Adobe Creative Suite. Participants learn how to improve audio in their own projects while also learning about careers such as sound mixer and podcast producer. No previous musical or technical training is required to take this course.  
**Prerequisites:** Take FTM 110.  
**Offered:** As needed, All

**FTM 390. Projects in Multicamera Production. 3 Credits.**

Attracting and keeping the audience's attention is the first responsibility of the director. This course gives students the opportunity to explore the art and craft of directing in a multicamera, high-definition studio environment. Participants examine the roles and responsibilities of the director, including shot composition, crew motivation, calling a live production and ethics. Students are asked to visually design a television program from concept to completion in a number of genres, including news, sports, sitcoms, dramas and commercials.

**Prerequisites:** Take FTM 110, FTM 112.

**Offered:** Every year, Fall

**FTM 392. Post-Production Techniques. 3 Credits.**

In this course, students explore such topics as the expressive capability of the editing process; how editing functions to "create" time, tempo, and visual rhythm; the "building" of scenes in editing to achieve various dramatic goals; and telling the story through careful control of sound and image over time. Students gain experience in using the tools and techniques of modern digital post-production technology. Topics include post-production workflow, the art of the cut, the Rule of Six, audio mixing, sound design, foley, primary color grading, and secondary color grading. Software utilized includes the Adobe Creative Suite and DaVinci Resolve.

**Prerequisites:** Take FTM 110, FTM 112.

**Offered:** As needed

**FTM 393. Animation Techniques. 3 Credits.**

Students learn to create sophisticated 2D and 3D still and animated electronic graphics for video that are aesthetically pleasing, expressive and meaningful. Principles of good design, composition and color are stressed, as well as the ability to produce visual interest in support of communication goals.

**Prerequisites:** Take FTM 110, FTM 112.

**Offered:** Every year, All

**FTM 397. Summer Production Project. 4 Credits.**

This advanced production course is for juniors majoring in film, television and media arts. It takes place on campus or on the Nice, France, campus of a major French film and video institute (ESRA, Paris), and involves the writing, shooting and editing of a polished video project that is then presented to a professional jury.

**Prerequisites:** Take FTM 110, FTM 112.

**Offered:** As needed, Summer

**FTM 399. Independent Study. 1-6 Credits.**

**Prerequisites:** Take FTM 110, FTM 112.

**Offered:** As needed

**FTM 450. Senior Seminar in Film and Television. 3 Credits.**

This seminar entails an in-depth examination of issues and research perspectives in film and television. Seminar titles vary each term and may cover subject areas such as film history, reality television, political documentaries, docudrama and contemporary trends in the media industry. Students should consult the School of Communications course bulletin for information about each semester's offerings. Senior status is usually required.

**Prerequisites:** None

**Offered:** Every year, All

**FTM 493. Senior Project Colloquy: Preproduction. 3 Credits.**

This required 3-credit discussion, development, preproduction and production course must be taken in the semester prior to the student's undertaking of the Senior Project. Meeting collectively and individually, all fourth-year FTM students must be enrolled in this course in order to conceptualize and prepare preproduction materials essential for the successful completion of the Senior Project, and to undertake a new short production project, retrospective of their previous work. Individual class sessions are devoted to each aspect of preproduction and assignments that relate to each aspect are completed during the term. Senior status in FTM is required.

**Prerequisites:** None

**Offered:** Every year, Fall

**FTM 495. Senior Project Colloquy: Production. 3 Credits.**

In this capstone course, students are asked to create an individual thesis project that reflects the highest level of their abilities. From pitching their individual project ideas through writing, production and post-production, students are pushed to work at the peak of their skills. The creativity, quality and professionalism of the finished projects are judged by outside professionals and faculty and staff from the School of Communications FTM program, and give graduating seniors important portfolio material. Senior status in FTM is required.

**Prerequisites:** Take FTM 493.

**Offered:** Every year, Spring

**FTM 499. Independent Study. 3 Credits.**

**Prerequisites:** None

## Graphic and Interactive Design (GID)

**GID 100. Special Topics in Graphic + Interactive. 3 Credits.**

This course is only open to high school students in the QU Academy program. The content of this course is specialized and varies by semester and by section. A variety of topics in visual design may be covered. Students should consult the course description in the schedule for details on specific offerings.

**Prerequisites:** None

**Offered:** As needed, All

**GID 110. Design Research and Methods. 3 Credits.**

This foundation course in research methods for art and design introduces informed strategies for problem solving and prepares students for upper-level coursework in graphic and interactive design. Emphasis is placed on the role of critical thinking in the design process. Theoretical models of design analysis are introduced. Practical hands-on methods include visual research, design journals, thumbnail sketches, mind maps, storyboards, comprehensives, diagramming, prototyping, case studies, topic and content development and other forms of conceptualization.

**Prerequisites:** None

**Offered:** Every year, Fall

**GID 161. Web Design I. 3 Credits.**

This course extends the knowledge and practice of visual design using professional-level software for the creation of web design in preparation for advanced coursework. Students produce course projects that demonstrate creativity, design concepts, critical thinking, aesthetic principles and basic technical competence.

**Prerequisites:** Take GID 110; and COM 130.

**Offered:** Every year, Fall and Spring

**GID 200. Special Topics in Graphics and Interactive Design. 3 Credits.**

**Prerequisites:** None

**Offered:** As needed

- GID 205. Visual Thinking: Practice and Process. 4 Credits.**  
This course builds a foundation in visual thinking practices and cultivates a better understanding of the creative process. Students examine the ways in which images communicate meaning and how visual thinking can be used as an alternative to and enhancement of verbal and quantitative thinking. Insights and applications to different fields including psychology, art, medicine, literature and business are explored throughout. The study and practice of a variety of visual thinking techniques build the foundation for generating innovative concepts and developing personal creative and visual thinking practices. No previous art, design or drawing experience necessary.  
**Prerequisites:** None  
**Offered:** As needed
- GID 210. Graphic Design History. 3 Credits.**  
This course surveys the historical and cultural events, movements and achievements that laid the groundwork for the contemporary practices and products of graphic design. Through lecture, video, discussion, research and studio projects, students are introduced to the visual history, the innovators and the technologies that influenced and transformed the practices of visual communication.  
**Prerequisites:** Take GID 110.  
**Offered:** As needed
- GID 250. Web Design II. 3 Credits.**  
This intermediate web design course provides further study in current industry standards for UX/UI design. User experience and user interface methods are explored and practiced in addition to a grounding in information architecture processes and techniques. Websites are developed using responsive design requirements.  
**Prerequisites:** Take GID 110 and GID 161  
**Offered:** Every year, Spring
- GID 270. Typography I. 3 Credits.**  
This course enables the student to both understand type and to use it as a design element. Using current computer graphics technology, topics explored include the use of type, page layout, color and the importing of graphics. Using professional page layout software, students create projects that demonstrate both design aesthetics and technical skills. Finished pieces are printed and become part of the student's portfolio.  
**Prerequisites:** Take COM 130; and GID 110.  
**Offered:** Every year, Fall
- GID 300. Special Topics in GID. 3 Credits.**  
**Prerequisites:** Take GID 161 or COM 130.  
**Offered:** As needed
- GID 301. Motion Graphics I. 3 Credits.**  
This course explores aesthetic, critical and technical topics in motion graphics and 2D animation. Students produce projects that demonstrate knowledge and understanding of 2D animation and motion graphics used in the field of design.  
**Prerequisites:** Take GID 110 and GID 161.  
**Offered:** Every year, Fall and Spring
- GID 305. Digital Photography. 3 Credits.**  
This course explores the aesthetic, critical and technical topics in the creation of photographic images. Through practice, research and critique, students develop the conceptual, technical and critical skills needed to create innovative photographic projects.  
**Prerequisites:** None  
**Offered:** As needed
- GID 315. Mobile Interaction Design. 3 Credits.**  
This course covers practical techniques for researching, designing and prototyping mobile applications and experiences. Some of the topics covered include wireframe creation, user studies and paper and digital prototyping.  
**Prerequisites:** Take GID 301.  
**Offered:** Every year, Spring
- GID 370. Typography II. 3 Credits.**  
This course picks up where GID 270 leaves off by instructing in advanced typographic design; the use of grid structures; juxtapositions of type and image; and preparation for offset printing. Using the current computer technology, students create projects that demonstrate both an advanced knowledge of design/typography and current digital production processes. Finished pieces are printed and become part of the student's professional portfolio.  
**Prerequisites:** Take GID 270.  
**Offered:** As needed
- GID 399. Advanced Independent Studio Work in Graphic and Interactive Design. 1-6 Credits.**  
Advanced independent studio work in graphic and interactive design.  
**Prerequisites:** None  
**Offered:** As needed
- GID 400. Special Topics in GID. 3 Credits.**  
**Prerequisites:** Take GID 301.  
**Offered:** As needed
- GID 410. Web Design III. 3 Credits.**  
This course explores advanced aesthetic, critical and technical topics in website design, development, structure and information architecture. Students use problem-solving methods of design research and analysis combined with authoring and scripting environments to enhance design, interaction, usability and effective communication. Topics include current processes and technologies of web design and web standards. Senior status required.  
**Prerequisites:** Take GID 250 and GID 301.  
**Offered:** Every year, Fall
- GID 440. Motion Graphics II. 3 Credits.**  
This course explores advanced aesthetic, critical and technical topics in motion graphics and animation. Topics include typography and motion graphic design and layout, editing digital video, and audio. Students use problem-solving methods of design research and analysis to produce digital video animations that demonstrate both knowledge and understanding of motion graphics, and that provide them with professional entry into the field.  
**Prerequisites:** Take GID 301.  
**Offered:** As needed
- GID 480. Senior Seminar and Portfolio. 3 Credits.**  
In this course, students consider critical issues in interactive design and prepare a portfolio, website, resume and other professional materials. For majors in graphic and interactive design. Senior status is required.  
**Prerequisites:** Take GID 410.  
**Offered:** Every year, Spring
- GID 499. Advanced Independent Studio Work in Graphic and Interactive Design. 3 Credits.**  
Advanced independent studio work in graphic and interactive design.  
**Prerequisites:** None  
**Offered:** As needed

## Interactive Media and Communications (ICM)

### ICM 500. Special Topics in Interactive Media. 3 Credits.

The subject matter for this course varies depending on industry and professional trends.

**Prerequisites:** None

**Offered:** As needed

### ICM 501. Foundations in Graduate Studies. 3 Credits.

A sequence of readings, practices and exercises introduces the students to the "deep work" required of master's-level study. Through structured discussions, presentations, projects and readings, students build the knowledge base and critical skills required to formulate methodological research and practice across media. Each student sets up a portfolio site for the collection of research and practice artifacts created throughout the master's coursework.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

### ICM 502. Visual Design. 3 Credits.

This course covers the principles and practices associated with graphic design as a way to make complex information easier to understand and use. With a primary focus on typography as the fundamental means of conveying content, the course emphasizes the creative process of organizing and visualizing type and images through hierarchy, spatial organization of grid structures, positive and negative space, depth perception, transparency, and color theory. Readings locate design and typography within the larger history of visual art and graphic design and in relation to technology developments. Students who majored in GID at Quinnipiac as undergraduates, or those with professional graphic design experience should choose another course.

**Prerequisites:** None

**Offered:** Every year, Spring and Summer

### ICM 504. Motion Across Media. 3 Credits.

This course covers the concepts of motion design across multiple platforms. Students are challenged to analyze and create effective animations using the entire design process, including research, preproduction, storyboarding, and production techniques. Analysis of navigation, storytelling, visual design, and message delivery inform the application of methods. The focus is on communicating ideas to the audience effectively through motion in its many forms, whether on desktops, smart phones, tablets, or kiosks.

**Prerequisites:** None

**Offered:** Every year, Fall and Summer

### ICM 505. Web Technologies. 3 Credits.

This course introduces the foundational techniques of creating web-based content. Through a series of exercises, participants learn how interactive networks are organized, where to find the information necessary to create standards-based systems, and gain elementary experience designing and building sites.

**Prerequisites:** None

**Offered:** Every year, Spring and Summer

### ICM 506. Writing for Interactive Media. 3 Credits.

Good writing skills are a necessity for professional communication in spite of the changing media landscape. In this course students create, develop and hone a distinct written voice within varied media environments. Much of professional media work involves creating a consistent voice or presence for a person, organization or company. Participants focus on how to accomplish (or enhance) this process using effective compositional techniques.

**Prerequisites:** None

**Offered:** Every year, All

### ICM 508. Audio and Video Design. 3 Credits.

This course covers the aesthetic and technical principles and practices used to create video and audio content for cross platform and device delivery. Effective storytelling and message delivery concepts are emphasized while exploring various production techniques including storyboarding, script, an introduction to audio production, cinematography, lighting, interviewing, editing, and effective media distribution.

**Prerequisites:** None

**Offered:** Every year, All

### ICM 512. Principles of User Experience Design. 3 Credits.

This course explores the ever-changing processes and methods of user experience design. The Human-Centered Design and Design Thinking process are studied through readings and hands-on projects that cover empathy, the psychology of the user, problem definition, and ideation methods.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

### ICM 513. Content Strategy. 3 Credits.

Content is critical in today's media landscape, but without a strategic plan, it can remain invisible to the audience you wish to reach. In this course, students learn the best ways to design and implement a content strategy to engage a targeted audience. They are immersed in the planning for the creation and distribution of engaging stories and information. Students become content strategy practitioners who know how to use words, pictures, video, and social and mobile media to build an audience and communicate value.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

### ICM 514. Understanding Your Audience. 3 Credits.

Usability is the study of discrepancies between expected and actual user behavior. The course introduces students to empirical user research methods such as contextual inquiry, ethnographic studies, card sorting, and cognitive walkthroughs, that provide the foundation for user-centered interaction and communications design. In addition, students conduct effective usability tests, interviews, and surveys.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

### ICM 517. Ideation, Prototyping and Testing. 3 Credits.

Ideation, prototyping and testing teaches students how to use low and high-fidelity sketching, information architecture, flowcharts, wireframes, user interface design, and functional prototypes for a variety of design problems. Through a series of creative projects, students learn various methods for each of these steps in the development of design products.

**Prerequisites:** None

**Offered:** Every year, Spring and Summer

**ICM 518. Visual Storytelling. 3 Credits.**

The course provides an introduction to the concept of visual storytelling and immerses students in the theory and practice of creating and delivering visual narratives in digital environments. The course includes both the history of visual storytelling as well as contemporary approaches used in a variety of information related disciplines. Students analyze examples of work and apply that knowledge to create their own visual narratives

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**ICM 522. Social Media Practice and Techniques. 3 Credits.**

The widespread use of social media in society has created a communications environment built on platforms that encourage contribution and collaboration through user-created media and interaction. This course explores the underlying concepts, development and management of social media platforms as well as the creation of effective approaches to facilitate a viable social media presence.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**ICM 524. Social Media Analytics. 3 Credits.**

This course gives students a working knowledge of the social media analytics process and analytics tools, along with their application to communications objectives within real-world situations.

**Prerequisites:** None

**Offered:** Every year, Fall and Summer

**ICM 526. Social Media for the Public Good. 3 Credits.**

Social media has transformed the way individuals, groups, organizations, and cultures share information and relate to one another, and its potential harmful effects continue to be documented and studied. But are there ways social media could have a positive impact in our world? Students will dig deep into ways social media can help promote healthy movements, campaigns, relationships, and well-being. Through research and practice, students will begin to develop constructive steps for a more productive, values-based, and sensitive future for social media.

**Prerequisites:** None

**Offered:** Every year, Spring

**ICM 528. Content Creation. 3 Credits.**

In this course, we explore the creation of engaging content. Students are guided through the process of planning and creating a suite of related projects in the medium(s) of their choice (writing, video, audio, image making.) The focus is on the conceptual processes and practices used in developing a unique and persuasive body of work to be distributed across mediums. Areas of interest are researched and then developed into a series of related pieces.

**Prerequisites:** None

**Offered:** Every year, Spring and Summer

**ICM 529. Data Visualization. 3 Credits.**

This is a course in finding and telling visual stories from data. Students explore fundamental principles of data analysis and visual techniques, examine chart types and when to use them, and learn how to acquire, process and filter data. Through an understanding of data visualization best practices and audience analysis, students are able to identify and articulate what makes a successful information design. Industry-standard software tools are used to create static and interactive graphics—including charts, maps and diagrams—that make information more accessible to the intended audiences.

**Prerequisites:** None

**Offered:** As needed, Fall and Summer Online

**ICM 530. Independent Study. 3 Credits.**

This is an elective course offered to accommodate students who seek advanced study in an area of the discipline. The topic and scope of the course are developed by the student in consultation with a faculty adviser, subject to approval by the program director and department chair.

**Prerequisites:** None

**Offered:** As needed, All

**ICM 531. Graduate Internship. 3 Credits.**

This elective course provides interactive media students with the opportunity to work in a professional setting to acquire additional skills and insights into their chosen area of study. Students completing this course are required to work in a supervised environment. All internships must be approved by the graduate program director.

**Prerequisites:** None

**Offered:** As needed, All

**ICM 540. Interactive Communications Abroad. 3 Credits.**

This multi-section course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments, and specializations. Students conduct primary and secondary research on communications in a particular country or cross-cultural context. The topics can range from international visual arts through storytelling, global branding, and design, depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic of the course, where students will be able to expand their skills and knowledge in a new environment. An interactive communications graduate-level final project is required.

**Prerequisites:** None

**Offered:** As needed

**ICM 601. Master's Capstone. 3 Credits.**

Students create a professional quality web portfolio selected from the best work from their courses and experiences in the master's program. Each student is facilitated through the process of identifying and packaging works, creating a consistent message and image using the products of their research and practice.

**Prerequisites:** None

**Offered:** Every year, Spring and Summer

## Journalism (JRN)

**JRN 100. Special Topics in Journalism. 3 Credits.**

This course is only open to high school students in the QU Academy program. The content of this course is specialized and varies by semester and by section. A variety of topics in journalism may be covered. Students should consult the course description in the schedule for details on specific offerings.

**Prerequisites:** None

**Offered:** As needed

**JRN 106. Multimedia Production Techniques (SPS 106). 3 Credits.**

Students learn the fundamentals of multimedia production, including the use of digital cameras and related equipment, to tell simple stories and the use of editing software to prepare them for distribution. Students learn the rudiments of video-camera use, composition and lighting, capturing audio, continuity, interviewing, voiceovers, music beds, graphics, and shooting and editing action. Students produce b-roll, features, interviews, location pieces and story packages pertaining to their concentrations or areas of interest.

**Prerequisites:** None

**Offered:** Every year, All

- JRN 199. Journalism Independent Study.** 1-6 Credits.  
**Prerequisites:** None
- JRN 200. Special Topics in Journalism.** 3 Credits.  
Students engage in a detailed examination of current issues in journalism in a format that may incorporate academic research, journalistic writing and multimedia presentations. Students should consult the School of Communications course bulletin for information about each semester's offerings.  
**Prerequisites:** None  
**Offered:** As needed
- JRN 205. Photojournalism Fundamentals.** 3 Credits.  
This hands-on course focuses on creating compelling, original news photography using the latest DSLR and Mirrorless cameras that journalists in the field are using today. Students learn about the basics of photography in this course and how to shape those technical skills into competent photojournalism.  
**Prerequisites:** None  
**Offered:** Every other year, Spring  
**UC:** Fine Arts
- JRN 260. News Writing.** 3 Credits.  
This course teaches the principles and practices of news writing for digital platforms and print. Journalists must acquire skills to identify a news story and its essential elements, gather information efficiently, place it in a meaningful context, and write concise and compelling accounts. The readings, discussions, exercises and assignments for this course are designed to help students acquire such skills and understand how to utilize them wisely.  
**Prerequisites:** Take COM 140.  
**Offered:** Every year, All
- JRN 263. Broadcast News Writing.** 3 Credits.  
Students are introduced to the fundamentals of writing for the broadcast media in a professional environment. Topics include writing for radio and television, as well as integrating sound and video into news stories. The course also provides a basic understanding of primary journalistic values such as accuracy and fairness as they apply to broadcast news.  
**Prerequisites:** Take COM 140.  
**Offered:** Every year, All
- JRN 275. News Reporting.** 3 Credits.  
This course is focused on news reporting. Students learn how to gather, analyze and use information for journalistic stories. They learn to identify and use digital databases and resources, conduct thought-provoking interviews, and search and locate public documents in ethical and legal manners.  
**Prerequisites:** Take JRN 260 or JRN 263.  
**Offered:** Every year, All
- JRN 280. The Art of the Podcast (SPS 280).** 3 Credits.  
This hands-on course explores creative audio storytelling via the podcast. Students learn how to research, write, record, edit and self-publish creative nonfiction and fictional stories that are both original, and emulate some of the most popular podcasts on the market. Special emphasis is placed on audio gathering techniques, storytelling techniques and interviewing for live and recorded shows.  
**Prerequisites:** None  
**Offered:** As needed, Spring
- JRN 285. Mobile Journalism: The Future of News.** 3 Credits.  
News consumption on smartphones and tablets has surpassed that of desktops and newspapers, making mobile devices key to the future of news. Students examine the impact of this trend on the future of journalism, learn about the technologies necessary to produce news on these devices, critique the user experience provided by various apps and mobile websites, and produce a news app of their own. They also learn how to cover news events using mobile technology, how to produce mobile news stories and how to work in a mobile newsroom.  
**Prerequisites:** Take COM 140.  
**Offered:** As needed, Spring
- JRN 291. Reporting for Television I.** 3 Credits.  
Students learn the principles of producing television news packages, which they shoot and edit using HD non-linear equipment. All students cover news and sports primarily off campus. The focus is on writing, news judgment, content, interviewing, use of voice and doing stand-ups. Stories can air on the TV newscast that is broadcast live weekly.  
**Prerequisites:** Take JRN 106 or SPS 106; and JRN 260 or JRN 263.  
**Offered:** Every year, All
- JRN 300. Special Topics in Journalism.** 3 Credits.  
Students engage in a detailed examination of current issues in journalism in a format that may incorporate academic research, journalistic writing and multimedia presentations. Students should consult the School of Communications course bulletin for information about each semester's offerings.  
**Prerequisites:** Take COM 140.  
**Offered:** As needed, All
- JRN 301. Special Topics.** 4 Credits.  
**Prerequisites:** None  
**Offered:** As needed
- JRN 306. SEO, Social Media, and Third-Party Platforms.** 3 Credits.  
With a fresh take on audience engagement, students are introduced to the critical concepts of search engine optimization for social and digital news platforms while they learn and use industry recognized best practices for writing headlines, leads, URLs and social posts. Students will explore social algorithms and learn to use the knowledge to ensure strong storytelling reaches targeted audiences.  
**Prerequisites:** None  
**Offered:** Every year, Summer
- JRN 311. Reporting for Television II.** 3 Credits.  
In this course, students produce in-depth television stories. Pieces are longer to allow the student to explore issues in greater detail. Stories can air on the TV newscast that is broadcast live weekly.  
**Prerequisites:** Take JRN 291.  
**Offered:** As needed
- JRN 315. The Art of Journalistic Interviewing.** 3 Credits.  
Compelling stories don't just happen. They come from strong interviewing skills that tell stories people care about. Students learn how to ask questions that elicit pithy responses, emotion and expertise, using in-class and out-of-class exercises. Students also analyze and critique the interviewing styles used by professional journalists, as well as the work of their classmates.  
**Prerequisites:** Take JRN 106 or SPS 106; and COM 140.  
**Offered:** As needed

- JRN 325. Telling Global Stories. 3 Credits.**  
Using multimedia to gather and present facts lets journalists expand the scope of their storytelling. Students in this course examine current international journalism trends and socioeconomic and political issues specific to a developing country, learn fact-gathering techniques, and travel to that country during spring break to put into practice what they have learned. After spring break, students work on an interdisciplinary multimedia project.  
**Prerequisites:** None  
**Offered:** As needed, Spring
- JRN 341. Sporting Culture Through Nonfiction. 3 Credits.**  
It has often been said that sport is a microcosm of society, but many rhetoric scholars have begun to suggest that sport plays a role in constituting society and is "defined by a range of political practices, including allocations of resources, representations of identity, projections of nationalism and globalization, activism and change." This directed readings course examines American culture, as well as comparative values, through nonfictional accounts of sport.  
**Prerequisites:** None  
**Offered:** As needed, Summer Online
- JRN 343. Literary Journalism in the '60s. 3 Credits.**  
The 1960s stand out as an era of change and turbulence in 20th-century America. Throughout the 1960s and 1970s, these nonfiction writers and journalists wrote in a personal style that became known as "Literary Journalism," or "The New Journalism." This directed reading course requires students to analyze the historical and contemporary views of major literary journalists.  
**Prerequisites:** None  
**Offered:** As needed, Summer Online  
**UC:** University Curriculum Ele
- JRN 359. Journalism Elective. 3 Credits.**  
**Prerequisites:** None
- JRN 360. Watchdog Reporting. 3 Credits.**  
In this course, students learn and practice watchdog journalism, helping to inform our communities and keeping public figures and institutions in check. Students cover in-depth news off campus, on topics such as crime, public health, politics, education and the environment. In conversations with working journalists, students learn both innovative and proven strategies for reporting. Students also work individually and in teams to publish stories and multimedia projects based on public data, documents and interviews.  
**Prerequisites:** Take JRN 260 or JRN 263.  
**Offered:** As needed, Spring
- JRN 361. Sports Reporting (SPS 361). 3 Credits.**  
This course introduces students to coverage of sports for the news media and includes writing game stories and sports profiles.  
**Prerequisites:** Take JRN 260 or JRN 263.  
**Offered:** Every year, All
- JRN 362. The Story of Football (SPS 362). 3 Credits.**  
This course traces the historical trajectory of American football and the coaches, players and media portrayals that transformed the game from a 19th-century collegiate test of manliness to what it is today: a spectator sport of immense appeal whose popularity endures despite more than a century of concerns over the game's debilitating and sometimes lethal violence.  
**Prerequisites:** None  
**Offered:** Every year, Fall
- JRN 364. Sports Broadcasting. 3 Credits.**  
This course introduces students to the concepts and content of what makes a good sports broadcaster. Aspects of sports broadcasting, both from inside the studio and outside on the field of play are explored. Students will learn and take on all the roles involved in sports broadcasting: that of a studio host, play by play, analyst, sideline reporter, interviewer and more.  
**Prerequisites:** Take JRN 263  
**Offered:** Every year, All
- JRN 365. Effective Editing. 3 Credits.**  
Students learn the basics of editing online text, magazines and newspapers, with an emphasis on copyediting, headline writing, composition and story packaging.  
**Prerequisites:** Take JRN 275.  
**Offered:** As needed
- JRN 372. Entrepreneurial Media (The MIC Project). 3 Credits.**  
This course addresses the fiscal and distribution challenges faced by journalists and media professionals and empowers student teams to construct sustainable business models. Students experiment with the latest technology, exchange ideas with some of the industry's most prominent thinkers and developers, and create content or products for viable media business ventures. Open to all School of Communications students.  
**Prerequisites:** Take COM 140  
**Offered:** Every year, Fall
- JRN 375. Cultural and Entertainment Journalism. 3 Credits.**  
Students learn how to write about arts and culture by reporting on local events and developing a theoretical framework for cultural reviewing. Topics include television, music, theater and film. In addition to hands-on reporting assignments, coursework includes readings, screenings and fieldwork.  
**Prerequisites:** Take COM 140 or permission of instructor.  
**Offered:** Every other year, Fall
- JRN 380. Fundamentals of Digital Journalism. 3 Credits.**  
This course covers the principles and practices associated with researching and producing stories for digital media. Students are required to produce stories that include textual, audio, video and interactive elements.  
**Prerequisites:** Take JRN 106 or SPS 106; and JRN 260 or JRN 263.  
**Offered:** Every year, All
- JRN 388. Business Reporting: Following the money. 3 Credits.**  
Students learn methods and tactics of writing about businesses for mass communication. The course covers why and how companies operate and how to write stories about corporate news from public records and other sources.  
**Prerequisites:** None  
**Offered:** Every other year, Spring
- JRN 395. Broadcast Performance. 3 Credits.**  
This course explores the variety of skills required to communicate effectively through broadcasting. Students learn and practice on-air presentation techniques for effective delivery and interpretation. The course focuses on voice, voice control and the phrasing interpretation of copy and body language. Study focuses on performance techniques, creativity, writing and analytical skills needed to communicate effectively. Open to broadcast and print students.  
**Prerequisites:** Take JRN 106 or SPS 106; and JRN 263.  
**Offered:** As needed
- JRN 399. Journalism Independent Study. 3 Credits.**  
**Prerequisites:** None

- JRN 400. Special Topics in Journalism.** **3 Credits.**  
Students should consult the School of Communications course bulletin for information regarding each semester's offerings.  
**Prerequisites:** None  
**Offered:** As needed
- JRN 450. Senior Seminar.** **3 Credits.**  
This seminar entails an in-depth examination of issues and research perspectives in journalism. Seminar titles vary each term and may include topics such as ethics in journalism, diversity in the newsroom, and international journalism practices. Students should consult the School of Communications course bulletin for information about each semester's offerings.  
**Prerequisites:** None  
**Offered:** Every year, All
- JRN 470. Narrative Journalism.** **3 Credits.**  
Students in this class learn to report and write long-form articles suitable for publication in online and print magazines. Over a series of major writing assignments, students apply their research and interviewing skills to produce exhaustively reported and elegantly written articles. Topics in the course include: lead writing, article structure, interviewing, the use of statistics and the application of narrative techniques to journalistic writing.  
**Prerequisites:** Take JRN 275.  
**Offered:** As needed
- JRN 480. Advanced Digital Journalism.** **3 Credits.**  
Many newsrooms now combine multiple types of media to immerse readers and make complex stories more digestible. This course covers the reporting and production skills needed to build many of these new forms, including interactive graphics and maps, and advanced audio and video projects. Students also study past and present interactive journalism projects and meet with some of the professionals who designed them.  
**Prerequisites:** Take JRN 380.  
**Offered:** As needed
- JRN 488. The International Money Trail.** **3 Credits.**  
Business and investment, regulation and corruption, fraud and philanthropy are often global, making students who can track money across borders especially valuable. This course is designed to teach journalists, financiers, investigators, and strategic communicators to use financial analysis and digging skills on the international money trail. This course builds on JRN 388 and serves as the capstone for the minor in Financial Communications and Business Journalism.  
**Prerequisites:** Take JRN 388 or Take AC 211 and FIN 201  
**Offered:** As needed, All
- JRN 495. Advanced Reporting.** **3 Credits.**  
This course stresses individual enterprise reporting, in which students plan, report, write and produce stories suitable for print or multimedia that demonstrate their command of skills acquired during the course of study. Emphasis is placed on the role of the professional journalist as an ethical practitioner who represents and reflects the wider public in its economic, ethnic and racial diversity.  
**Prerequisites:** Take JRN 380.  
**Offered:** As needed
- JRN 496. The QNN Newscast.** **3 Credits.**  
In this course students act as producers, news and sports reporters, writers, editors and anchors as they put on a live weekly newscast. Newscasts are recorded and critiqued for student portfolios.  
**Prerequisites:** Take JRN 291.  
**Offered:** Every year, All
- JRN 498. Journalism Capstone.** **4 Credits.**  
In this capstone course for the journalism major, students work on long, in-depth pieces of journalism across platforms. The stories include numerical or statistical information, multiple interviews from a variety of diverse sources, and show the students' command of the techniques used to produce and present news in print, broadcast and digital environments. Senior status required.  
**Prerequisites:** None  
**Offered:** Every year, All
- JRN 499. Independent Study.** **1-6 Credits.**  
**Prerequisites:** None
- JRN 500. Special Topics in Journalism.** **3 Credits.**  
This course consists of seminar-based classes that consider emerging areas of scholarly research or industry developments in journalism, with a particular focus on how a specific research activity or industry development illustrates issues regarding economic, gender and social groups.  
**Prerequisites:** None  
**Offered:** As needed
- JRN 501. Reporting and Fact-Checking.** **3 Credits.**  
Students are introduced to the basic practices and tools of journalism, which include interviewing, identifying and accessing public documents, writing leads and constructing organized, balanced stories.  
**Prerequisites:** None  
**Offered:** Every year, Fall
- JRN 504. Digital Essentials.** **3 Credits.**  
The capacity to gather information and report the news remains at the core of the journalism profession. This course focuses on the fundamentals of news writing while also engaging students in emerging social media and other tools to present comprehensive news stories to all audiences.  
**Prerequisites:** None  
**Offered:** Every year, Spring
- JRN 506. SEO, Social Media, and Third Party Platforms.** **3 Credits.**  
With a fresh take on audience engagement, students are introduced to the critical concepts of search engine optimization for social and digital news platforms while they learn and use industry recognized best practices for writing headlines, leads, URLs and social posts. Students will explore social algorithms and learn to use the knowledge to ensure strong storytelling reaches targeted audiences.  
**Prerequisites:** None  
**Offered:** Every year, Summer
- JRN 521. Audio Storytelling.** **3 Credits.**  
Writing for the ear requires skills in preparing scripts, natural sound and audio recording and editing. This course prepares students to compose stories for radio news and podcasts, with a focus on developing the style of conversational broadcast writing common to National Public Radio.  
**Prerequisites:** None  
**Offered:** Every year, Fall
- JRN 524. TV Reporting.** **3 Credits.**  
Visual news stories as broadcast by networks, affiliates and cable news channels and in evolving digital formats require skills in both storytelling and technology for shooting and editing video. This course covers the essentials of shooting video, editing and field reporting and producing.  
**Prerequisites:** None  
**Offered:** Every year, Fall

- JRN 528. Data Journalism. 3 Credits.**  
Information graphics are now an integral component of news, conveying big data into readily understood formats such as diagrams and charts. This course teaches students how to visually organize information and apply it to news stories for broadcast or online presentation.  
**Prerequisites:** None  
**Offered:** As needed
- JRN 530. Independent Study (ICM530). 3 Credits.**  
This is a special course offered to accommodate students who seek advanced practical training or advanced research in an area not directly included in the curriculum. The topic and scope of the course is developed by the student in consultation with a faculty adviser, subject to approval by the dean.  
**Prerequisites:** None  
**Offered:** Every year, All
- JRN 531. Graduate Internship. 3 Credits.**  
Experience in association with working professionals is essential to securing career opportunities. Students completing an elective internship to secure such experience are required to work in a supervised environment, approved by the graduate program director.  
**Prerequisites:** None  
**Offered:** Every year, All
- JRN 541. Sporting Culture Through Nonfiction. 3 Credits.**  
It has often been said that sport is a microcosm of society, but many rhetoric scholars have begun to suggest that sport plays a role in constituting society and is "defined by a range of political practices, including allocations of resources, representations of identity, projections of nationalism and globalization, activism and change." This directed readings course examines American culture, as well as comparative values, through nonfictional accounts of sport.  
**Prerequisites:** None  
**Offered:** Every year, Summer Online
- JRN 543. Literary Journalism in the '60s. 3 Credits.**  
The 1960s stand out as an era of change and turbulence in 20th-century America. Throughout the 1960s and 1970s, these nonfiction writers and journalists wrote in a personal style that became known as "Literary Journalism," or "the New Journalism." This directed reading course requires students to analyze the historical and contemporary views of major literary journalists.  
**Prerequisites:** None  
**Offered:** Every year, Summer Online
- JRN 545. TV Production. 3 Credits.**  
This course introduces students to the technical production skills that go into a daily news telecast. Newsroom organization, story development (from idea to the air) and the principles and practices of professional producers are studied.  
**Prerequisites:** None  
**Offered:** Every year, Fall
- JRN 546. Digital News Production. 3 Credits.**  
This course explores topics related to social media, such as the viral video clip from a Tweet or the verified source through social media. Students learn the skills, tools and best practices of digital and video content production, as well as social coordination in the news arena. They also explore logistical and ethical concerns in the social medium.  
**Prerequisites:** None  
**Offered:** Every year, Spring
- JRN 552. Media Law and Ethics. 3 Credits.**  
A thorough knowledge of laws and ethical behavior is essential to the professional practice of journalism. As such, this course covers the legal and ethical dimensions of media communications across platforms, with an emphasis on First Amendment, privacy and copyright issues.  
**Prerequisites:** None  
**Offered:** Every year, Spring
- JRN 562. Sports Law and Ethics. 3 Credits.**  
Federal antitrust law and regulations show that college and professional sports are treated as special components of American culture. This course examines the legal structure that grants special privileges to sports and to the ethical challenges sports journalists confront in going beyond the games to find the story.  
**Prerequisites:** None  
**Offered:** Every year, Spring
- JRN 563. Sports Analytics. 3 Credits.**  
Deciphering the volumes of data produced by high school, college and professional sports teams is an essential part of sports reporting. This course introduces students to the ever-growing volumes of statistics across major sports and shows how to transform such data into useful information.  
**Prerequisites:** None  
**Offered:** Every year, Spring
- JRN 564. Presenting and Producing Radio Sports. 3 Credits.**  
Radio remains an essential and effective medium for listening to games and for engaging the audience with live talk shows that discuss teams, players, sports and the action of the competition. This course presents students with the principles and practices of radio sports.  
**Prerequisites:** None  
**Offered:** Every year, Fall
- JRN 565. Presenting and Producing Television Sports: Remote. 3 Credits.**  
Students in this course write, produce and distribute a 30-minute sports program for broadcast featuring stories that illustrate intriguing and inspiring stories of a Division I college athletic department. Every student engages in shooting, editing, writing, interviewing, presenting and distributing the final product. Additionally, students originate and perform local and national style sports highlight segments along with live in-depth interviews.  
**Prerequisites:** None  
**Offered:** Every year, Spring
- JRN 566. Presenting and Producing Television Sports: Studio. 3 Credits.**  
Pre-game, post-game and intermission reports are among the most important aspects of televised sports, as each reveals and promotes the storylines through which games are covered. This course introduces students to the concepts and content behind the production of studio shows.  
**Prerequisites:** None  
**Offered:** Every year, Fall
- JRN 572. Researching and Writing the News Documentary. 3 Credits.**  
The complexities of producing the news documentary range from finding the right story to pursue to uncovering the proper visuals to help tell it. This course provides students with the skills to research, write, and produce visual nonfiction, long-form projects rooted in history or current events.  
**Prerequisites:** None  
**Offered:** As needed

**JRN 573. Sports Literature. 3 Credits.**

Sports serve as a critical metaphor for American life in nonfiction works such as "Friday Night Lights," in novels such as "End Zone," in plays such as "Death of a Salesman" and in films such as "Raging Bull." This course examines why sports are prominent in cultural works that attempt to reveal the meaning of America.

**Prerequisites:** None

**Offered:** As needed

**JRN 574. Crafting the Sports Feature. 3 Credits.**

Feature writers capture athletes when they are most noble, frail or otherwise vulnerable or heroic. They also capture the moment when a game means more than that. This course teaches students to apply creative vitality to their ideas and writing on sports outside of game stories.

**Prerequisites:** None

**Offered:** Every year, Fall

**JRN 588. Business Reporting: Following the Money. 3 Credits.**

Students learn methods and tactics of writing about businesses for mass communication. The course covers why and how companies operate and how to write stories about corporate news from public records and other sources.

**Prerequisites:** None

**Offered:** Every other year, Spring

**JRN 589. Critical Issues in Sports. 3 Credits.**

From health concerns to labor conflicts, the workaday world often intrudes on the bubble that protects the mythology of sport. Through reason, analysis and writing, students interact with vital issues that emerge from the seemingly routine day-to-day coverage of games.

**Prerequisites:** None

**Offered:** Every year, Spring

**JRN 595. Sports Clinical. 3 Credits.**

Students completing the sports journalism program must participate in the Sports Clinical. This course focuses on advanced broadcast, multimedia, documentary and long-form reporting and to deepen the experience and training in a given area of specialization in terms of platform and subject matter.

**Prerequisites:** None

**Offered:** Every year, Spring

**JRN 600. Capstone Proposal. 3 Credits.**

Students completing the journalism program conduct research and do preliminary reporting to write a capstone project proposal based on their area of inquiry. The faculty adviser and graduate program director must approve the topic. This course is graded on a pass/fail basis.

**Prerequisites:** None

**Offered:** Every year, All

**JRN 601. Capstone Project. 3 Credits.**

Students completing the journalism program must complete a capstone project. Under the guidance of their faculty adviser, students create an original, in-depth, professional-quality journalism project. This course is graded on a pass/fail basis.

**Prerequisites:** None

**Offered:** Every year, All

## Media Studies (MSS)

**MSS 119. Sign Language Workshop. 1 Credit.**

The course presents an introduction to basic sign language, its basic vocabulary, sentence structure and grammar. Students gain practice in reading and execution of signs.

**Prerequisites:** None

**Offered:** As needed

**MSS 131. Media Innovators. 3 Credits.**

This course examines how media companies develop and refine media products and platforms. Learners examine how media companies anticipate and/or respond to different cultural, technological, and economic structures that create constraints and leave open the possibilities for media practitioners. Using a case study approach, the course explores how decision-makers have adapted to the dynamic media marketplace, the types of data they solicit, and the ways in which they confront the risks associated with creating and distributing media products. This course replaces MSS231; students may not receive credit for both.

**Prerequisites:** None

**Offered:** Every year

**MSS 139. Mass Comm Elective. 3 Credits.**

**Prerequisites:** None

**Offered:** Every year, All

**MSS 200. Special Topics. 0-3 Credits.**

The subject considered varies each semester depending on faculty and student interests.

**Prerequisites:** None

**Offered:** As needed

**MSS 220. Media, History and Memory. 3 Credits.**

This course examines the relationship between media, history and memory, focusing on the role various media play in shaping both individual and collective memories of historical figures, events and eras. Students are introduced to historical research methods and evaluate a variety of archival media texts, including photographs, newspaper and magazine articles, newsreels, movies, TV shows and audio recordings. In the major course project, students interview a family or community member about a particular historical event. The resulting essay analyzes the connections between individual memory, collective memory, and the media's influence on both.

**Prerequisites:** Take EN 102 or EN 103H

**Offered:** Every year, Fall and Spring

**UC:** Humanities

**MSS 300. Special Topics. 3 Credits.**

Topics vary each semester depending on faculty and student interests.

**Prerequisites:** None

**Offered:** As needed

**MSS 311. Diversity in the Media (WGS 311). 3 Credits.**

This course examines the role of media in the construction of social categories such as gender, race, class and sexual orientation. Students learn about the media as one of a number of social institutions—including religion, education and family—that influence our understanding of cultural difference. The course presents a variety of perspectives that address diversity in relation to both print and electronic media, emphasizing popular culture. Media diversity issues are analyzed in relation to ownership, representation, audience reception and the media workforce. Junior status required.

**Prerequisites:** Take WGS 101 or COM 120.

**Offered:** Every other year

**MSS 320. Communication Technologies: Evolution and Impact. 3 Credits.**

This course explores the rapid spread of technology in the 21st century. Students examine the development, diffusion, and cultural impact of older technologies (e.g. the telephone, radio, television) for lessons that can be applied to more recent technological developments (e.g. the smartphone, streaming media, and social media). This blueprint is then used to predict, evaluate, and critique emerging technologies and the effects that they may have on culture, politics, economics, and everyday life in the next 10-20 years.

**Prerequisites:** Take COM 120.

**Offered:** As needed

**MSS 332. Media Research Methods. 3 Credits.**

The course introduces students to a variety of media research methods through readings and hands-on exercises. Goals include helping students become knowledgeable and critical readers of media-related research produced in both industry and academic settings, and teaching students fundamental aspects of conducting media research and leading-edge strategies for effectively communicating research findings. Students perform original research using techniques including interviews, focus groups, content analysis and surveys. They also learn about statistics, social media tracking and research ethics. Junior status required.

**Prerequisites:** Take COM 120, MSS 131 or MSS 231.

**Offered:** Every year, Fall

**MSS 340. Communications Law and Policy. 3 Credits.**

This course helps students to develop an awareness and understanding of laws, regulations and professional standards of practice that apply to the work of communications practitioners. Attention is given to First Amendment guarantees, libel, privacy, journalist's privilege, copyright, media and advertising regulation. Selected cases are highlighted as examples of opinions handed down by state and federal courts. Junior status is required.

**Prerequisites:** Take MSS 131 or MSS 231 or ADPR 101 or ADPR 102.

**Offered:** Every year, Fall and Spring

**MSS 345. Media Users and Audiences (WGS 345). 3 Credits.**

This course considers popular, institutional and academic perspectives on media users and audiences in the U.S. and abroad. Students develop an understanding of how people choose and interpret media content, how marketers and media producers perceive audiences, popular assumptions about media effects on audiences and how social media use blurs boundaries between audiences and producers. Students develop and apply critical thinking and written and oral communication skills in assignments that address contemporary debates surrounding audiences and media users, including an in-depth analysis of fan cultures.

**Prerequisites:** Take EN 102 or EN 103H; and COM 120 or WGS 101.

**Offered:** Every year

**MSS 346. Global Communication. 3 Credits.**

The course analyzes the roles information media and popular culture play in modern debates about political power, global economy and cultural identity. The relative influences of different communication technologies in relationships among global, transnational and local cultures also are examined.

**Prerequisites:** Take COM 120.

**Offered:** Every other year

**MSS 349. Political Communication (PO 349). 3 Credits.**

This course explores the relationship between media and politics in the U.S. Students learn about the history of political communication, the role of image-making and image-management in political communication, the impact of the media on public policy, and the current state of our mediated political culture. In the major course project, student teams develop a comprehensive campaign communication strategy for a political candidate.

**Prerequisites:** Take COM 120 or PO 101.

**Offered:** Every other year

**MSS 400. Special Topics. 3 Credits.**

Topics vary each semester depending on faculty and student interests.

**Prerequisites:** None

**Offered:** As needed, Fall and Spring

**MSS 420. Sports, Media and Society (SPS 420). 3 Credits.**

This course examines the social, political, economic and historical significance of the intersection of sports, media and society. Participants examine such questions as: What role have sports played in shaping cultures throughout history? What is the relationship between sports and media? How do sports, through the media, influence U.S. culture today? What is the role of sports media professionals in U.S. culture? Junior status required.

**Prerequisites:** Take COM 120 or SPS 101.

**Offered:** Every year, Spring

**MSS 441. Celebrity Culture. 3 Credits.**

This seminar explores modern communication networks through the lens of celebrity. Through a variety of readings and videos, including pieces using media effects and cultural studies approaches, the course addresses the following questions: How, and by whom, is the idea of celebrity shaped? What cultural meanings are conveyed by celebrity? How does celebrity change the way we think about important social issues? What is the impact of celebrity on the industry? How is the concept of celebrity shifting? And just why are we so fascinated by celebrity? The final course project involves creating a plan for a celebrity to rehabilitate/reshape their public image.

**Prerequisites:** Take MSS 131 or MSS 231.

**Offered:** Every other year

**MSS 442. Media Critics and Influencers. 3 Credits.**

In this course, students learn what it takes to be a professional media critic and/or a social media influencer. Students analyze and produce criticism of TV, movies, music, apps, games, etc. and study what makes today's top social media influencers so successful. Students examine some of the best practices in popular media criticism/influence while developing their own voices. They also learn to produce content aimed at engaging their target audience. In their final project, students create their own blog, vlog, or podcast.

**Prerequisites:** Take MSS 131 or MSS 231.

**Offered:** Every other year

**MSS 443. Crime, Media and Culture.****3 Credits.**

This course examines the role of industrialized media in the social construction of crime, criminals, victims, social order, and deviance. We also consider why crime is represented so frequently in a variety of mainstream media genres, including news, docudramas, video games, popular music, and fictional dramas in both television and film. The course also discusses ways in which social media and digital surveillance technologies have been harnessed in relation to crime. Central themes of the course include theoretical debates related to media effects and critical media consumers, as well as how crime narratives can either demonize or glamorize segments of society.

**Prerequisites:** Take MSS 131 or MSS 231.**Offered:** Every other year**MSS 444. Popular Music.****3 Credits.**

Despite its salience as a mass medium, popular music remains understudied in the discipline of media studies. Therefore, in order to provide students with a better understanding of popular music, this seminar involves the following: critically listening to and writing about popular music; considering music's role in identity (class, gender and sexuality, racial and ethnic, etc.) formation; examining the influence of media and technology on popular music; and understanding the music industry.

**Prerequisites:** Take MSS 131 or MSS 231.**Offered:** Every other year**MSS 450. Senior Seminar.****3 Credits.**

This seminar includes an in-depth examination of issues and research perspectives in media studies. Topics vary each term, focusing on the different media and current literature in the field. Senior status required.

**Prerequisites:** None**Offered:** Every year, Fall and Spring**MSS 491. Research Project.****3 Credits.**

Students conduct an in-depth research project under faculty supervision.

**Prerequisites:** Take MSS 332.**Offered:** As needed**MSS 495. Media Trend Forecasting and Strategy.****3 Credits.**

In this media studies capstone course, students analyze the various forces impacting media industries, professionals, and users, tracking current trends and forecasting future influences. Students study the issues facing media producers/users and strategize creative responses to the challenges of operating in an ever-changing media environment, applying critical thinking, research and creative problem-solving skills to real-world situations in their capstone project, a Media Consultant Report. Students also are expected to demonstrate professional oral and written communication skills in their final project and a weekly Media Trends blog. Senior status required.

**Prerequisites:** Take MSS 131 or MSS 231; and MSS 332 or ADPR 332**Offered:** Every year, Spring**MSS 499. Independent Study.****1-6 Credits.**

Students may arrange to do an in-depth study of a topic under faculty supervision.

**Prerequisites:** None**Offered:** As needed

## Public Relations (PRR)

**PRR 501. Principles and Theories of Public.****3 Credits.**

Students are introduced to the growing body of knowledge in the discipline and gain expertise that contributes to professional competence in public relations. Students examine the function of public relations in organizations and society, review contemporary and historical roles of public relations professionals and explore the practice of public relations in various public and private settings. Students also learn the latest theoretical approaches to public relations and apply these approaches to contemporary public relations management practices.

**Prerequisites:** None**Offered:** Every year, Fall**PRR 502. Public Relations Research Methods.****3 Credits.**

This course examines the applied use of research in public relations program development. Students learn methodologies appropriate for conducting secondary analyses and primary research. Both quantitative and qualitative methods are addressed, such as secondary analysis, content analysis, survey research, focus groups, participant observation, case study and experimentation.

**Prerequisites:** None**Offered:** Every year, Fall**PRR 504. Law and Ethics in Public Relations.****3 Credits.**

Students become familiar with legal and industry standards for legally and ethically practicing public relations. The course aims to instill an appreciation for freedom of expression and the First Amendment; to impart a functional understanding of legal rules and principles relevant to public relations practice in the U.S.; to enhance students' ability to identify the moral and ethical dimensions of issues that arise in public relations practice; and to develop analytical and critical thinking skills that encourage students to make and justify ethical decisions.

**Prerequisites:** None**Offered:** Every year, Fall**PRR 505. Public Relations Writing.****3 Credits.**

This course helps students develop professional-quality public relations writing skills. Students prepare a variety of public relations materials, such as news releases and other media materials; copy for internal magazines, reports, newsletters, brochures, institutional/advocacy advertising; video/audio scripts; web site copy; and speeches. Upon completion of this course, students have a professional portfolio of public relations writing samples.

**Prerequisites:** None**Offered:** Every year, Spring**PRR 506. Public Relations Management.****3 Credits.**

This course focuses on the business management aspects of public relations, such as policy formation, project direction, resource management, client relations, budgeting and counseling. Special emphasis is placed on public relations' contribution to an institution's mission and effectiveness.

**Prerequisites:** Take STC 501 or PRR 501**Offered:** Every year, Spring**PRR 507. Strategic Planning in Public Relations.****3 Credits.**

This course familiarizes students with the public relations strategic planning process. Students examine contemporary case studies that demonstrate the public relations planning process and apply what they have learned to the development and presentation of a public relations campaign plan for a client.

**Prerequisites:** Take PRR 501.**Offered:** As needed

- PRR 510. Crisis Management. 3 Credits.**  
 This course examines institutional crisis communication from a management perspective with an emphasis on crisis prevention, planning and response. Students are required to read and discuss selected articles from the crisis management literature, research and develop case studies of contemporary crises, and participate in simulations designed to develop professional expertise and practical skills in crisis management, including the management of information, management of public communication, strategic planning, problem solving, message production and issues management.  
**Prerequisites:** None  
**Offered:** As needed
- PRR 511. Global Strategy. 3 Credits.**  
 This course examines concepts, issues and practices in international public relations across the borders and focuses on the challenges, opportunities, and the worldwide development of public relations. The course aims to inform you about the variables that affect public relations practice in the international realm and assist you in understanding of other countries' domestic public relations given the various cultures, geopolitical and socio-economic systems. Participants look closely at how governments, corporations, multinationals and nongovernmental organizations employ international public relations strategies around the world. Students also examine similarities between international public relations and public diplomacy and the effects of international public relations on images of nations.  
**Prerequisites:** None  
**Offered:** As needed
- PRR 512. Investor Relations. 3 Credits.**  
 Students study the function of investor relations in corporations and examine the role of investor relations specialists charged with communicating financial information about companies to the financial media, SEC, financial analysts, shareholders and others in the financial community. Students learn how to integrate finance, communication, marketing and securities law compliance in efforts to maximize shareholder wealth.  
**Prerequisites:** None  
**Offered:** As needed
- PRR 513. Health & Strategic Communications. 3 Credits.**  
 In this course, students are exposed to the field of strategic health communications, with particular attention to analysis and practice of health communication relationships and messages. Issues to be discussed include, but are not limited to: history and current challenges of the health communication field; health campaign creation, implementation and evaluation; cultural issues related to health behavior change campaigns; translational research; traditional and social media training for health care professionals; and perspectives of media influence on health attitudes, norms and behaviors.  
**Prerequisites:** None  
**Offered:** As needed
- PRR 514. Public Relations and New Media. 3 Credits.**  
 This course addresses the impact of new media on public relations. It focuses on conducting public relations campaigns online and responding to public relations issues via new media, such as social networking and bookmarking sites, blogs, podcasts/vodcasts, discussion boards and conferences, wikis and mobile media.  
**Prerequisites:** None  
**Offered:** Every year, All
- PRR 515. Special Topics in Public Relations. 3 Credits.**  
 This course examines a specific topic or issue in public relations theory and practice. Topics might focus on specific practice areas such as sports public relations, employee relations, political public relations, public diplomacy, nonprofit public relations, or on industry issues and trends, such as the uses and impact of new technologies, professional ethics and corporate social responsibility or the integration of communication practices.  
**Prerequisites:** None  
**Offered:** As needed, Fall and Spring
- PRR 516. Branding Strategies. 3 Credits.**  
 This course explores strategies used by planners, communicators, managers and consultants to create, develop, nurture, maintain and reenergize brands. This course helps students understand the main idea of branding: developing, defending and growing brands for companies, agencies or nonprofits. It explores the essential elements of branding, including target audiences and segmentation, brand benefits, brand personality, differentiation and key brand equities. It also surveys conceptual approaches for the diagnosis of brand growth opportunities and for planning integrated brand communications.  
**Prerequisites:** None  
**Offered:** As needed
- PRR 517. Strategic Comm for Health Professionals. 3 Credits.**  
 In this course, graduate students are exposed to the field of strategic health communication. In particular, students are asked to consider the role of health communication messages in internal, organizational settings, as well as outward-facing messages. Unique to this graduate-level strategic communication course, the students are expected to have minimal to no experience in the field of strategic communication. Instead, the overview of the field provided through this course seeks to encourage understanding of how the theories, practices and evaluations of health communication should be incorporated within their areas of health expertise.  
**Prerequisites:** None  
**Offered:** As needed
- PRR 518. Measurement & Evaluation. 3 Credits.**  
 This course focuses on the development of knowledge and skills to ensure that students are able to use data to make business decisions. Students consider key concerns of measurement to determine if measurement tools are effective and appropriate for a project's goals, as well as how to make sense of data to measure success of a project and how to display findings for various audiences. The course is focused on the principles and process of utilizing research to best serve your client's or organization's goals. Main topics for the course include measurement development and refinement, online data analytics, audience segmentation, data interpretation and data visualization.  
**Prerequisites:** None  
**Offered:** Every year, Fall and Spring

**PRR 519. Strategic Public Relations.****3 Credits.**

The focus of this course is reputation management and its importance to business success. Students analyze the function of corporate communications and examine a range of topics including organizational identity, image and reputation; issues and crisis management; institutional ethics and corporate social responsibility; strategic public relations planning; integrated marketing communication; public relations theories and best practices; and global public engagement. The class also explores specialty public relations practice areas such as media relations, investor relations, employee relations and government relations. Class discussions, case studies, in-class exercises, team projects and essay exams help students improve their critical thinking and reasoning skills, develop research and strategic planning skills and increase diversity awareness and sensitivities that are important to professional and business success.

**Prerequisites:** None**Offered:** As needed**PRR 520. Sports Public Relations.****3 Credits.**

This class is a comprehensive review of sports event planning and management. Students examine such topics as strategic planning, budgeting and time management.

**Prerequisites:** None**Offered:** As needed**PRR 521. Corporate Public Relations.****3 Credits.**

This course provides students with the knowledge and skills required for positions in the corporate sector. Topics include media relations, employee communication, community relations, investor relations, and crisis communication. Students hone their written communication and critical thinking skills in this class.

**Prerequisites:** None**Offered:** As needed**PRR 522. Nonprofit Public Relations.****3 Credits.**

This course is appropriate for students who want to learn how to develop and implement comprehensive public relations campaigns for nonprofit organizations. It highlights the structures and nuances of the various types of NPOs and examines case studies and present-day scenarios. The course requires the development of a public relations campaign, and culminates in crafting a case study assessing the effectiveness of an assigned NPO's public relations campaign.

**Prerequisites:** None**Offered:** As needed**PRR 523. Media Systems and Planning.****3 Credits.**

In this course, students learn about traditional as well as new and emerging technologies, with particular emphasis on their strengths and weaknesses as message carriers. Discussions include an overview of commonly used metrics and sources of data in the advertising and communications industries. Students then use this knowledge to plan and budget for integrated communication plans that capitalize on paid, earned and owned outlets.

**Prerequisites:** None**Offered:** As needed**PRR 525. Financial Communications and Business.****3 Credits.**

This course provides students with a holistic view of public relations and corporate communications management, as well as strategic planning for organizational change and growth. It covers various styles and functions of management and leadership theory and introduces key principles of marketing, branding, risk management, ethics, and finance. Throughout the course, students develop the ability to work between crucial agency organizational departments.

**Prerequisites:** None**Offered:** As needed**PRR 531. Graduate Internship in Public Relations.****3 Credits.**

Students complete a minimum of 90 hours of professional fieldwork supervised by the program director and a qualified field supervisor. Approval of the program director is required.

**Prerequisites:** None**Offered:** Every year, All**PRR 540. Strategic Communications Abroad.****3 Credits.**

This multi-section course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments, and specializations. Students conduct primary and secondary research on communications in a particular country or cross-cultural context. The topics can range from international strategic communication through storytelling, global branding, and design, depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic of the course, where students will be able to expand their skills and knowledge in a new environment. A strategic communication graduate-level final project is required.

**Prerequisites:** None**Offered:** As needed**PRR 547. Entertainment Public Relations.****3 Credits.**

This course reviews and applies the established RPIE (Research, Planning, Implementation, and Evaluation) process to the field of entertainment public relations in the context of such industries as music, movies, TV, theater, gaming, and sports. The distinctions between and among advertising, publicity, public relations, marketing, and promotion, in addition to how they can work together to support a specific goal, are highlighted.

**Prerequisites:** None**Offered:** As needed**PRR 549. Media Relations.****3 Credits.**

This course gives students an understanding of the priorities and expectations of various types of contemporary media and how to successfully engage them through research-based strategies and tactics designed to reach key audiences. At the conclusion of the course, students should be well-practiced in various forms of working with journalists and the public via multiple media.

**Prerequisites:** None**Offered:** As needed

**PRR 551. Social Media Analytics. 3 Credits.**

This course familiarizes students with the role of analytics in digital communication strategies and social media account management. Students are introduced to the growing body of research on digital communication analytics, including social listening, social monitoring, attribution modeling, A/B testing, and data visualization. Key case examples of malicious data harvesting and data misuse are used to explore the importance of ethical data utilization in campaigns. Students finish this course with an understanding of the magnitude of social media on different elements of society and how social media analytics are used to recognize and solve problems across many industries.

**Prerequisites:** None

**Offered:** Every other year, Spring

**PRR 552. Access/Diversity/Inclusion in Soc Media. 3 Credits.**

This course introduces best practices for creating social media content with optimized accessibility for disabled audiences, as well as improving diversity representation in the development and delivery of social media content. Students learn approaches for critically evaluating campaign strategies and individual social media messages for accessibility, diversity, and inclusion, and are empowered with knowledge of tools to improve campaign messages.

**Prerequisites:** None

**Offered:** Every other year, Fall

**PRR 553. Social Media Content Strategy. 3 Credits.**

This course addresses the strategic development of content across various social media platforms to meet key publics where they're active with material that takes advantages of the specific affordances of each platform. The course will consider addressing issues and crises as they arise, pivoting in response to public concerns, and gaining management buy-in on response strategies.

**Prerequisites:** None

**Offered:** Every other year, Spring

**PRR 605. Public Relations Grad Capstone. 3 Credits.**

Students develop a professional research project under the direction of program faculty. The project work should exhibit KSAs and/or serve as PRSA Readiness Review preparation. The capstone project is a personally designed, independently conducted activity, enabling students to further their knowledge/skill in one or more of the course topics that students have found especially interesting or beneficial. Permission of instructor required.

**Prerequisites:** None

**Offered:** Every year, Spring and Summer

**PRR 606. Independent Study. 3 Credits.**

Students develop and implement individual research projects that advance understanding of particular theoretical or practical aspects of public relations. Approval of the program director is required.

**Prerequisites:** None

**Offered:** As needed