

# Marketing Communication

The 21st Century business community faces unprecedented challenges in a highly competitive global economy. Industry leaders know that effective communication – particularly marketing communication – will be at the center of every profitable enterprise. California Lutheran University’s multitalented marketing communication graduates currently work as marketing communication department managers, marketing representatives, and trade negotiators for both private corporations and government agencies.

CLU’s marketing communication major prepares students for business and trade relations in an international marketplace by introducing them to the latest communication technology and teaching them how to craft effective messages on behalf of companies whose products and services they represent. CLU graduates have gained the ability to research, plan, organize and direct internationally focused marketing campaigns and have acquired the interpersonal skills needed to move into upper management. A mandatory internship enables students to put valuable, real-world experience on their resumes. CLU students have interned in marketing communication departments at Amgen, Baja Fresh, J.D. Power & Associates, HBO, Caruso Affiliated Holdings, KZLA-FM and NBC Press and Publicity.

Development of a marketing communication degree was suggested by a business community experiencing difficulties in locating qualified job candidates to head up marketing communication departments – the hub around which production, sales, advertising, marketing and public relations revolve. Industry leaders expressed a specific interest in future employees who could be practical as well as creative; who were equipped with both business savvy and artistic know-how; who were skilled at coordinating the efforts of others, yet capable of coming up with winning market strategies as well.

Benefiting from the input of the corporate community, California Lutheran University was able to offer the first marketing communication degree in the nation. CLU graduates are succeeding because of the preparation they receive in managing million-dollar budgets, their proficiency at both oral and written communication, and their ability to produce messages for a wide variety of media.

See Business Administration (<http://catalog.callutheran.edu/undergraduate/coursesofinstruction/businessadministration>) and Communication (<http://catalog.callutheran.edu/undergraduate/coursesofinstruction/communication>) for faculty and course descriptions.

## Bachelor of Arts in Marketing Communication

42 credits minimum, 24 credits upper division

COMM 101	Introduction to Mass Communication	4
COMM 231	Writing for the Mass Media	4
COMM 300	Research Methods	4
COMM 375	Principles of Marketing	4
COMM 401	Communication Theories-Capstone	4
COMM 490	Independent Study	2-4
or COMM 492	Internship	
BUS 251	Principles of Accounting	4
or BUS 255	Environment of Business	
Select one of the following:		4
COMM 301	Persuasive Communication Campaigns	
COMM 342	Public Relations	
COMM 380	Principles of Advertising	
COMM 442	Advertising Campaigns	
Select one of the following:		4
COMM 344	Copywriting/Storyboarding in Broadcast Advertising	
COMM 348	Website Design and Publishing	
COMM 411	Sports-Related Marketing	
COMM 443	Event Planning and Management	
COMM 450	Advanced Public Relations	
Select two of the following:		8
BUS 342	Marketing Research/Consumer Behavior	
BUS 430	Integrated Marketing Communication	
BUS 440	Marketing Simulations	
BUS 445	Marketing and Management of Services	
BUS 447	Social Marketing	
BUS 473	Marketing Management	
BUS 474	International Marketing	

BUS 482	Selected Topics	
Total Hours		42-44
Recommended But Not Required:		
COMM 208	Beginning Cinema Production	4
COMM 233	Argumentation & Advocacy	4
COMM 306	Business and Professional Communication	4
COMM 315	Small Group Communication	4
COMM 335	Interpersonal Communication	4
COMM 405	Freedom of Communication	4
Total Hours		24

## Courses

### Lower Division

#### **COMM 101. Introduction to Mass Communication. (4).**

A preliminary study of communication theory with particular emphasis on mediated communication, including Internet, television, radio, film and print.

#### **COMM 103. Beginning Public Speaking. (3).**

The study of the theory and practice of various forms of oral communication, including informative speaking oral interpretation, small-group communication and persuasion.

#### **COMM 104. Voice Development for Broadcasting, Film And Communication Industries. (4).**

This course will enable students to develop voice acting skills, which can be applied to broadcasting, instructional film, animation, commercials and documentaries. The course will also provide an introduction to the history of the voice acting field and will provide information about professional opportunities. (cross-listed with TA 104).

#### **COMM 161. Beginning Sign Language. (3).**

An introduction to the study of American Sign Language.

#### **COMM 200. Survey of Broadcasting and New Media. (4).**

A survey of the broadcasting, cable and other broadband media including the Internet; an introduction to the socio-cultural, legal/regulatory, economic, competitive and technological environment, with emphasis on programming, advertising, audience research and other management issues in the context of digitalization of media.

#### **COMM 207. TV Production I. (4).**

Learn the basics of television production including the operation of the camera, lights and studio equipment. Study the mechanics and techniques of video production. Each student will direct one scene from a television script. Student will learn to mark the script, work with the actors and produce a scene switched live for television.

#### **COMM 208. Beginning Cinema Production. (4).**

Exploring the cinematic medium in production. The students will learn basic techniques of photography and editing. The class will shoot a group project on film and edit digitally. Each student will also make a short film using Mini DV.

#### **COMM 221. Popular Culture. (4).**

An introduction to important readings on popular culture from the perspectives of sociology and communication studies. The study of popular culture takes the forms, content, values and norms of popular culture products as data for analysis and critique. Students will focus on mass communication forms of popular culture such as movies, advertisements, television shows, magazines, music and music videos. This course will focus on the period from 1945 to the present. (cross-listed with SOC 221).

#### **COMM 231. Writing for the Mass Media. (4).**

Instruction and practice in reporting varied news stories for print and electronic media; a writing-intensive introduction to reporting; techniques of interviewing news sources; story structure, consistent/concise editing style with clarity and speed; and writing with accuracy and fairness. Prerequisite: ENGL 111.

**COMM 233. Argumentation & Advocacy. (4).**

The study and practice of argumentation, emphasizing interactive critical thinking skills, including analysis, research and evidence, case construction, refutation, and visual and other forms of symbolic influence; diverse fields of argumentation and advocacy considered including law, politics, organizations, mass media, entertainment, interpersonal, and intercultural relations. (cross-listed with POLS 233).

**COMM 285. Travel Seminar. (1).****Upper Division****COMM 300. Research Methods. (4).**

This course is designed to introduce research methods used in the field of communication and in social science in general. It examines how research is planned & designed, explores both quantitative & qualitative methods, introduces students to processes of data collection & analysis, & gives them experience in conducting original research.

**COMM 301. Persuasive Communication Campaigns. (4).**

A study of the principles of persuasive communication including an analysis of factors influencing persuasion in platform address, advertising argumentation, interpersonal and mediated communication including historical developments in theories applicable to the field and techniques adapted to the Internet. Students learn techniques of planning, implementation and evaluation of commercial, political and social/public service campaigns.

**COMM 304. Radio Industry. (4).**

This class is a broad survey class that covers history, production techniques, times sales, formats, commercial copy, news writing and voice-over. The goal is to prepare the student who desires employment in the radio industry.

**COMM 306. Business and Professional Communication. (4).**

A study of the principles involved in communicating in a professional environment. Includes techniques of interviewing, small-group communication, role playing and exercises designed to improve communication skills. Students have several opportunities for practical application of oral communication principles in simulated settings.

**COMM 307. Screenwriting. (3).**

An introductory course on the craft of writing for feature film. Emphasis is on narrative storytelling for the screen, understanding film grammar and the tools of the screenwriter from basic three-act structure to characterization. In a workshop approach, students will develop their own story premise, treatment, outline and the first draft of their first act screenplay. Orientation is on the commercial film markets as we will be screening many classic and contemporary films as well as reading several screenplays for analysis.

**COMM 308. Politics in Cinema. (4).**

Explores the political nature of cinema and the ways in which political culture, issues and themes are expressed in and through cinema. Particular emphasis is placed on American political culture and practices. (cross-listed with POLS 308).

**COMM 309. Advanced Cinema Production. (4).**

Students will write, produce, direct and edit a 10-20 minute short narrative or documentary film with the purpose of submitting it to student film festivals across the country. Students will attend advanced workshops in editing and lighting. Prerequisite: COMM 207 or COMM 208.

**COMM 311. Intercultural Communication. (4).**

In a multicultural, globalized world made smaller and flatter by high-speed transportation and virtually instantaneous information and communication technologies, the likelihood of direct or mediated contact with people, images and stories from other cultures here and abroad has grown in spectacular fashion. At the same time, our ability to navigate through these cultural contacts has failed to keep pace with the technologies that enable them. In both business and leisure settings, individuals often find themselves faced with different values, customs, practices and material situations that leave them with feelings of cultural incompetence, discomfort and frustration. In some cases, the results may even include hostile conflict at the level of organizations, social institutions, ethnic groups or nations. In almost all cases, intercultural communications, communication across cultures, has failed those involved.

**COMM 315. Small Group Communication. (4).**

A study of the types of group discussion with opportunity for student participation. Special emphasis is placed on an examination of group interaction as it relates to discussion.

**COMM 333. Working on the Echo. (2).**

Practical working experience on the University's student newspaper includes reporting, editing, photography, desktop publishing and business management. May be taken four times for credit. All majors are welcome. Prerequisite: COMM 231.

**COMM 334. iCLU. (2).**

Practical working experience on the University's student-run radio station. May be taken four times for credit. All majors welcome. Prerequisite: Audition, board test and permission of the faculty advisor.

**COMM 335. Interpersonal Communication. (4).**

A study of dyadic communication focusing on real-life contexts. Emphasis on learning about self, romantic/friendship relationships, family, conflict and gender/ethnic dynamics.

**COMM 342. Public Relations. (4).**

The development of public relations theories and practice. Includes principles and methods for audience, media and message analysis; writing for business, industry and nonprofit organizations; and creating and assessing effective forms of public relations and communications. Prerequisite: COMM 231.

**COMM 344. Copywriting/Storyboarding in Broadcast Advertising. (4).**

Designed as a "hands-on" communication and business course, this course provides an overview of broadcast media and develops skills in basic advertising/public relations campaign production techniques including scripting, copywriting and storyboarding. (cross-listed with BUS 344).

**COMM 346. Copyediting, Layout and Design. (4).**

The first half of the course emphasizes not only fundamental rules of grammar, punctuation and spelling but also use of AP style and macrolevel editing issues of clarity, concision, thoroughness and fairness. The second half emphasizes computer-assisted layout and design. Prerequisite: COMM 231.

**COMM 348. Website Design and Publishing. (4).**

Hands-on introduction to designing, creating and uploading Web sites and to finding and evaluating resources and information on the Web. Skills taught include Web site creation in raw HTML, use of tables and frames, inclusion of image and sound, and inclusion of pre-existing Javascripts. No programming experience required, basic familiarity with computers desirable.

**COMM 361. Intermediate Sign Language. (3).**

Continuing studies in American sign language. Prerequisite: COMM 161.

**COMM 375. Principles of Marketing. (4).**

The study of marketing methods and practices. Topics include policies and problems related to consumers, pricing, advertising, management information systems and distribution and management of the marketing function. (cross-listed with BUS 375).

**COMM 380. Principles of Advertising. (4).**

An exploration of advertising from an integrated marketing communications perspective. Focus is on general principles and broad perspectives with particular emphasis on strategy and the role of advertising in an integrated program. Students will examine consumer motivation, planning and development, the creative process and campaign execution and evaluation. (cross-listed with BUS 380).

**COMM 401. Communication Theories-Capstone. (4).**

An advanced study of communication theories based on professional literature. Theories are drawn from a variety of disciplines, including psychology, sociology, linguistics and anthropology, which allow the student to study communication phenomena from a variety of competing and complementary perspectives. Students also study the scientific method and the relationship between theory and research. Course assignments include completion of a major research paper and presentation of portfolio project.

**COMM 402. Film Theory (capstone, Film and Television Production Concentration). (4).**

An advanced study of film theory based on professional literature. The course teaches students to analyze and understand cinema in terms of classical film theories as well as structuralism, semiotics, narrative theory, cognitive theory, feminism, postmodernism and queer theory, among others. Course assignments include completion of a major research paper.

**COMM 404. Broadcast Sports Production. (4).**

The course will teach students to create live and tape-delayed sports broadcasts for CLUTV (Channel 16) and Educational Television for the Conejo Valley (Channel 20). Prerequisites: COMM 207 or COMM 208.

**COMM 405. Freedom of Communication. (4).**

A study of the limits placed on freedom of expression in the United States. Through examining leading U.S. court decisions and relevant statutes, students will learn the broad principles and legal reasoning underlying First Amendment jurisprudence, including the legal, philosophical and political issues entailed in the rights of free expression. Students will then examine how these principles have been applied to the regulation of the various communication industries including the print media, broadcasting and cable television. (cross-listed with POLS 405).

**COMM 406. Legal Issues & the New Media. (4).**

A study of the law and policy governing the various communication industries, including the print media, broadcasting, cable television, direct broadcast satellites and the Internet.

**COMM 407. Broadcast News Production. (4).**

Create live news broadcasts every two weeks for CLUTV (Channel 16) and Educational Television for the Conejo Valley (Channel 20). Learn to write, shoot and edit news stories. In the class, you will be the producer, director and anchor for CLUTV news. Emphasis will be placed on advanced editing skills. Prerequisite: COMM 207 or COMM 208.

**COMM 411. Sports-Related Marketing. (4).**

An introduction to management and marketing issues in the sports industry, with a particular emphasis on major and minor league professional sports. Students will receive a broad overview of the structure of sports and its relationship to the dominant culture, the economy and the media. (cross-listed with BUS 411).

**COMM 442. Advertising Campaigns. (4).**

Advances the principles learned in introductory advertising and marketing courses and includes the application of principles learned through the completion of an actual consumer-oriented marketing/advertising campaign. Includes lecture and lab. Prerequisites: COMM 375 or COMM 380, senior standing. (cross-listed with BUS 442).

**COMM 443. Event Planning and Management. (4).**

The study of the theory and practice of various forms of event planning and management. The class will be using a hands-on approach to delve into this wonderful field and will include lessons on budget, décor, entertainment, types, and security issues. (cross-listed with BUS 443).

**COMM 450. Advanced Public Relations. (4).**

Students strengthen their command of the processes and techniques of public relations and apply them strategically to real-world PR stations. They apply the full process of public relations management, including research and analysis, planning, implementation, and control and evaluation, while producing a strategic PR plan and professional media kit. They role-play crisis communications planning and response in an emergency PR exercise. Ethical considerations in PR management are examined; the impact of current PR practices on individuals and society are critically evaluated. Prerequisite: COMM 342. (cross-listed with BUS 450).

**COMM 461. Advanced Sign Language. (3).**

Advanced studies in American Sign Language. Prerequisite: COMM 361.

**COMM 482. Selected Topics. (1-4).**

**COMM 485. Travel Seminars. (1-4).**

**COMM 490. Independent Study. (1-4).**

This course is used to evaluate a senior project if an appropriate internship is unavailable.

**COMM 492. Internship. (1-4).**

The student finds an internship appropriate to his or her career choice to fulfill the communication requirement. Contracts are available at the Career Services Center. (graded P/NC only).

**COMM 497. Departmental Honors. (1-4).**