

COMMUNICATION (COM)

COM 101 - Survey of Communication (3.0 hours)

Provides an overview of the nature, functions, and responsibilities of the communication industries in a global environment with an orientation toward the Department of Communications current disciplines.

COM 103 - The Oral Communication Process (3.0 hours)

Core Curriculum: CM,OC

Theories and skills of oral communication. Emphasis on basic principles of thought, content, organization, style, delivery, and the interaction of communication and culture.

COM 104 - Honors Public Performance (3.0 hours)

Theories and skills of oral communication with an emphasis on maximum communication competency. Principles of thought, content, organization, style, delivery, and audience will be thoroughly and creatively examined. Course is for Honors students only.

COM 112 - Introduction to Media Production (3.0 hours)

Survey of concepts, skills, and tools of audio and video production. Emphasis on foundational modes of storytelling using mobile devices.

COM 160 - Sports, Media and Society (3.0 hours)

The social, political, economic, historical, and ethical significance of the intersection of sports, media, and society.

Prerequisite: COM 101

COM 201 - Journalistic Writing (3.0 hours)

Basic writing: selecting, organizing, and structuring information for print and broadcast journalism.

Prerequisite: COM 101; ENG 101.

COM 202 - Basic Advertising Writing (3.0 hours)

Principles and practice of effective advertising writing. Selecting, organizing, and structuring information for advertising writing.

Prerequisite: COM 101; ENG 101.

COM 203 - Media Industries (3.0 hours)

Core Curriculum: WI

Overview of media industries: radio, television, and related emergent technologies. Local, regional, national, and international networks, and programming services. Broadcast and broadband distribution; roles of government, advertisers, agencies, and audiences.

Prerequisite: COM 101

COM 204 - Audio Production (3.0 hours)

Study and practice in the operation of basic audio production equipment. Production techniques and critique.

Prerequisite: COM 101, 112, 201; or consent of instructor.

COM 209 - Forensics (1.0 hour)

Research and performance laboratory for students who participate in intercollegiate and community speech activities. Repeatable to a maximum of 6 credit hours.

Prerequisite: COM 103; consent of Forensics Director.

COM 215 - Basic Reporting (3.0 hours)

Practice in news gathering, beat reporting, interviewing, and writing basic news stories.

Prerequisite: COM 101, 201; ENG 101

COM 219 - Public Relations (3.0 hours)

Nature, practices, ethics, and problems of public relations.

Prerequisite: COM 101 and COM 201; or Advertising-Public Relations Minor

COM 220 - Advertising As Communication (3.0 hours)

Introduction to the foundations, nature, and practice of advertising; commercial aspects of communications. Ethical, legal and social responsibility aspects of advertising.

Prerequisite: COM 101 and COM 201; or Advertising-Public Relations Minor

COM 225 - Visual Storytelling (3.0 hours)

Practice in visual storytelling using video, audio, still photography, and other means of conveying information to create a journalistic report in a documentary style for multiple publishing platforms.

Prerequisite: COM 101, COM 201.

COM 260 - Sports Writing and Announcing (3.0 hours)

The skills of writing and announcing for the electronic media.

Prerequisite: COM 101, ENG 101, IM 113; and COM 201 or COM 202

COM 265 - Ethical Issues in Sports Communication (3.0 hours)

Com 265 is a course that analyzes the ethical issues that are prevalent in sports today.

Prerequisite: COM 101 and COM 160

COM 292 - Organizational Communication (3.0 hours)

Introduction to organizational communication including perspectives on organizing, the nature of communication within organizations, organizational culture, enhancing communication competence, innovation, technology, and organizational change, and contemporary issues.

Prerequisite: COM 103.

COM 300 - Communication Theory (3.0 hours)

Core Curriculum: WI

Theories and variables of human communication in the interpersonal, group, organizational, intercultural, mediated, and global systems.

Prerequisite: COM 101; minimum of 45 credit hours.

COM 303 - Rhetorical Perspectives in Organizational Communication (3.0 hours)

Rhetoric is the strategic use of symbols to generate meanings. Studying rhetoric examines how people are coordinated via discourses thereby producing critical interpretations of how, when, and why discourses are effective and persuasive. Organizational rhetoric is the strategic use of symbols to influence the thoughts, feelings, and behaviors of audiences important to the operation of organizations. The course focuses on rhetorical perspectives in five typical and recurring organizational contexts: identity rhetoric, issues rhetoric, risk rhetoric, crisis rhetoric, and rhetoric for internal audiences. We will emphasize the ethical dimensions of organizational communication during the strategic use of discourse.

Prerequisite: COM 103; junior/senior standing; COM 292 or consent of instructor

COM 305 - The Persuasive Process (3.0 hours)

Core Curriculum: WI,EL

How persuasive communication influences human behavior. Emphasis on recent theories of persuasion and experimental research. Creating persuasive messages and evaluating persuasive attempts.

Prerequisite: COM 103 or consent of instructor.

COM 307 - News Feature Writing (3.0 hours)

Writing local news features and special feature stories for Sunday supplements, magazine sections, and magazines.

Prerequisite: COM 101, 201, 215; ENG 101.

COM 308 - Podcasting & Audio Storytelling (3.0 hours)

Core Curriculum: MI

Examines podcasting formats, genres, and industry conditions in preparation for the creation and distribution of audio stories.

Prerequisite: Junior standing or consent of instructor

COM 310 - Broadcast News Writing and Reporting (3.0 hours)

Focus on producing, writing, reporting, and critiquing broadcast news. On-air performance including in-studio and live breaking news.

Prerequisite: COM 101, 201, 215; ENG 101.

COM 314 - Studio Production (3.0 hours)

Television production techniques, theories, and fundamental skills as applied to multi-camera live studio production.

Prerequisite: COM 101, 112, 201, 204

COM 315 - Intercultural Communication Theory (3.0 hours)

Core Curriculum: GPMI,WC

Communication across diverse cultures. Intercultural communication theory, skills, and concepts. Developing specific communication skills to facilitate effective communication in intercultural settings.

Prerequisite: COM 103; junior standing.

COM 318 - Health Communication (3.0 hours)

This survey course provides a broad overview of the field of health communication research, theory, and practice. With a focus on both organizational structures within the healthcare landscape and the role of mass media in defining health and wellness, this course offers various contexts to analyze health communication. Throughout the course students will evaluate existing health communication initiatives with a culminating experience of designing their own strategic campaign. Both physical and mental health will be discussed during the semester.

Prerequisite: Junior standing or consent of instructor

COM 320 - Advertising Creative Strategy (3.0 hours)

Formulation and techniques of creative strategy. Copywriting for print and electronic media.

Prerequisite: COM 220

COM 322 - Advertising Media Planning (3.0 hours)

Development of media plans and schedules to deliver advertising messages to target markets in media audiences. Advertising media vehicles evaluated in terms of creative requirements, audience characteristics, and cost efficiency.

Prerequisite: COM 220

COM 323 - Newspaper Editing and Design (3.0 hours)

Extensive practice in copy editing and headline writing for newspapers with an emphasis on grammar, style, and accuracy. Introduction to the principles of newspaper design.

Prerequisite: COM 101, 201, 215; ENG 101.

COM 325 - Advertising Design and Production (3.0 hours)

Application of advertising principles and techniques in the design and preparation of ads for newspapers, posters, magazines, sales brochures, and direct marketing.

Prerequisite: COM 320

COM 326 - Digital Analytics (3.0 hours)

Core Curriculum: EL

The course offers concepts, tools, tutorials, and case studies that communication professionals need to extract and analyze different types of social media data, including text, actions, and search engines.

Prerequisite: Junior standing or consent of instructor.

COM 327 - Public Relations Writing (3.0 hours)

Promotional writing for publicity and public relations; practice preparing product, personnel, and organizational news releases. Special needs of various media.

Prerequisite: COM 219

COM 330 - Communication Law and Ethics (3.0 hours)

Core Curriculum: WI,EL

Laws covering all the media; libel, privacy, copyright, and intellectual property; federal and state laws; unique broadcast and Internet regulations; nexus between the legal and the ethical in the practice of journalism.

COM 335 - Field Production (3.0 hours)

Use of portable cameras, lighting, and audio equipment as it relates to field production techniques. Post-production editing for news, feature, and general media production. Aesthetics, visualization, and societal impact of the medium.

Prerequisite: COM 101, 112, 201, 204 or consent of instructor.

COM 345 - Photojournalism and Documentary Photography (3.0 hours)

Technical, aesthetic, and ethical concerns of the photojournalist and documentarian. Photographs for newspapers, magazines, and interactive media. The photographic essay. Pictorial coverage of events.

Prerequisite: ART 225; IM 113; or consent of instructor.

COM 350 - Streaming (3.0 hours)

Surveys issues related to streaming technology, specific streaming portals, and the social, cultural, industry, and economic developments catalyzed by streaming. Focus on streaming video and music portals as well as video-oriented social platforms.

Prerequisite: COM 101, 203; consent of instructor

COM 360 - Digital Journalism (3.0 hours)

Core Curriculum: EL

Designed to help students effectively use cutting-edge interactive technologies employed in online journalism and to understand their applications.

Prerequisite: COM 101, ENG 101; and COM 201 or COM 202.

COM 370 - Global Perspectives in Sports Communication (3.0 hours)

Examines theoretical perspectives on sport in a global environment. Critical analysis of sports communication in relation to cultural identities, nationalism, international relations, economics, and politics.

Prerequisite: COM101, COM160, junior standing

COM 375 - Documentary Production (3.0 hours)

Contemporary practices in documentary production techniques including on-location field camera work, lighting, audio, and post-production editing with an emphasis on visual storytelling.

Prerequisite: COM 101, 112, 201, 204, 335; consent of instructor

COM 380 - Gender, Media, and Sport (3.0 hours)

This course addresses the intersection of sports, culture, and identity through an examination of the gender and media system.

Prerequisite: COM 160 and Junior standing

COM 383 - Desktop Publishing (3.0 hours)

Desktop publishing. Lecture, discussion, and preparation of public relations portfolio using various software.

COM 384 - Organizational Accidents (3.0 hours)

Core Curriculum: MI,SB

Course introduces concepts such as high-reliability, organizational accidents and organizational culture as they intersect with issues of safety, risk management, latent and active failures in firefighting, medicine, energy and airline industry.

Prerequisite: Junior standing or consent of instructor.

COM 386 - Media, Race, & Gender (3.0 hours)

Core Curriculum: WI

An examination of the historical and current media portrayal and involvement of women and ethnic minorities indigenous to America, with special emphasis on the growth and development of minority media and media systems.

Prerequisite: Junior standing.

COM 387 - Strategic Communication in Organizational Contexts (3.0 hours)

Focus is on strategic communication and communication competence in interpersonal, team, and organizational contexts. Designed to enhance strategic message competence and communication skill in managing relationships, exerting influence and leadership, managing conflict, managing personal, team, and organizational identity, managing conflict, managing organizational change and so forth.

Prerequisite: COM 103; COM 292, or consent of instructor.

COM 388 - Social Media Communication (3.0 hours)

Provides knowledge, critical thinking ability and skills needed to meet the personal, professional, and cultural challenges posed by social-mediated communication.

Prerequisite: Communication 103

COM 390 - Meanings of Work (3.0 hours)

Course focuses on how contemporary meanings of work and career have evolved in parallel with technological developments, from early forms of work to the modern "job" and "gig" economy. Course emphasizes the role of occupational socialization messages and construction of meanings of work at the intersection of macro-level (society, technology), meso-level (organization, community), and micro-level (individual) change events. Students conduct multi-generational, qualitative career interviews.

Prerequisite: Junior standing or instructor consent

COM 391 - Topics in Communication (1.0-3.0 hours)

Core Curriculum: WI

Topics of special interest which may vary each time course is offered. May be repeated under different topics.

Prerequisite: Junior standing.

COM 392 - Introduction to Organizational Communication Consulting (3.0 hours)

Core Curriculum: EL

Problems and issues in organizational communication are analyzed through case histories, exercises, and simulations. Students learn to ethically diagnose, research, and solve organizational communication issues.

Prerequisite: COM 103, 292.

COM 393 - Small Group Communication (3.0 hours)

Examines theory and research in small group communication in the context of the organization.

Prerequisite: COM 103; or consent of instructor.

COM 394 - Communication and Conflict Management (3.0 hours)

Core Curriculum: SB

Furnishes learners with an understanding of the nature, purpose, and function of conflict and communication rules and strategies for managing and resolving conflict.

Prerequisite: COM 103.

COM 395 - Interviewing Communication: Process and Strategy (3.0 hours)

The purpose, structure, focus, and techniques employed in effective interviewing. Furnishes knowledge and skills necessary for enhancing effectiveness in several types of interviewing contexts, including employment interviews, journalistic interviews, appraisal interviews, and counseling/medical interviews.

Prerequisite: COM 103, 292; or consent of instructor.

COM 396 - Communication and Organizational Change (3.0 hours)

Examines the use of communication technology in organizations and the range of factors which foster the need for organizational change. Furnishes an understanding of how to analyze and diagnose organizational problems and situations and identify and evaluate communication-relevant change management strategies.

Prerequisite: COM 103, 292; or consent of instructor.

COM 397 - Virtual Team, Communication and Collaboration (3.0 hours)

Furnishes conceptual understanding of: 1) the nature of human communication and collaboration; 2) collaboration technologies; and 3) rules and strategies for using technology to enhance team and organizational effectiveness.

Prerequisite: COM 103, 292; or consent of instructor.

COM 398 - Communication Training and Development (3.0 hours)

Theory and practice of training for developing the human resources in the organization. Topics include adult learning theory and research, methods of assessing communication training needs and learning styles, design of effective communication training, presentation skills, and evaluation methods.

Prerequisite: COM 103.

COM 399 - Communication in Computer-Mediated Environments (3.0 hours)

Nature, function, and process of communication in diverse computer-mediated environments. Enhances learners' ability to communicate competently in technologically complex computer-mediated environments.

COM 400 - Communications Research (3.0 hours)

Research procedures commonly used in communications research, including qualitative and quantitative methods. Emphasis on sampling data collection and analysis. Not open to students with credit in COM 440.

Prerequisite: COM 101, 300; minimum of 45 credit hours.

COM 409 - Advanced Screenwriting Workshop (3.0 hours)

Core Curriculum: WI

Creative writing workshop in screenwriting taught by English faculty member in collaboration with professionals in the entertainment industry. Cross-listed with ENG 409. Repeatable to a maximum of 6 hours.

Prerequisite: COM 101; 201; and consent of instructor

COM 414 - Advanced Studio Production (3.0 hours)

Core Curriculum: EL

Production of the student-produced weekly news program, BUTV News. Coordination of a live multi-camera newscast with in-studio interviews and live on-location reporting. Multi-camera live music performance production.

Prerequisite: COM 101, 112, 201, 204 and 314

COM 415 - Global Media Systems (3.0 hours)

Study of mass media systems throughout the world: their history, development, theories of control, international news agencies, and new technologies.

Prerequisite: COM 101; senior standing or consent of instructor.

COM 416 - Researching Communication in Organizational Culture (3.0 hours)

Core Curriculum: WI,EL

Introduces students to the use of qualitative methods of data collection aimed at understanding the relationship between organizational culture and communication. Methods include interviewing, field observations, and analysis of organizational websites and documents.

Prerequisite: COM 103, COM 292, and junior status; or consent of instructor

COM 417 - Issues and Perspectives in Communication (3.0 hours)

Core Curriculum: WI

Analysis and discussion of communication issues, ethics, and perspectives.

Prerequisite: COM 101, 300; senior standing.

COM 420 - Media Sales (3.0 hours)

The economics, strategies, and techniques involved in media sales.

Prerequisite: COM 203 and junior standing

COM 425 - Advanced Reporting (3.0 hours)

Intensive practice in multiplatform coverage of urban affairs; introduction to methods of investigative reporting. Focus on the social and political context of the news.

Prerequisite: COM 101, 201, 215, 225; ENG 101.

COM 430 - Media Management (3.0 hours)

Theory and operation of media organizations including management and administrative issues. Cost and revenue analysis, budgeting, and personnel management.

Prerequisite: COM 203; senior standing or consent of instructor.

COM 435 - Advanced Field Production (3.0 hours)

Advanced use of cameras, lighting, and audio equipment in the field.

Advanced post-production and editing techniques. News and feature production for BUTV News.

Prerequisite: COM 101, 112, 201, 204, and 335.

COM 437 - Advertising in A Global Environment (3.0 hours)

Comparative analysis of interaction among advertising, cultures, and economic, legal, and political systems. Designing and developing appropriate advertising strategies for diverse cultural markets.

Prerequisite: COM 220

COM 438 - Public Relations in A Global Environment (3.0 hours)

Public relations theory and practice in conjunction with cultural, geographic, and historic components of international practice of the profession. International media-public relations exchange and international public relations.

Prerequisite: COM 219

COM 445 - Short Film Production (3.0 hours)

Contemporary practices in short film production techniques, including on-location field camera work, lighting, audio, and post-production editing with an emphasis on visual storytelling.

Prerequisite: COM 101; COM 112; COM 201; COM 204; COM 335; COM 409 or ENG 409

COM 447 - Issues and Ethics in Advertising (3.0 hours)

Core Curriculum: WI

Students will explore current issues in advertising with special emphasis on present advertising industry development, advertising laws, advertising literature, special interest research, ethical issues, and problem-solving techniques.

Prerequisite: Senior standing.

COM 450 - Media Distribution and Promotion (3.0 hours)

Examines distribution processes for film and television, including theatrical, broadcast, basic and premium cable, video, video-on-demand, subscription video-on-demand, free ad-supported television, and over-the-top. Explores the relationship between distribution and promotion among Hollywood studios, independents, and global entities.

Prerequisite: COM 101, 203; junior standing; or consent of instructor.

COM 460 - Sports Promotion and Publicity (3.0 hours)

Basic principles involved in communicating activities of professional and non-professional sports organizations and institutions to their target audiences. Examination of sports-related corporate social responsibility and community relations initiatives in local, national, and international settings.

Prerequisite: COM 101, ENG 101, IM 113, COM 160, COM 360; and COM 201 or COM 202.

COM 475 - Immersive Media Production (3.0 hours)

Contemporary practices in immersive media production techniques including 3D software, 360-degree cinematography, ambisonics audio, and post-production editing. Fictional, Documentary, and Experimental/Video Art approaches will be covered.

Prerequisite: COM 101, 112, 201, 204, 335; or consent of instructor

COM 480 - Public Relations: Case Studies and Campaigns (3.0 hours)

Core Curriculum: EL

The capstone course in the PR sequence. Theory and strategy are stressed through studies of classic PR case programs and development of PR campaigns for actual businesses and organizations. A final campaign requires research, writing, production, application and analysis skills.

Prerequisite: COM 327, COM 400, and senior standing

COM 481 - Advertising Campaigns (3.0 hours)

Core Curriculum: EL

The capstone course in the advertising sequence. Basic principles and applications of advertising campaign planning, preparation, and presentation taught in a problem-solving mode.

Prerequisite: COM 325, COM 400, and senior standing

COM 490 - Independent Study (1.0-3.0 hours)

Individual creative research into various problems and aspects of the mass media. Requires application (available in Department Chair's office). May be repeated for a total of six hours.

Prerequisite: junior standing and consent of instructor.

COM 491 - Topics in Communication (1.0-3.0 hours)

Topics of special interest which may vary each time course is offered.

May be repeated under different topics.

Prerequisite: senior standing.

COM 492 - Seminar in Communication (1.0-3.0 hours)

Core Curriculum: EL

Advanced study and/or work in performance, production, historical, critical, and theoretical aspects of communication. May be repeated under different topics, for a total of three semester hours.

Prerequisite: Junior standing.

COM 494 - Communication Expedition (1.0-3.0 hours)

Students travel to observe professional communication and/or to engage in creative production making use of the resources of the particular location. Advanced study and/or experiences in communication settings. May be repeated under different topics for a maximum of 9 hours credit.

Topics, destination, and prerequisites stated in current Schedule of Classes.

COM 495 - Communication Internship (1.0-3.0 hours)

Supervised experience at media outlets, companies, or organizations utilizing communication involving all phases of media operations. Application required (available from Intern Director). May be repeated once if in a different experience. Only 3 hours count toward major where applicable.

Prerequisite: junior standing; 2.5 overall GPA, 2.75 major/minor GPA; completion of required courses in concentration (required courses listed on internship application form).

COM 501 - Media Theory (3.0 hours)

A survey of the principles and practices of contemporary media with an emphasis on how media messages and technologies influence attitudes, beliefs, and behaviors of individuals, groups, and institutions.

COM 502 - Research methods (4.0 hours)

Analysis and application of common research techniques used for studying media audiences. Emphasis on research design, sampling, analysis, and reporting results.

Prerequisite: Graduate standing and consent of department chair.

COM 503 - Communication and Culture (3.0 hours)

Exploration of the ways culture and identity influence the sending and interpretation of messages. Emphasis on microaggressions, ethnocentricity, prejudice, stereotypes, and ethics.

Prerequisite: Graduate standing and consent of Department Chair.

COM 505 - Applied Project (4.0 hours)

This project is designed to show evidence that a student is absorbing what they are being taught over the course of study and can apply and examine that knowledge using a specific idea or topic.

Prerequisite: Graduate standing and consent of department chair.

COM 601 - Sports, Culture, and Society (3.0 hours)

Introduces the core components of sports communication industries and analyzes the relationships and economies between professional sport contexts.

Prerequisite: Graduate standing and consent of Department Chair.

COM 602 - Ethical and legal issues in sports communication (4.0 hours)

Emphasizes the ethical and legal issues that affect sports communication. Will include case studies of ethical and legal compliance and violation.

Prerequisite: Graduate standing and consent of department chair.

COM 603 - The Stories of Sport (3.0 hours)

Introduces the role and importance of storytelling in sports contexts with the goal to identify strategic ways to use stories in sports publicity and promotion.

Prerequisite: Graduate standing and consent of Department Chair.

COM 604 - Seminar in E-Sports (3.0 hours)

Offers an overview of E-Sports industries, including the benefits, inclusiveness, and structure of E-Sports organizations and competitions.

Prerequisite: Graduate standing and consent of Department Chair.

COM 605 - Contemporary Issues in Sports Communication (3.0 hours)

Designed to explore current issues associated with sports communication. Topics include sports regulation, gambling, and politics.

Prerequisite: Graduate standing and consent of Department Chair.