Communication

What can you do with a communication degree? Job applicants today must have the tools to frame effective messages in a wide variety of media and platforms. To that end, not only does the Communication Department at Cal Lutheran offer a broad array of mass communication courses but requires that its graduates demonstrate proficiencies in writing, speaking and media production, requires at least one internship, and lays out a unique core curriculum that equips graduates with a background in mass media history, media writing and communication theory. The department boasts an award-winning student newspaper, The Echo, and a campuswide cable radio station and student news program.

A degree in communication with a concentration in advertising and public relations, film and television production or journalism specified on the diploma is the choice of students who wish to specialize in a field. The general communication major, on the other hand, permits students to individualize their degrees, either in order to explore subjects of personal interest or to prepare for a career objective other than the concentration areas.

In addition to regular course work, at least one cooperative education experience or senior project is required of each communication graduate. Many students choose to add a variety of media projects, internships, part-time employment, or field experience to their resumés. Cal Lutheran students have recently interned in:

- Television
  - KTLA
  - KNBC
  - CBS
  - Fox Television
  - CNN
  - KCAL
  - Bunim/Murray Productions
- Radio
  - KCLU FM
  - KZLA FM
- Newspapers
  - Ventura County Star
  - Los Angeles Times
- Sports Information Departments
  - L.A. Clippers
  - L.A. Kings
- Marketing Departments
  - The Gap
  - Access Hollywood
  - Disney
  - J.D. Power
  - Amgen
  - Capitol Records
  - Warner Brothers

Because of its internship programs, contacts in the professional world and the excellent support of the Career Services Center, the placement rate for Cal Lutheran communication majors is quite impressive. Recent graduates have taken rewarding jobs in:

- public relations
- human resources
- media market research
- education
- publishing
- radio
- television
- or have entered graduate school.

Students who desire to work as marketing communication department managers, marketing representatives, and trade negotiators for both private corporations and government agencies are directed to the marketing communication degree which appears later in this catalog. Cal Lutheran marketing
Communication 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.

**Bachelor of Arts in Communication**

39 credits minimum, 24 credits upper division.

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<tr>
<th>Required Courses</th>
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<tr>
<td>COMM 350</td>
<td>Communication Theories-Capstone</td>
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<tr>
<td>COMM 351</td>
<td>Research Methods</td>
</tr>
<tr>
<td>COMM 490</td>
<td>Independent Study</td>
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<tr>
<td>or COMM 492</td>
<td>Internship</td>
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Select one of the following:                                    4
- COMM 306     Business and Professional Communication
- COMM 342     Principles of Public Relations
- COMM 344     Storyboarding
- COMM 346     Advanced Reporting and Editing
- COMM 348     Website Design and Publishing
- COMM/BUS 375 Principles of Marketing
- COMM/BUS 380 Principles of Advertising
- COMM/BUS 411 Sports-Related Marketing
- COMM 412     Entertainment Industry Marketing
- COMM/BUS 442 Advertising Campaigns
- COMM/BUS 443 Event Planning and Management
- COMM/BUS 450 Public Relations Campaigns
- COMM 481     Strategic Communication Campaigns

Select two of the following:                                    8
- COMM 200     Broadcasting and the Media Industry
- COMM 304     Radio Industry
- COMM 308     Politics in Cinema
- COMM 404     Broadcast Sports Production
- COMM 312     International Media
- COMM 316     Political Communication
- COMM 317     Sports Media and Society
- COMM 405     Freedom of Communication
- COMM 406     Legal Issues the New Media
- COMM 407     Broadcast News Production
- COMM 497     Departmental Honors
- FILM 207     Beginning TV Production
- FILM 208     Beginning Cinema Production
- FILM 308     Advanced Cinema Production
- POLS 419     Internet and Politics

Select two of the following:                                    8
- COMM 301     Persuasive Communication
- COMM 311     Intercultural Communication
- COMM 315     Small Group Communication
- COMM 335     Interpersonal Communication
- COMM 336     Nonverbal Communication

Select one of the following:                                    2-4
- COMM 431     News Reporting Experience-Echo
- COMM 434     Radio/Podcast Experience-iCLU
Advertising/Public Relations Concentration

43 credits minimum, 24 credits upper division.

The advertising/public relations emphasis prepares students for a variety of high-demand strategic communication roles. Students learn to critically analyze audiences, messages, media platforms, actions, and the ethics related to managing relationships between organizations and their stakeholders. Opportunities to create original campaigns and engage in professional organizations strengthens their portfolios.

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<td>COMM 331</td>
<td>Content Creation for Digital Platforms</td>
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<td>COMM 351</td>
<td>Research Methods</td>
<td>4</td>
</tr>
<tr>
<td>COMM 380</td>
<td>Principles of Advertising</td>
<td>4</td>
</tr>
<tr>
<td>COMM 431</td>
<td>News Reporting Experience-Echo</td>
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<tr>
<td>COMM 442</td>
<td>Advertising Campaigns</td>
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<tr>
<td>or COMM 450</td>
<td>Public Relations Campaigns</td>
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</tr>
<tr>
<td>COMM 348</td>
<td>Website Design and Publishing</td>
<td>4</td>
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<tr>
<td>COMM 375</td>
<td>Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>COMM 411</td>
<td>Sports-Related Marketing</td>
<td>4</td>
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<tr>
<td>COMM 412</td>
<td>Entertainment Industry Marketing</td>
<td>4</td>
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<tr>
<td>COMM 443</td>
<td>Event Planning and Management</td>
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<td>International Media</td>
<td>4</td>
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<tr>
<td>COMM 315</td>
<td>Small Group Communication</td>
<td>4</td>
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<tr>
<td>COMM 335</td>
<td>Interpersonal Communication</td>
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<td>COMM 336</td>
<td>Nonverbal Communication</td>
<td>4</td>
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<td>COMM 405</td>
<td>Freedom of Communication</td>
<td>4</td>
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<tr>
<td>COMM 406</td>
<td>Legal Issues &amp; the New Media</td>
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<tr>
<td>POLS 419</td>
<td>Internet and Politics</td>
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</table>

Communication Elective Credits 0-1

Journalism Concentration

40 credits minimum, 24 credits upper division.

This emphasis prepares students to work across mediums and platforms to meet diverse audiences where they live. Rooted in the foundational skills of accurate and ethical reporting, students will gain extensive experience in reporting for our award-winning student news organization, The Echo, which produces content regularly in both English and Spanish.

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<td>Media Writing</td>
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<td>COMM 331</td>
<td>Content Creation for Digital Platforms</td>
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### Communication

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<tr>
<td>COMM 346</td>
<td>Advanced Reporting and Editing</td>
<td>4</td>
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<td>COMM 350</td>
<td>Communication Theories-Capstone</td>
<td>4</td>
</tr>
<tr>
<td>COMM 351</td>
<td>Research Methods</td>
<td>4</td>
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<tr>
<td>COMM 405</td>
<td>Freedom of Communication</td>
<td>4</td>
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<tr>
<td>or COMM 406</td>
<td>Legal Issues &amp; the New Media</td>
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<tr>
<td>COMM 431</td>
<td>News Reporting Experience-Echo (two semesters)</td>
<td>2</td>
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<tr>
<td>COMM 490</td>
<td>Independent Study</td>
<td>1-4</td>
</tr>
<tr>
<td>or COMM 492</td>
<td>Internship</td>
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Select one of the following:

- COMM 404 Broadcast Sports Production 4
- COMM 407 Broadcast News Production 4
- COMM 431 News Reporting Experience-Echo (two semesters) 2
- COMM 434 Radio/Podcast Experience-iCLU 2

Select one of the following:

- COMM 301 Persuasive Communication 4
- COMM 304 Radio Industry 4
- COMM 311 Intercultural Communication 4
- COMM 312 International Media 4
- COMM 335 Interpersonal Communication 4
- COMM 336 Nonverbal Communication 4
- COMM 342 Principles of Public Relations 4
- COMM 348 Website Design and Publishing 4
- COMM 435 Adv Photography Intro Journalism 4

Communication Elective Credits 0-4

### Film and Television Production Emphasis

36 credits minimum, 24 credits upper division.

The film & TV emphasis provides students hands-on digital media production skills. Students will learn to write, create, and edit digital media for TV, film, and radio while gaining a broader understanding of the larger social, political, and business contexts in which these media operate.

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<td>COMM 231</td>
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<td>COMM 360</td>
<td>Film Theories</td>
<td>4</td>
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<tr>
<td>COMM 490</td>
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<td>1-4</td>
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<tr>
<td>or COMM 492</td>
<td>Internship</td>
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Select three of the following: 10-12

- COMM 304 Radio Industry 4
- COMM 404 Broadcast Sports Production 4
- COMM 407 Broadcast News Production 4
- COMM 434 Radio/Podcast Experience-iCLU 2
- FILM 207 Beginning TV Production 4
- FILM 208 Beginning Cinema Production 4
- FILM 308 Advanced Cinema Production 4
- MULT 470 High Definition Digital Cinema I 4
| or MULT 471 | High Definition Digital Cinema II                  |         |

Select two of the following: 3-4

- ART 385 Advertising Art I 3
- COMM 344 Storyboarding 4
- COMM 348 Website Design and Publishing 4
- COMM 431 News Reporting Experience-Echo 2
- FILM 306 Screenwriting 3

Select two of the following: 8
### Sports Communication Emphasis

37 credits minimum 24 credits upper division minimum

This emphasis prepares students to step into communication roles in the $1.5 trillion industry of global sport. Students will study sport in the context of societal, historical, economic, and political influences, while building foundational skills in writing and multi-media to enable them to competently share the story of sport across media platforms.

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<td>COMM 317</td>
<td>Sports, Media and Society</td>
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<td>COMM 342</td>
<td>Principles of Public Relations</td>
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Select 8 Credits:

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<tr>
<td>COMM 331</td>
<td>Content Creation for Digital Platforms</td>
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<tr>
<td>COMM 348</td>
<td>Website Design and Publishing</td>
<td>4</td>
</tr>
<tr>
<td>COMM 404</td>
<td>Broadcast Sports Production (Audition, board test &amp; permission of faculty advisor)</td>
<td>4</td>
</tr>
<tr>
<td>COMM 411</td>
<td>Sports-Related Marketing</td>
<td>4</td>
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<tr>
<td>COMM 431</td>
<td>News Reporting Experience-Echo</td>
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<td>COMM 434</td>
<td>Radio/Podcast Experience-iCLU</td>
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<td>COMM 435</td>
<td>Adv Photography Intro Journalism</td>
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<tr>
<td>BUS 347</td>
<td>Introduction to Sports Management</td>
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<td>BUS 431</td>
<td>Brand Development &amp; Customer Exp</td>
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**SELECT ONE:**

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<td>Voice Development</td>
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<td>Legal Issues &amp; the New Media</td>
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<td>COMM 482C</td>
<td>ST: Select Topic (core)</td>
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### Minor in Communication

18 credits, 12 credits upper division.

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Additional Communication Credits (Upper Division) 8

**Total Hours** 20
Courses

Lower Division

A preliminary study of communication theory with particular emphasis on mediated communication, including Internet, television, radio, film and print. Fulfills CORE 21 Speaking Intensive requirement.

COMM 103. Public Speaking. (3).
Students master the theory and practice of various forms of oral communication, including impromptu speaking, informative speaking. Fulfills the CORE 21 Speaking Intensive requirement.

COMM 104. Voice Development. (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. Fulfills CORE 21 Visual and Performing Arts Participative and Speaking Intensive Requirement. (cross-listed with TA 104).

COMM 1ST. Special Topics. (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 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. Media Writing. (4).
Instruction and practice in producing a variety of written content for news media; an introduction to reporting, techniques of interviewing news sources; story structure, consistent/concise editing style with clarity and speed; and writing with accuracy and fairness. Other aspects of media such as basics of writing for public relations and broadcast are also introduced. Prerequisite: Engl-111.

An exploration of the study and practice of parliamentary debate, emphasizing interactive critical thinking skills through case construction and defending arguments. Argumentation will be utilized to investigate social problems using formal and informal practice of the use of evidence, motivation, organization, proof, refutation, and argument. Students will develop research, critical thinking, and oral presentation skills on contemporary public policy, law, mass media, entertainment, interpersonal, and intercultural relations. Students are expected to debate or volunteer at collegiate tournaments. (cross-listed with Pols 233).

COMM 282. Sel Topics. (1-4).  

Select Topic approved for core.

COMM 285. Imagining Venice. (4).
Explore the rich symbolism and significance of Venice throughout frameworks of history, culture, visual communication, and art production. A semester of study prepares you for a two-week trip to Italy with the majority of the time spent in Venice experiencing the modern life of this endangered city and creating watercolors along its picturesque canals and islands. Fulfills CORE 21 Visual & Performing Arts Participative requirement (Cross listed with ART-285).

COMM 2ST. Selected Topics. (1-4).

COMM 3ST. Special Topics. (4).

COMM 4ST. Selected Topics. (4).

Upper Division

COMM 301. Persuasive Communication. (4).
A study of the theories, principles and ethics of persuasive communication including an analysis of factors influencing persuasion in public address, advertising, interpersonal, social and mediated communication.

This class 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.

A study of the principles involved in communicating in a professional environment. This class covers organizational communication and cultures, including team communication, conflict negotiation, leadership styles, group decision-making techniques, and business ethics. Students have several opportunities to practice oral communication principles in simulated settings. Fulfills CORE 21 Speaking Intensive requirement.
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. Fulfills CORE 21 Social Sciences requirement. (cross-listed with Pols 308).

COMM 311. Intercultural Communication. (4).
In a multicultural, globalized world, individuals often find themselves faced with challenging values, customs, practices and material situations. Students will understand and apply dimensions of culture and principles of intercultural communication at the level of organizations, social institutions, ethnic groups, and nations. Fulfills CORE 21 Global Perspectives requirement.

COMM 312. International Media. (4).
This course explores the global importance of media systems and communication industries around the world, with particular emphasis on those of Asia, the Middle East, and South America. The course investigates a wide range of media industries and content (including entertainment, journalism, and advertising) from various historical, sociological, political, technological, legal, and economic perspectives. This course also analyzes the impact that the Internet has on domestic media production and international distribution. Fulfills CORE 21 Global Perspectives requirement.

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. Fulfills CORE 21 U.S. Diversity requirement.

This course investigates the interaction between news media, audiences, and strategic political communicators in the United States. Special emphasis will be given to the role of the news media in politics; the use of campaign practices and techniques in elections; the effects of media messages on audiences; the impact of new media technologies on news and campaigns; and factors shaping news production such as journalistic routines, media economics, and the strategic management of news by politicians.

This course is designed to help students more critically view the role of sport media in global culture. The influence of/relationship between sport media and issues such as race, gender, sexuality (homophobia), nationalism, capitalism/consumerism, violence and civic life will be examined. Issues in relation to ethics and the production of sport media also will be examined.

COMM 330. Film Studies. (4).
This course provides a solid grounding in the major elements of film, including genre, narrative, acting, design, cinematography, sound, and editing. Students will become critically informed viewers able to understand and analyze film or to pursue additional studies in film history or film theory. This course does not meet the literature requirement. (cross-listed with Engl 330). Prerequisite: ENGL 111.

In this course, students will develop a critical perspective to engage with digital technologies and to articulate the rationale of incorporating digital content into media such as public relations and journalism. The class emphasizes both acquiring production skills and understanding the theories and specificities of digital media. The class will prepare students for creating and sharing different types of interactive media content by introducing digital content creation tools. Prereq: COMM 231.

COMM 332. Podcast Production. (4).
This class is an introduction to the world of podcasting with an emphasis on creating content including writing scripts and outlines, pre-production, recording, editing, and post-production. Students will learn to create and edit podcasts and attach audio files to programs and web pages such as Facebook, iTunes, Keynote, PowerPoint, and other sites. The course will cover both Mac and PC applications so all students will be able to work on projects from their home computers. The course will also cover the current legalities of digital media. Completed podcasts may air on ICLU Radio. All majors are welcome. Fulfills CORE 21 Visual and Performing Arts Participatory Requirement.

COMM 334. Radio Production. (4).
Practical working experience on the University’s student-run radio station. May be taken four times for credit. All majors welcome.

COMM 335. Interpersonal Communication. (4).
A study of the basic communication processes that occur within the context of personal relationships. The field of personal relationships is interdisciplinary, with research from areas such as communication, family studies, and social psychology contributing to knowledge. The course covers essential concepts involved in interpersonal communication processes, including developing and escalating relationships, maintaining fair and satisfying relationships, and coping with conflict and relational challenges. Fulfills CORE 21 U.S. Diversity requirement.

This course is designed to introduce students to key concepts, theories, and research findings in the field of nonverbal communication. The course covers classic components of nonverbal communication, such as kinesics (body movement), haptics (touch), proxemics (space), and physical appearance, as well as current research on the functions of nonverbal communication, such as attraction, persuasion, and deception. Course content is interdisciplinary in nature, and includes theory and research from communication, psychology, linguistics, anthropology, and sociology. Fulfills CORE 21 Social Sciences requirement.

An exploration of the evolution of public relations (PR) as a strategic communication process that builds relationships between organizations and their publics. Students will examine the history, roles, functions and purposes of PR, and analyze ethical and professional issues. Focus is on contemporary practices, including social media strategy. Both nonprofit and for-profit organizational structures are considered.
COMM 344. Storyboarding. (4).
Learn to plan out and graphically organize a visually based story by creating a series of sequential images that allow artists, directors, and/or cinematographers to visualize the shots necessary to make a TV or web advertisement, animation sequence, film, play, graphic novel or other form of visual media.

COMM 346. Advanced Reporting and Editing. (4).
This course introduces students to more advanced and in-depth forms of journalistic reporting such as data-driven reporting and solutions journalism approaches. It also helps students to develop both macro and micro-editing skills to edit their own or another's work and introduces basics of page design. Prerequisites: COMM-231.

Learn to design, create and upload web sites for personal and professional use. Skills taught include mobile-friendly web site creation using raw HTML and CSS as well as WYSIWYG software. No programming experience required, basic familiarity with computers desirable.

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 and presentation of a major research paper. Fulfills CORE 21 Writing Intensive and Social Sciences requirements.

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 and designed, explores both quantitative and qualitative methods, introduces students to processes of date collection and analysis, and gives them experience in conducting original research. Fulfills CORE 21 Social Science requirement.

COMM 356. Film Theories. (4).
Learn to analyze cinema through the frame of significant theoretical perspectives such as Marxist, psychoanalytic, feminist, critical race, queer, and postcolonial criticism. Course assignments include reading published film analyses and completing and presenting a major research paper. Fulfills CORE 21 Writing Intensive, and U.S. Diversity requirements.

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. Prerequisite: junior standing. (cross-listed with Bus 375).

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).

The course will teach students to create live streaming sports broadcasts. Students will learn advanced editing and motion graphics techniques. Students are required to attend university sports events in the course of this class. Prerequisites: FILM 207 or FILM 208.

A study of the legal and ethical principles underlying freedom of expression and the limits placed on freedom of expression in the United States. Through examining leading U.S. court decisions, students will learn the broad principles and legal reasoning underlying First Amendment jurisprudence, including the legal, ethical, philosophical and political issues entailed in the rights of free expression. (cross-listed with POLS 405).

COMM 406. Legal Issues & the New Media. (4).
A study of law, regulatory policies and ethical principles shaping media, especially the internet. The course will examine the impact of regulatory models on the development and use of communication technology. Although this course will focus on contemporary legal and ethical issues, these will be situated within the history of U.S. jurisprudence and Constitutional law.

Create live news broadcasts every two weeks. 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: FILM 207 or FILM 208.

COMM 410. Latinx Media in the United States. (3).
This course guides students through an in-depth examination of U.S.-based Latinx and Spanish-language media by critically examining primary texts created by people who identify as members of the Latina/Latino/Latinx community, as well as media created by others about this community. The course provides a lens for understanding the highly varied needs and goals of various Spanish-language media markets around the country due to the specific experiences, perspectives, and cultural ideologies of the population each market serves. The course also introduces mediated communication from several U.S.-based markets. This class is taught in English.

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 SPMG 412).
Entertainment has become the dominant experience of consumers in a celebrity-driven culture. Technological innovations, including the Internet, social networking and mobile devices, have disrupted the entertainment industry - film, music and TV. Social media have enabled consumers to become co-producers and changed the business models of the entertainment industry. Students will examine these issues and develop skills and perspectives to evaluate marketing approaches in the entertainment industry. (cross-listed as BUS 412). Pre-requisite: COMM 375.

This course will examine the roles that data collection and analysis tools play on our daily lives and our social/political/economic institutions. This course will draw from a broad range of disciplines (Political Science, Sociology, Law, Communication, Philosophy, Psychology, etc.) to explore these topics.

COMM 431. News Reporting Experience-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 or permission of the instructor.

COMM 434. Radio/Podcast Experience-iCLU. (2).
Practical working experience on the University's student-run radio station. May be taken four times for credit. All majors welcome. Taken for Pass/No Credit only. Prerequisite: COMM-332 or COMM 334 or Permission of the instructor.

COMM 435 is an upper division digital photography class covering news, commercial and fine art photojournalism. In this class, students learn techniques required for using the camera as a reporting and illustrating tool for print and online media. Types of events include hard news, sports, editorial, as well as using the camera for fine art documentary and narrative photography. Cross listed with Art 435. Pre-requisite: ART 236.

COMM 442. Advertising Campaigns. (4).
An opportunity for students to apply principles learned in introductory advertising and marketing courses to case studies and real-world scenarios. Focus is on the creative and strategic development of viable advertising campaigns. Prerequisite: 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 and will include lessons on budget, décor, entertainment, types, and security issues. (cross-listed with Bus 443).

ComicComm: Globalism, Zeitgeist and the Art of Visual Communication covers the development of comic books/graphic novels from the earliest forms of sequential art through 19th century European, Japanese and Asian comics. The course then concentrates on 20th-21st century comics, bandes dessinées, and manga. The course looks at the ways in which comics embody or challenge the ideologies of the culture in which they originate and how they respond to real-world controversies and disasters. It tracks cultural hybridism in comic art, the effects of participatory fan culture on the industry and issues of race, religion and philosophy as addressed by genre. Students write and illustrate their own comics: mastering the visual language of comics and manga; drawing figures and settings; and framing action and narrative in sequential format. Students' work may be fictional, biographical or documentary. The work is drawn and manipulated on iPads provided by the Library.

An opportunity for students to apply processes, techniques, methods and ethical principles of public relations to case studies and real-world scenarios. Students will be involved in the full scope of PR management-research, planning, implementation and evaluation-to develop viable strategic PR plans. Prerequisite: COMM 342.

COMM 481. Strategic Communication Campaigns. (4).
Students will apply and synthesize theories and principles of persuasion and advocacy in the research, execution, and assessment of strategic communication campaigns. Topic areas may include health advocacy, organizational communication, human resources, strategic communication, public engagement, and/or media studies. Projects may also involve, when applicable, community partners. The final project is intended to be a professional document for a portfolio, but can also be developed as an experiential or advocacy-based project. Emphasis is placed on the importance of a coordinated effort integrating various strategic communication tools and practices. Prerequisites: COMM-351.

COMM 482. Selected Topics. (1-4).
COMM 482C. ST: Select Topic (core). (1-4).
Select Topic approved for core.

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

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

COMM 492. Internship. (1-4).
Students must find and participate in an internship appropriate to their career choice, at 60 hours of work per course credit, and also attend COMM 492 class meetings in the same semester to fulfill the communication internship requirement. Internship contracts are available through the Career Services Center; the sponsoring faculty section must be filled out by the professor teaching the COMM 492 section chosen. Contact the course professor for a copy of the department's internship guidelines and COMM 492 class details. (graded P/NC only).
COMM 496. Directed Research. (1-3).
COMM 497. Departmental Honors. (1-4).