

COMMUNICATIONS (COMM)

COMM 1307 Introduction to Mass Communications 3 Credits (3 Lec, 0 Lab)

This course surveys the basic content and structural elements of mass media, as well as their functions and influences on society.

Prerequisite(s): Reading level 7

Course Type: Academic

COMM 1318 Beginning Photography 3 Credits (1 Lec, 5 Lab)

This course offers an introduction to the basics of photography, including techniques and equipment operation. Students will not receive credit for both ARTS 2356 and COMM 1318.

Course Type: Academic

COMM 1319 Intermediate Photography 3 Credits (1 Lec, 5 Lab)

This course offers further development of techniques with emphasis on content and composition of photographs, including experience in a variety of professional and technical areas. Students will not receive credit for both ARTS 2357 and COMM 1319.

Prerequisite(s): COMM 1318 or ARTS 2356 or Department Chair approval

Course Type: Academic

COMM 1335 Introduction to Electronic Media 3 Credits (3 Lec, 0 Lab)

This course provides an overview of the development, regulation, economics, social impact, and industry practices in electronic media.

Prerequisite(s): Reading level 7

Course Type: Academic

COMM 2311 Media Writing 3 Credits (3 Lec, 0 Lab)

This course offers students an introduction to the fundamentals of writing for the mass media. Includes instruction in professional methods and techniques for gathering, processing, and delivering content.

Prerequisite(s): Reading level 7, Writing level 7

Course Type: Academic

COMM 2315 News Reporting 3 Credits (3 Lec, 0 Lab)

This course focuses on advanced news-gathering and writing skills. It concentrates on the three-part process of producing news stories: discovering the news, reporting the news, and writing the news in different formats.

Prerequisite(s): COMM 2311, Reading level 7, Writing level 7

Course Type: Academic

COMM 2327 Introduction to Advertising 3 Credits (3 Lec, 0 Lab)

This course offers students an introduction to the fundamentals of advertising including marketing theory and strategy, copywriting, design, and selection of media.

Prerequisite(s): Reading level 7

Course Type: Academic

COMM 2330 Introduction to Public Relations 3 Credits (3 Lec, 0 Lab)

This course explores the history and development of public relations. It presents the theory behind, and the process of public relations including the planning, implementation, and evaluation of PR campaigns.

Prerequisite(s): Reading level 7, Writing level 7

Course Type: Academic