

COMM - COMMUNICATION

COMM 1100 Human Communication (3-0-3)

This course is a broad approach to oral communication skills including intrapersonal, interpersonal, small group, and public speaking. Students in this course will be expected to participate in discussions on a frequent basis, take 12 short online quizzes, complete a variety of unit assignments and take a proctored final exam. Course available through eCore.

COMM 1110 Public Speaking (3-0-3)

An introduction to the basic principles of public speaking. Students will deliver a variety of speeches using library research services. Computer laboratory assignments require students to conduct online research, generate word processing documentation and graphic support for their presentations. Satisfies the core curriculum requirement in area B.

COMM 1115 On-Set Film Production I (6-0-6)

The first of a two-course certificate program which provides an introduction to the skills used in on-set film production, including all forms of narrative media which utilize film-industry standard organizational structure, professional equipment and on-set procedures.

COMM 2105 Interpersonal Communication (3-0-3)

A study of the fundamental concepts of person-to-person communication including opportunities to practice skills such as supportive behaviors, active listening, and assertiveness.

COMM 2115 Intercultural Communication (3-0-3)

A study of communication barriers between persons from different cultures, and a review of methods used in resolving these communication problems.

COMM 2136 Group Communication (3-0-3)

Study of the theories of group dynamics, with experiential training in methods and procedures of group problem solving. (Course Fee Required)

COMM 2137 Introduction to Mass Communication (3-0-3)

General orientation to the field of mass communication, including a survey of journalism, broadcasting, the Internet, public relations, advertising, photography, film and recording mediums. This course will briefly review the history and basic operation of each major mass medium and introduce critical evaluation of media performance.

COMM 2215 GFA Grip and Rigging (2-20-6)

Grip and Rigging is an introduction and orientation to the practice of rigging and supporting grip equipment, cameras, vehicles and other physical/mechanical devices. Grips are first and foremost team members. In addition to gaining a thorough knowledge of the equipment used in grip and rigging, students will engage in on-set exercises in inventory, maintenance, set-up, trouble-shooting, teamwork, set protocol and safety. The purpose of this course is to prepare students to work on a motion picture production set. As such, student responsibilities are matched to potential responsibilities as a team member on a production set as closely as possible.

Prerequisite(s): COMM 1115

COMM 2216 GFA Electric and Lighting (2-20-6)

This course is designed to equip students with the skills and knowledge of electrical distribution and set lighting on a motion picture or episodic television set in order to facilitate their entry and advancement in the film business. The course is offered in collaboration with the Georgia Film Academy. Students will participate in goal oriented class projects including power distribution, set protocol and etiquette, properly setting lamps, department lingo, how to light a set to feature film standards, motion picture photography, etc. A large emphasis will be placed on set etiquette including, but not limited to, attitude, professionalism and technique on and off set. Students are expected to attend open labs such as guest speakers or OSHA safety classes to complete course assignments.

Prerequisite(s): COMM 1115

COMM 2217 GFA Set Construction and Scenic Painting (2-20-6)

This course is designed to equip students with entry-level skills and knowledge of set construction for the film and television industry. Students will participate in goal oriented class projects including reading blueprints, set safety, use of power tools, carpentry, scenic paint and sculpting. A large emphasis will be placed on set etiquette including, but not limited to, attitude, professionalism and technique on and off set. Students are encouraged to attend open labs if and when available to further practice what they learned in class.

Prerequisite(s): COMM 1115

COMM 2498 On-Set Internship (2-20-6)

This course is designed specifically to provide students with a basic level of on-set film production skills, knowledge, and experience with film-industry-standard organizational structure, professional equipment, and on-set procedures.

COMM 2545 Selected Topics in Communication ((0-6)-(0-20)-(1-6))

The study of a selected topic in communication. May be taken three times for credit.

Repeatability: Repeatable for credit up to 3 times or 20 hours.

COMM 2555 Selected Topics in Film Production ((0-6)-(0-20)-(1-6))

Prerequisite COMM 1115 with B or above. Specialized topics related to Film Production. May be repeated two times for credit with different topics up to 18 credit hours.

COMM 3110 Analysis of Argument (3-0-3)

A course designed to develop critical thinking skills through reading and writing arguments. Students will analyze written and visual arguments and examine how verbal, nonverbal and visual resources are assembled to constitute an argument.

Prerequisite(s): COMM 2105 or COMM 2115 or COMM 2136 or COMM 2137

Restriction(s):

Enrollment limited to students major in Communication.

Enrollment limited to students in a Bachelor of Arts degree.

Enrollment limited to students in the College of the Arts college.

COMM 3118 Public Address (3-0-3)

This class examines texts as artifacts of American cultural history. By examining public address as a textual event, this course offers rhetoric as a way to learn about cultural history. Students will examine texts from social movements, political speeches, popular music and magazine advertisements. Students will analyze: 1) how these texts constitute public, and 2) how these texts serve as sites for negotiating the boundary between public and counter-public.

Prerequisite(s): COMM 2105 or COMM 2115 or COMM 2136 or COMM 2137

Restriction(s):

Enrollment limited to students major in Communication.
Enrollment limited to students in a Bachelor of Arts degree.
Enrollment limited to students in the College of the Arts college.

COMM 3119 Introduction to Computer Mediated Communication (3-0-3)

The role of computer technology in communicating messages, and the outcomes from the use or misuse of CMC research and tools.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Freshman, Sophomore or High School Dual Enrollment students may **not** enroll.

COMM 3125 Modern Media and Culture (3-0-3)

This class will address the social responsibility of the media and its influence upon media consumers by examining media economics, media ethics, media effects of electronic and print media, and critical analysis of media's role in society.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3135 Persuasion (3-0-3)

An introductory study of selected theories of persuasion. Students will examine, analyze, and apply persuasive techniques used in today's culture.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3136 Non-Verbal Communication (3-0-3)

A study of body language, paralinguistics, proxemics and the sociological and psychological elements which combine to give meaning and purpose to non-verbal communication.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3139 Interpersonal Conflict Resolution (3-0-3)

Introduces positive conflict management processes coupled with communication skills and principled negotiation. Discussion of readings, special assignments, basic theoretical foundations of interpersonal conflict, and the practical application of such theories in everyday interaction.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3141 Introduction to Public Relations (3-0-3)

The theory, function and practice of effective explanation and presentation of the nature and activities of an individual or organization to diverse segments of the public, both in terms of its daily operation and in view of its overall objectives.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3145 Family Communication (3-0-3)

Analysis of the communication processes within the family as well as the extent to which they affect and are affected by larger social systems.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3146 Political Communication (3-0-3)

Introduction to theory and practices of political communication, including the conduct of campaigns and providing public services. In addition, the student will participate in a political or voter registration campaign, or work in an elected official's office.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3148 Community, Dialogue, & Advocacy (3-0-3)

This class explores the markings and dynamics of a rhetorical theory addressing the centrality of communication in creating and sustaining community. Students will study theory as both a subject and process of thought as they inquire into the concept of community as a discursive realm that mediates our public and private relationships. During the course, they will identify and participate in projects, such as study circles, to become a more active voice in our community. The course will emphasize concrete ways communication maintains community as we strive to build a theory conducive to application in the real-world interactions of human beings in a physical, living environment.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3149 Race and Communication (3-0-3)

A study of the theoretical and practical issues related to inter-ethnic, interracial, and multicultural communication among residents of the United States. This course introduces students to critical concepts to analyze how culture, identity, and the meanings of "difference" are reflected, shaped, and negotiated in and through our everyday communication practices.

Prerequisite(s): COMM 2105 or COMM 2115 or COMM 2136 or COMM 2137

COMM 3157 Qualitative Communication Research (3-0-3)

Qualitative Research Methods in the study of human communication covers conceptual issues of qualitative inquiry, research design, gathering, analyzing and interpreting qualitative data, and writing up qualitative research.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Freshman, Sophomore, Audit - Undergraduate or High School Dual Enrollment students may **not** enroll.

COMM 3235 Interactive Media Production (2-2-3)

An introduction to digital media production and communication in the context of comprehensive communication campaigns, focusing on the use of design, production, and delivery of multimedia communication in publishing, broadcasting, public relations and advertising. (Course Fee Required)

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Freshman, Sophomore or High School Dual Enrollment students may **not** enroll.

Enrollment is limited to Undergraduate Level level students.

COMM 3240 Podcasting 1 (3-0-3)

This course is designed to provide students with the industry-standard knowledge and essential entry-level skills required to produce podcasts - from concept to delivery. Additionally, students will be taught standards of effective marketing, podcasting promotion, and audience interaction.

Prerequisite(s): COMM 2105 with a minimum grade of D or COMM 2115 with a minimum grade of D or COMM 2136 with a minimum grade of D or COMM 2137 with a minimum grade of D

COMM 3242 Writing for Media (2-2-3)

Practical application of effective public relations techniques based on a comprehensive P.R. campaign. May include, but is not limited to, letters to the editor, personality profile, news releases, broadcast version, social media, and speech writing.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3255 Quantitative Communication Research (3-0-3)

A study and application of research methods used in speech communication.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3256 Communication Theories (3-0-3)

A study of the major theoretical perspectives that inform communication scholarship.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

COMM 3257 Video Production I (1-4-3)

The use of video as an effective form of communication, applying the technical and aesthetic principles of television production in a broad range of media contexts while operating a video camera and editing video using editing software (Final Cut Pro).

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Enrollment limited to Junior or Senior students.

COMM 3258 Post Production: Film and Television Avid Editing, Digital Imaging and Storycraft (6-0-6)

This course is designed to certify students with Avid Media Composer User Certification, a credential recognized worldwide as the industry standard for assistant editors in feature films and broadcast television. This course will equip students with a unique skillset and knowledge of industry standard digital imaging, editorial process and story forging on both motion picture or episodic nonlinear productions. At the end of the course, the students will be qualified to advance a career in entertainment postproduction of film and television. Successful completion of the coursework will award students Avid Media Composer Certified User 100 certification.

Prerequisite(s): COMM 1115

COMM 3271 Production Design I (6-0-6)

Introductory course examines the process of film and television production design. The course involves experiential learning components. Assigned projects provide hands-on industry relevant experience.

Prerequisite(s): COMM 1115

COMM 3272 Motion Picture Set Lighting (6-0-6)

An introduction to skills and knowledge of electrical distribution and set lighting on a motion picture or episodic television set. The course involves experiential learning components. Assigned projects provide hands-on industry relevant experience.

Prerequisite(s): COMM 1115

COMM 3273 Production Accounting & Office Management (6-0-6)

Introductory course teaches fundamentals of working in production office or accounting department in the film and television industry.

Prerequisite(s): COMM 1115

COMM 3274 Avid Pro Tools: Professional Assistant Sound Engineering with User Certification (6-0-6)

Study and practical applications in sound engineering designed to train and certify students for digital post production editing in the entertainment industry. Students receive "Avid Technology ProTools User" certification.

Prerequisite(s): COMM 1115

COMM 3275 Introduction to Special Makeup Effects (6-0-6)

This course is designed to provide students with entry-level skills and industry-standard based knowledge in practical Special Effects (SFX) Make Up for major film and television production. Students will participate in goal-oriented hands-on class projects including fabrication, material safety, casting materials, professional make-up, sculpting, airbrushing, and design. A large emphasis will be placed on set etiquette including, but not limited to, attitude, professionalism and technique on and off set. Students will also attend open lab sessions to get more repetitious practice in order to refine their special FX make-up creation skills.

Prerequisite(s): COMM 1115

COMM 3498 Practicum (0-0-(1-6))

Practicum is an opportunity to begin applying coursework to hands-on experience for students. Students will coordinate with the department chair to find an on-campus site where they can work a minimum of 50 hours during the semester. The work they do must be relevant to their academic and professional goals in the field of integrated media or public relations and must be supervised by a person qualified and committed to furthering the student's knowledge and skills. The practicum experience is designed to test student ability to function like a professional while cultivating communication knowledge and skills in preparation for entering an internship.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Repeatability: Repeatable for credit up to 3 times or 6 hours.

COMM 3697 On-Set Preceptorship (6-0-6)

Provides students with on-set film production skills, knowledge, and experience with film-industry standard organizational structure, professional equipment, and on-set procedures. Additionally, the course places students in on set environments where they work with industry professionals as they build both industry knowledge and professional networks (S/U Grading)

Prerequisite(s): COMM 1115

COMM 3698 Junior Internship (0-0-(1-6))

Application of communication skills in the workplace. (S/U grading)

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Enrollment limited to Junior students.

Enrollment limited to students major in Communication.

Enrollment limited to students in a Bachelor of Arts degree.

Enrollment limited to students in the College of the Arts college.

COMM 4000 Communication Exit Assessment (0-0-0)

Student must be communication major with senior standing and 2.5 GPA in major. The student will prepare a portfolio representing his/her work from at least eight communication or related courses. The portfolio may contain audio and visual materials as well as text. After the portfolio is satisfactorily organized, the student will have an interview with a faculty panel. Satisfactory completion of this course is required for graduation. (S/U grading.)

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Enrollment limited to Senior, Non-Degree - Undergrad PostBac or Degree - Undergrad PostBac students.

Enrollment limited to students major in Communication or

*Communication.

COMM 4105 Networked Communication (3-0-3)

This course examines how communication networks function. Social, civic, organizational, and mediated networks, including the internet, will be considered.

Prerequisite(s): COMM 2105 or COMM 2115 or COMM 2136 or COMM 2137

COMM 4107 Communication, Gender, and Sexuality (3-0-3)

Examines multiple relationships between communication, gender, and sexuality. Emphasizes how communication creates gender and power roles and how communicative patterns create, sustain, reflect, and alter social conceptions of gender and sexuality.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Enrollment limited to Junior, Senior, Non-Degree - Undergrad PostBac or Degree - Undergrad PostBac students.

COMM 4108 Social and Digital Media Writing (3-0-3)

Students will learn to apply the core values of flexibility, critical thinking, and experimentation on new media platforms.

Prerequisite(s): (COMM 3242 with a minimum grade of B and COMM 2105 with a minimum grade of C) or (COMM 3242 with a minimum grade of B and COMM 2115 with a minimum grade of C) or (COMM 3242 with a minimum grade of B and COMM 2136 with a minimum grade of C) or (COMM 3242 with a minimum grade of B and COMM 2137 with a minimum grade of C)

COMM 4115 Rhetorical Criticism (3-0-3)

Introduction to the practice of rhetorical criticism. It is designed to develop students' skills in reading texts rhetorically—to understand how specifically tailored messages move people to think and act in particular ways.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Enrollment limited to students major in Communication.

Enrollment limited to students in a Bachelor of Arts degree.

Enrollment limited to students in the College of the Arts college.

COMM 4116 Communication Ethics (3-0-3)

This course provides an understanding of the ethical and philosophical framework of decision-making in the field of communication. It explores contemporary and classic case studies in ethics relevant to major communication arenas like interpersonal communication, organizational communication, and mass communication.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Freshman, Sophomore or High School Dual Enrollment students may **not** enroll.

COMM 4125 Free Speech and Free Expression (3-0-3)

Examines foundational arguments and theories related to free speech and expression including landmark Supreme Court decisions interpreting the First Amendment and the legal limitations and privileges affecting communication professionals.

Prerequisite(s): COMM 2105 or COMM 2115 or COMM 2136 or COMM 2137

Restriction(s):

Freshman or Sophomore students may **not** enroll.

COMM 4135 Crisis Communication (3-0-3)

This course is an overview of the crisis communication process. This course focuses on theories of crisis communication and how they can be applied to actual crisis situations. Students will learn the crisis management process: prevention preparation, response, and learning.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Enrollment limited to Junior or Senior students.

COMM 4141 Public Relations Management (3-0-3)

This course is designed to identify, analyze, and explain typical public relations situations and problems in industry, labor, education, government, social welfare, and trade associations using the case study method.

Prerequisite(s): (COMM 3141 with a minimum grade of C and COMM 2105 with a minimum grade of C) or (COMM 3141 with a minimum grade of C and COMM 2115 with a minimum grade of C) or (COMM 3141 with a minimum grade of C and COMM 2136 with a minimum grade of C) or (COMM 3141 with a minimum grade of C or COMM 2137 with a minimum grade of C)

COMM 4142 Public Relations Campaigns (3-0-3)

This course requires students to use original research to develop a comprehensive public relations campaign plan to meet the goals and objectives of a client's project, including the development of strategies, tactics and evaluation measures. (Course Fee Required)

Prerequisite(s): (COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C) and (COMM 3141 with a minimum grade of C or MKTG 3115 with a minimum grade of C)

COMM 4143 Strategic Media Writing (3-0-3)

This course trains students how to write for media used by media professionals. Students will begin with fundamental training in media industry writing standards and methods of information gathering for content development. Practical application of media writing standards will be applied to specific genres in media writing, such as human interest/feature writing, opinion/editorial, and broadcast platforms of content delivery.

Prerequisite(s): COMM 3242 with a minimum grade of B and (COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C)

COMM 4145 Organizational Communication (3-0-3)

Emphasizes communication concepts, processes, and theories as they pertain to a variety of organizational contexts. In addition to exploring foundational theories of organizational communication, students will examine topics related to organizational diversity and change, groups, leadership, power, and conflict.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Enrollment limited to Junior, Senior, Non-Degree - Undergrad PostBac or Degree - Undergrad PostBac students.

COMM 4147 Advertising Campaigns (3-0-3)

This course is designed for students to apply their collective abilities and knowledge toward the development of a comprehensive advertising campaign for a client as designated by the American Advertising Federation through its National Student Advertising Campaign Competition. (Course Fee Required)

Prerequisite(s): (COMM 3141 and COMM 2105) or (COMM 3141 and COMM 2115) or (COMM 3141 and COMM 2136) or (COMM 3141 and COMM 2137)

Restriction(s):

Freshman, Sophomore or High School Dual Enrollment students may not enroll.

COMM 4256 Professional Editing, Digital Imaging & Story Craft With Media Composer (2-20-6)

Advanced editing training using utilizing Media Composer. With successful course completion and passing the embedded AVID Media Composer Professional Editing 1 (MC 20)1 and Media Composer Professional Editing II (MC 210), students can earn the Avid Certified Professional in Media Composer.

Prerequisite(s): COMM 1115 and COMM 3258

COMM 4257 Video Production II (1-4-3)

A course in Documentary Web Video Production that is designed to provide students with a framework for production of various documentary styles. The instruction uses readings, screenings, critical analysis, discussion, equipment and process orientation, and supervised and unsupervised field production and editing. We will work with digital video/audio hardware/software to develop advanced media production skills.

Prerequisite(s): COMM 3257 with a minimum grade of C and (COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C)

COMM 4258 Video Production III (3-0-3)

Documentary video production is designed to emphasize nonfiction field production and qualitative research methods. The course combines theory, research and practical application. Classroom training which consists of hands-on demonstrations, screenings, readings, lectures and discussion will prepare students to produce documentary content. As students research documentary story telling processes, they will gain greater production experience both individually and in groups. This course will have a heavy emphasis on research, pre-planning and writing as integral components of video production. This course will prepare students for future production and documentary film opportunities.

Prerequisite(s): COMM 3257 with a minimum grade of C and COMM 4257 with a minimum grade of C and (COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C)

COMM 4259 Integrated Web Design (1-4-3)

Principles and production of multi-level convergent media where all modes of communication and information, in the context of comprehensive communication campaigns, are integrated into a smaller, portable device. (Course Fee Required)

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Restriction(s):

Enrollment limited to Junior or Senior students.

COMM 4555 Selected Topics in Communication ((0-6)-(0-20)-(1-6))

The purpose of this course is to address communication issues not addressed elsewhere in the curriculum. May be taken three times for credit.

Prerequisite(s): COMM 1115 or COMM 2105 or COMM 2115 or COMM 2136 or COMM 2137

Repeatability: Repeatable for credit up to 3 times or 18 hours.

Restriction(s):

Enrollment limited to Junior, Senior, Non-Degree - Undergrad PostBac or Degree - Undergrad PostBac students.

COMM 4698 Senior Internship (0-0-(1-6))

Senior standing and 2.5 minimum GPA in the major required. Application of communication skills in the work place. (S/U grading.)

Restriction(s):

Enrollment limited to Senior, Non-Degree - Undergrad PostBac or Degree - Undergrad PostBac students.

COMM 4899 Independent Study (0-0-(1-3))

Work in special projects designed to meet specific needs of individual students.

Repeatability: Repeatable for credit up to 98 times or 3 hours.

Restriction(s):

Enrollment limited to Senior, Non-Degree - Undergrad PostBac or Degree - Undergrad PostBac students.

COMM 5165G Media Management and Economics (3-0-3)

This course introduces the fundamental concepts, principles, and theories in media management and economics including factors that influence the media economy, including regulation, globalization and technology. The course emphasizes the ability to analyze media organizations and report on current economic issues in media industries.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 5165U Media Management and Economics (3-0-3)

This course introduces the fundamental concepts, principles, and theories in media management and economics including factors that influence the media economy, including regulation, globalization and technology. The course emphasizes the ability to analyze media organizations and report on current economic issues in media industries.

Prerequisite(s): COMM 2105 or COMM 2115 or COMM 2136 or COMM 2137

COMM 5555G Special Topics (3-0-3)

Course encourages students to pursue additional experiences with, or a deeper understanding of, specific topics in strategic communication management, creative services management, or film, editing, and design. Course may be taken two times for credit.

Repeatability: Repeatable for credit up to 1 times or 6 hours.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 5555U Special Topics (3-0-3)

Course encourages students to pursue additional experiences with, or a deeper understanding of, specific topics in strategic communication management, creative services management or film, editing, and design. Course may be taken two times for credit.

Prerequisite(s): COMM 2105 with a minimum grade of C or COMM 2115 with a minimum grade of C or COMM 2136 with a minimum grade of C or COMM 2137 with a minimum grade of C

Repeatability: Repeatable for credit up to 1 times or 6 hours.

COMM 6116 Communication Ethics (3-0-3)

This seminar introduces students to the lines of ethical inquiry relevant to communication scholars and practitioners. Students will explore and apply the wide range of ethical decision-making approaches in communication, as well as develop an understanding of the various forces that influence ethical decision-making.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6135 Strategic Crisis Management (3-0-3)

This seminar provides students with a managerial or executive level understanding of risk, crisis, and disaster communication. Students will explore diverse crisis contexts, consider various theoretical and applied approaches to risk, crisis, and disaster response, and discuss individual and community resilience as well as post-traumatic growth. Students will critically evaluate the success of crisis communication campaigns through case study analyses.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6145 Strategic Communication Campaign Management (3-0-3)

The course will enable students to put into practice all of the theoretical knowledge, research skills, interpersonal and group skills, writing skills, and creative problem-solving abilities developed throughout strategic communication management studies, while adopting a manager's approach. This course will help students approach integrated communication strategically so they will be able to apply strategic communications techniques and theories to the creation, execution and management of campaigns.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6156 Communication Theory (3-0-3)

This seminar provides an introduction to both graduate studies and graduate-level theory. Students will become familiar with theory, communication research, and graduate-level academic writing. Students will also learn to critically evaluate a wide array of communication theories and apply communication theory to their own research interests.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6157 Communication Research (3-0-3)

This course will introduce students to the structure, process, and logic of both quantitative and qualitative research in communication. Students will learn how to select the appropriate approach and method for their own research questions/hypotheses.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6235 Client Relations (1-4-3)

This course covers approaches for creative professionals in working with clients to create effective messaging and media products. Students learn how to collaborate with clients to guide production strategy while also creating and maintaining loyal customers and positive working relationships.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6237 Persuasive Content Production (1-4-3)

This course focuses on production of persuasive content in order to create an effective media product for the client. Students produce original creative content which suits client needs and goals across multiple media formats and styles.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6256 GFA Proseminar in Film and Television Production for Key Creatives (1-6-4)

This foundational GFA course reinforces appropriate on-set procedures for Key Creative positions (i.e., Producer, Director, Director of Photography, Production Designer, Screenwriter and/or Editor) and provides them opportunities to utilize industry-standard equipment.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6257 Persuasive Content Campaigns (1-4-3)

This course focuses on production and delivery of persuasive content in a variety of formats (photo, video, audio, graphics, etc.) across a variety of channels (broadcast, digital, social media, etc.) in order to create an effective media campaign for the client. Students produce original creative content that meets client needs and goals across multiple media delivery modes.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6258 Advanced Production 1 (1-4-3)

Students write, shoot, and edit original creative productions utilizing advanced production techniques to tell effective stories for the client. Students complete professional-level productions on short-turn around throughout the semester.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6259 Advanced Production 2 (1-4-3)

Students write, shoot, and edit an original creative production utilizing advanced production techniques to tell an effective story for the client. Students work the entire semester to create a long-form professional-level production.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6275 Strategic Social Media and Data Analytics (2-2-3)

This course looks at how to build social media campaigns and relationships. Topics include using analytics to measure audience interaction, serial storytelling, and working with diverse clients and/or publics to encourage strong relationships. Students look at content creation across multiple platforms, as well as develop knowledge and skill in leveraging social media analytics to inform production, assess message effectiveness, knowledge building, and attitudinal and behavioral change.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6286 GFA Motion Picture Set Lighting (1-6-4)

This course equips students with the skills and knowledge of electrical distribution and set lighting on a motion picture or episodic television set in order to facilitate their entry and advancement in the film business. Students will participate in location scouting to ascertain all resources needed – equipment, manpower and time-- and will choose a numerous-scene script they will light and “shoot” as a creative team.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6287 GFA Post-Production Fundamentals and Introduction to Avid Media Composer (1-6-4)

Course introduces the concepts, terminology, and general/common workflows of contemporary digital post production. Students train to use Avid Technology's industry leading film/video editing software, Media Composer. For students desiring to do so, they may earn the “Avid Certified User” credential.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6288 GFA Art Direction for Production Design in Film and Television (1-6-4)

In this course, students assume leadership roles from design concept to producing a predetermined script. In this environment, students learn the roles of the art department and their working relationships with other crew members, production phases and on-set production. Upon course completion, students will have a camera-ready set on which future classes can shoot.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6765 Graduate Proseminar (1-0-1)

This professional seminar will guide students through the process of developing the first portion of program capstone: either a thesis or project proposal. The course will help students navigate capstone requirements and paperwork, select a chair and committee, and develop a proposal for committee approval.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6766 Comprehensive Review and Exam (3-0-3)

This course will assess the student's ability to demonstrate, through scholarly writing, synthesis of graduate-level coursework in three content areas – Communication Theory, Communication Research, and a chosen course from the student's Program Track. The instructor will provide individual guidance and advice to prepare students for a comprehensive exam that will be evaluated by the course instructor and a faculty panel.

COMM 6965 Graduate Thesis Research (0-0-(1-5))

Research topic will have been approved by student's advisory committee at the end of the Graduate Proseminar. Students write and present a thesis to their advisory committee for review and approval.

Prerequisite(s): COMM 6765

Repeatability: Repeatable for credit up to 2 times or 5 hours.

Restriction(s):

Enrollment is limited to Graduate Level level students.

Enrollment limited to students in the Department Prerequisite college.

COMM 6966 Graduate Professional Project (0-0-(1-5))

Approved communication work experience, either as a volunteer or through employment. Work experience must be approved in advance. Successful completion requires written evaluation from a supervisor, academic paper related to work experience and oral presentation of accompanying academic component to faculty.

Prerequisite(s): COMM 6765

Repeatability: Repeatable for credit up to 2 times or 5 hours.

Restriction(s):

Enrollment is limited to Graduate Level level students.

COMM 6967 Thesis or Professional Project Defense (0-0-0)

Degree candidates must be enrolled in this course during the semester of their defense. A satisfactory grade in the course indicates a successful oral defense of the master's thesis, the completion of edits and approval by the advisor or committee, and submission to the library.

Restriction(s):

Enrollment is limited to Graduate Level level students.