

Department of

Communication



Brian Howard, Department Chair

Melissa Bair, Brent Bean, Robyn Bergstrom, Michael Cannon, Eric Embree, Caryn Esplin, Andra Hansen, Stephen Henderson, Beth Hendricks, Ward Hicks, Jeff Hochstrasser, Brian Howard, Joel Judkins, Cory Kerr, Eric Lybbert, Christian Mawlam, Derek Miller, Mark Orchard, James Rognon, John Thompson, Lee Warnick, Ron Weekes, Lane Williams

Delaina Scholes, Department Secretary (208) 496-3691
<http://www.byui.edu/Comm/>

Introduction

In a world where information is more readily available from more sources and more rapidly disseminated than ever before, the ability to communicate correctly, clearly, precisely and persuasively has never been more important. Students trained in communication are prepared to work in exciting, wide-ranging, fast-changing, cutting-edge careers. With a recently revamped program, our department's aim is to better prepare students to become skilled, knowledgeable, versatile, progressive, ethical practitioners through courses and programs addressing today's professional requirements while anticipating tomorrow's developments.

We believe all future communication professionals should develop a solid, broad foundation of knowledge and skills. Students should be able to write and speak confidently to a wide range of audiences; to research and analyze scenarios and develop sound ideas and solutions; to get along and work with diverse people in many kinds of situations; to serve in groups constructively or lead them productively; and to produce targeted and effective written, spoken, and visual messages in media, group, and interpersonal settings.

Additionally, we believe students learn best by doing. From a student's first semester as a Communication major at BYU-Idaho, we encourage him or her to get involved with our hands-on practicums. These professionally oriented, student-managed organizations are designed to reinforce, enhance, and expand upon what is learned in class. Our innovative I-Comm student media organization puts students to work for the Scroll campus newspaper, Scroll Digital broadcast organization, Soapbox Creative Agency, video production unit, copy editing team, web development crew, or visual design agency. Students who take full advantage of the training and opportunities in I-Comm are well on their way toward being ready to meet the demands of tomorrow's ever-changing communication careers. The same professors from whom students learn within the classroom will roll up their sleeves in I-Comm and other practicums, thus completing an integrated learning experience.

Students majoring in Communication can choose from six areas of emphasis: advertising, public relations, news/journalism, video production, and visual communication. Then, they will increase their versatility by selecting a complementary module in the following areas: advertising, public relations, news/journalism, video, visual communication, communication management, media sales, new ventures, or anchor and reporter performance.

Major Requirements

1. Complete Communication core courses (31 credits).
2. Complete courses in one Communication emphasis (15 credits): advertising, public relations, news/journalism, video production, visual communication, organizational communication and advocacy.
3. Complete courses in one Communication module (9 credits): advertising, public relations, news/journalism, video, visual communication, communication management, media sales, new ventures, or anchor and reporter performance. Courses cannot count for both emphasis and module credit.
4. Earn grades of C-minus or higher in all Communication courses.

Recommendations for New Communication Majors

COMM 100, Introduction to Communication Major and Professions, should be completed in a student's first semester as a Communication major. Additionally, it is recommended that a student complete COMM 102 (Public Speaking) and COMM 111 (Writing for Communication Careers) in the first semester. These three courses should be enrolled in or completed before students can proceed to other Communication courses.

Communication

Brigham Young University-Idaho 2016-2017

**BS in Communication
Advertising Emphasis (675-160)**

Core Requirements <i>Take these courses:</i>		Advertising Emphasis <i>Take these courses:</i>		MODULES <i>Complete one 9-credit module:</i>			
COMM 100	1	COMM 230	3	Advertising Module <i>Take these courses:</i>		Video Module <i>Take these courses:</i>	
COMM 102	3	COMM 330	3	COMM 230	3	COMM 260	3
COMM 111	3	COMM 430	3	COMM 330	3	COMM 265	3
COMM 130	3						
	<u>10</u>		<u>9</u>				
<i>Take these courses:</i>		<i>Take 6 credits:</i>		<i>Take 3 credits:</i>		<i>Take 3 credits:</i>	
COMM 140	3	COMM 315	3	COMM 315	3	COMM 360	3
COMM 150	3	COMM 380	3	COMM 380	3	COMM 365	3
COMM 273	3	COMM 385	3	COMM 385	3	COMM 375	3
COMM 280	3		<u>6</u>			COMM 465	<u>3</u>
COMM 289	1				<u>9</u>		
COMM 307	3			Public Relations Module <i>Take these courses:</i>		Media Sales Module <i>Take these courses:</i>	
COMM 498R	1-2			COMM 235	3	COMM 332	3
COMM 499	1			COMM 335	3	COMM 352	3
	<u>18</u>					COMM 385	3
<i>Take 3 credits:</i>				<i>Take 3 credits:</i>		<i>Take 3 credits:</i>	
<i>(All may be repeated)</i>				COMM 315	3	COMM 450	<u>3</u>
COMM 297R	1			COMM 322	3		
COMM 397R	1			COMM 339	<u>3</u>		
COMM 497R	<u>1</u>				<u>9</u>		
	<u>3</u>			News/Journalism Module <i>Take this course:</i>		Anchor and Reporter Performance Module <i>Take this course:</i>	
				COMM 240	3	COMM 362	3
Program Notes:				<i>Take 6 credits:</i>		<i>Take 6 credits:</i>	
• No Double Counting of Major Courses				COMM 340	3	COMM 240	3
• No Grade Less Than C- in Major Courses				COMM 342	3	COMM 360	3
				COMM 360	3	COMM 397R	1
				COMM 440	<u>3</u>	TA 121	2
					<u>9</u>	TA 123M	3
						TA 123W	<u>3</u>
							<u>9</u>
				Social Media Module <i>Take these courses:</i>		Communication Management Module <i>Take these courses:</i>	
				COMM 320	3	COMM 250	3
				COMM 322	3	COMM 350	3
				<i>Take 3 credits:</i>		COMM 450	<u>3</u>
				B 351	3		
				COMM 310	3		
				COMM 315	<u>3</u>		
					<u>9</u>		

Credit Requirements:

Foundations	40
Major	55
Elective	25
Total	<u>120</u>

Tracks Available:

Fall-Winter	Yes
Winter-Spring	Yes
Spring-Fall	Yes

Communication

Brigham Young University-Idaho 2016-2017

BS in Communication Public Relations Emphasis (675-161)									
Core Requirements <i>Take these courses:</i> COMM 100 1 COMM 102 3 COMM 111 3 COMM 130 3 <hr style="width: 50px; margin-left: 0;"/> 10 <i>Take these courses:</i> COMM 140 3 COMM 150 3 COMM 273 3 COMM 280 3 COMM 289 1 COMM 307 3 COMM 498R 1-2 COMM 499 1 <hr style="width: 50px; margin-left: 0;"/> 18 <i>Take 3 credits:</i> (All may be repeated) COMM 297R 1 COMM 397R 1 COMM 497R 1 <hr style="width: 50px; margin-left: 0;"/> 3	Public Relations Emphasis <i>Take these courses:</i> COMM 235 3 COMM 335 3 COMM 435 3 <hr style="width: 50px; margin-left: 0;"/> 9 <i>Take 6 credits:</i> B 351 3 COMM 315 3 COMM 320 3 COMM 322 3 <hr style="width: 50px; margin-left: 0;"/> 6	MODULES <i>Complete one 9-credit module:</i> <table style="width:100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 <i>Take 3 credits:</i> COMM 315 3 COMM 380 3 COMM 385 3 <hr style="width: 50px; margin-left: 0;"/> 9 </td> <td style="width: 50%; vertical-align: top;"> Video Module <i>Take these courses:</i> COMM 260 3 COMM 265 3 <i>Take 3 credits:</i> COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 <hr style="width: 50px; margin-left: 0;"/> 9 </td> </tr> <tr> <td style="vertical-align: top;"> Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 <i>Take 3 credits:</i> COMM 315 3 COMM 322 3 COMM 339 3 <hr style="width: 50px; margin-left: 0;"/> 9 </td> <td style="vertical-align: top;"> Visual Communication Module <i>Take 9 credits:</i> COMM 300 3 COMM 305 3 COMM 310 3 COMM 315 3 COMM 316 3 <hr style="width: 50px; margin-left: 0;"/> 9 </td> </tr> <tr> <td style="vertical-align: top;"> News/Journalism Module <i>Take this course:</i> COMM 240 3 <i>Take 6 credits:</i> COMM 340 3 COMM 342 3 COMM 360 3 COMM 440 3 <hr style="width: 50px; margin-left: 0;"/> 9 </td> <td style="vertical-align: top;"> Communication Management Module <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 450 3 <hr style="width: 50px; margin-left: 0;"/> 9 </td> </tr> </table>		Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 <i>Take 3 credits:</i> COMM 315 3 COMM 380 3 COMM 385 3 <hr style="width: 50px; margin-left: 0;"/> 9	Video Module <i>Take these courses:</i> COMM 260 3 COMM 265 3 <i>Take 3 credits:</i> COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 <hr style="width: 50px; margin-left: 0;"/> 9	Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 <i>Take 3 credits:</i> COMM 315 3 COMM 322 3 COMM 339 3 <hr style="width: 50px; margin-left: 0;"/> 9	Visual Communication Module <i>Take 9 credits:</i> COMM 300 3 COMM 305 3 COMM 310 3 COMM 315 3 COMM 316 3 <hr style="width: 50px; margin-left: 0;"/> 9	News/Journalism Module <i>Take this course:</i> COMM 240 3 <i>Take 6 credits:</i> COMM 340 3 COMM 342 3 COMM 360 3 COMM 440 3 <hr style="width: 50px; margin-left: 0;"/> 9	Communication Management Module <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 450 3 <hr style="width: 50px; margin-left: 0;"/> 9
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Credit Requirements:		Tracks Available:							
	Foundations 40 Major 55 Elective 25 Total 120	Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes							

BS in Communication
News/Journalism Emphasis (675-162)

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Communication

Brigham Young University-Idaho 2016-2017

**BS in Communication
Video Production Emphasis (675-163)**

Core Requirements <i>Take these courses:</i> COMM 100 1 COMM 102 3 COMM 111 3 COMM 130 3 <hr/> 10 <i>Take these courses:</i> COMM 140 3 COMM 150 3 COMM 273 3 COMM 280 3 COMM 289 1 COMM 307 3 COMM 498R 1-2 COMM 499 1 <hr/> 18 <i>Take 3 credits: (all may be repeated)</i> COMM 297R 1 COMM 397R 1 COMM 497R 1 <hr/> 3		Video Production Emphasis <i>Take these courses:</i> COMM 260 3 COMM 265 3 COMM 360 3 COMM 365 3 COMM 465 3 <hr/> 15	MODULES <i>Complete one 9-credit module:</i>		
Program Notes: •No Double Counting of Major Courses •No Grade Less Than C- in Major Courses •Laptop/AdobeCC Required.		Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 <i>Take 3 credits:</i> COMM 315 3 COMM 380 3 COMM 385 3 <hr/> 9 Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 <i>Take 3 credits:</i> COMM 315 3 COMM 322 3 COMM 339 3 <hr/> 9 News/Journalism Module <i>Take this course:</i> COMM 240 3 <i>Take 6 credits:</i> COMM 340 3 COMM 342 3 COMM 360 3 COMM 440 3 <hr/> 9	Video Module <i>Take these courses:</i> COMM 260 3 COMM 265 3 <i>Take 3 credits:</i> COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 <hr/> 9 Visual Communication Module <i>Take 9 credits:</i> COMM 300 3 COMM 305 3 COMM 310 3 COMM 315 3 COMM 316 3 <hr/> 9 Communication Management Module <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 450 3 <hr/> 9	Media Sales Module <i>Take these courses:</i> COMM 332 3 COMM 352 3 <i>Take 3 credits:</i> COMM 385 3 COMM 450 3 <hr/> 9 Social Media Module <i>Take these courses:</i> COMM 320 3 COMM 322 3 <i>Take 3 credits:</i> B 351 3 COMM 310 3 COMM 315 3 <hr/> 9 Anchor and Reporter Performance Module <i>Take this course:</i> COMM 362 3 <i>Take 6 credits:</i> COMM 240 3 COMM 360 3 COMM 397R 1 TA 121 2 TA 123M 3 TA 123W 3 <hr/> 9	
Credit Requirements: Foundations 40 Major 55 Elective 25 Total 120		Tracks Available: Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes			

BS in Communication
Visual Communication Emphasis (675-164)

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border-collapse: collapse;"> <tr><td>COMM 260</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 265</td><td style="text-align: right;">3</td></tr> <tr><td colspan="2" style="border-top: 1px solid black;"></td></tr> <tr><td style="text-align: right;">6</td><td></td></tr> </table> <p><i>Take 3 credits:</i></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>COMM 360</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 365</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 375</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 465</td><td style="text-align: right;">3</td></tr> <tr><td colspan="2" style="border-top: 1px solid black;"></td></tr> <tr><td style="text-align: right;">12</td><td></td></tr> </table> <p>Visual Communication Module <i>Take 9 credits:</i></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>COMM 300</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 305</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 310</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 315</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 316</td><td style="text-align: right;">3</td></tr> <tr><td colspan="2" style="border-top: 1px solid black;"></td></tr> <tr><td style="text-align: right;">15</td><td></td></tr> </table> <p>Communication Management Module <i>Take these courses:</i></p> <table style="width: 100%; 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Communication

Brigham Young University-Idaho 2016-2017

BS in Communication											
Organizational Communication and Advocacy Emphasis (675-195)											
Core Requirements <i>Take these courses:</i> COMM 100 1 COMM 102 3 COMM 111 3 COMM 130 3 <hr style="width: 100%;"/> 10 <i>Take these courses:</i> COMM 140 3 COMM 150 3 COMM 273 3 COMM 280 3 COMM 289 1 COMM 307 3 COMM 498R 1-2 COMM 499 1 <hr style="width: 100%;"/> 18 <i>Take 3 credits:</i> (All may be repeated) COMM 297R 1 COMM 397R 1 COMM 497R 1 <hr style="width: 100%;"/> 3	Organizational Communication and Advocacy Emphasis <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 352 3 COMM 450 3 COMM 470 3 <hr style="width: 100%;"/> 15	MODULES <i>Complete one 9-credit module:</i> <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width: 25%; vertical-align: top;"> Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 Take 3 credits: COMM 315 3 COMM 380 3 COMM 385 3 <hr style="width: 100%;"/> 9 </td> <td style="width: 25%; vertical-align: top;"> Video Module <i>Take these courses:</i> COMM 260 3 COMM 265 3 Take 3 credits: COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 <hr style="width: 100%;"/> 9 </td> <td style="width: 25%; vertical-align: top;"> Media Sales Module <i>Take these courses:</i> COMM 332 3 COMM 352 3 Take 3 credits: COMM 385 3 COMM 450 3 <hr style="width: 100%;"/> 9 </td> <td style="width: 25%; vertical-align: top;"> Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 Take 3 credits: COMM 315 3 COMM 322 3 COMM 339 3 <hr style="width: 100%;"/> 9 </td> </tr> <tr> <td style="vertical-align: top;"> News/Journalism Module <i>Take this course:</i> COMM 240 3 Take 6 credits: COMM 340 3 COMM 342 3 COMM 360 3 COMM 440 3 <hr style="width: 100%;"/> 9 </td> <td style="vertical-align: top;"> Visual Communication Module <i>Take 9 credits:</i> COMM 300 3 COMM 305 3 COMM 310 3 COMM 315 3 COMM 316 3 <hr style="width: 100%;"/> 9 </td> <td style="vertical-align: top;"> Social Media Module <i>Take these courses:</i> COMM 320 3 COMM 322 3 Take 3 credits: B 351 3 COMM 310 3 COMM 315 3 <hr style="width: 100%;"/> 9 </td> <td style="vertical-align: top;"> Anchor and Reporter Performance Module <i>Take this course:</i> COMM 362 3 Take 6 credits: COMM 240 3 COMM 360 3 COMM 397R 1 TA 121 2 TA 123M 3 TA 123W 3 <hr style="width: 100%;"/> 9 </td> </tr> </table>		Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 Take 3 credits: COMM 315 3 COMM 380 3 COMM 385 3 <hr style="width: 100%;"/> 9	Video Module <i>Take these courses:</i> COMM 260 3 COMM 265 3 Take 3 credits: COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 <hr style="width: 100%;"/> 9	Media Sales Module <i>Take these courses:</i> COMM 332 3 COMM 352 3 Take 3 credits: COMM 385 3 COMM 450 3 <hr style="width: 100%;"/> 9	Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 Take 3 credits: COMM 315 3 COMM 322 3 COMM 339 3 <hr style="width: 100%;"/> 9	News/Journalism Module <i>Take this course:</i> COMM 240 3 Take 6 credits: COMM 340 3 COMM 342 3 COMM 360 3 COMM 440 3 <hr style="width: 100%;"/> 9	Visual Communication Module <i>Take 9 credits:</i> COMM 300 3 COMM 305 3 COMM 310 3 COMM 315 3 COMM 316 3 <hr style="width: 100%;"/> 9	Social Media Module <i>Take these courses:</i> COMM 320 3 COMM 322 3 Take 3 credits: B 351 3 COMM 310 3 COMM 315 3 <hr style="width: 100%;"/> 9	Anchor and Reporter Performance Module <i>Take this course:</i> COMM 362 3 Take 6 credits: COMM 240 3 COMM 360 3 COMM 397R 1 TA 121 2 TA 123M 3 TA 123W 3 <hr style="width: 100%;"/> 9
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Program Notes: • No Double Counting of Major Courses • No Grade Less Than C- in Major Courses											
Credit Requirements:		Tracks Available:									
Foundations	40	Fall-Winter	Yes								
Major	55	Winter-Spring	Yes								
Elective	25	Spring-Fall	Yes								
Total	120										

Minor in Communication (221)											
Core Requirements <i>Take these courses:</i> COMM 102 3 COMM 111 3 COMM 125 or 130 3 <hr style="width: 100%;"/> 9 Core Selection <i>Take 3 credits:</i> COMM 140 3 COMM 150 3 COMM 273 3 COMM 280 3 COMM 307 3 <hr style="width: 100%;"/> 3 Practicum <i>Take 1 credit:</i> COMM 397R 1 <hr style="width: 100%;"/> 1	MODULES <i>Complete one 9-credit module:</i> <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width: 25%; vertical-align: top;"> Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 Take 3 credits: COMM 315 3 COMM 380 3 COMM 385 3 <hr style="width: 100%;"/> 9 </td> <td style="width: 25%; vertical-align: top;"> News/Journalism Module <i>Take this course:</i> COMM 240 3 Take 6 credits: COMM 340 3 COMM 342 3 COMM 360 3 COMM 440 3 <hr style="width: 100%;"/> 9 </td> <td style="width: 25%; vertical-align: top;"> Visual Communication Module <i>Take 9 credits:</i> COMM 300 3 COMM 305 3 COMM 310 3 COMM 315 3 COMM 316 3 <hr style="width: 100%;"/> 9 </td> <td style="width: 25%; vertical-align: top;"> Social Media Module <i>Take these courses:</i> COMM 320 3 COMM 322 3 Take 3 credits: B 351 3 COMM 310 3 COMM 315 3 <hr style="width: 100%;"/> 9 </td> </tr> <tr> <td style="vertical-align: top;"> Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 Take 3 credits: COMM 315 3 COMM 322 3 COMM 339 3 <hr style="width: 100%;"/> 9 </td> <td style="vertical-align: top;"> Video Module <i>Take these courses:</i> COMM 260 3 COMM 265 3 Take 3 credits: COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 <hr style="width: 100%;"/> 9 </td> <td style="vertical-align: top;"> Communication Management Module <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 450 3 <hr style="width: 100%;"/> 9 </td> <td style="vertical-align: top;"> Anchor and Reporter Performance Module <i>Take this course:</i> COMM 362 3 Take 6 credits: COMM 240 3 COMM 360 3 COMM 397R 1 TA 121 2 TA 123M 3 TA 123W 3 <hr style="width: 100%;"/> 9 </td> </tr> </table>			Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 Take 3 credits: COMM 315 3 COMM 380 3 COMM 385 3 <hr style="width: 100%;"/> 9	News/Journalism Module <i>Take this course:</i> COMM 240 3 Take 6 credits: COMM 340 3 COMM 342 3 COMM 360 3 COMM 440 3 <hr style="width: 100%;"/> 9	Visual Communication Module <i>Take 9 credits:</i> COMM 300 3 COMM 305 3 COMM 310 3 COMM 315 3 COMM 316 3 <hr style="width: 100%;"/> 9	Social Media Module <i>Take these courses:</i> COMM 320 3 COMM 322 3 Take 3 credits: B 351 3 COMM 310 3 COMM 315 3 <hr style="width: 100%;"/> 9	Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 Take 3 credits: COMM 315 3 COMM 322 3 COMM 339 3 <hr style="width: 100%;"/> 9	Video Module <i>Take these courses:</i> COMM 260 3 COMM 265 3 Take 3 credits: COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 <hr style="width: 100%;"/> 9	Communication Management Module <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 450 3 <hr style="width: 100%;"/> 9	Anchor and Reporter Performance Module <i>Take this course:</i> COMM 362 3 Take 6 credits: COMM 240 3 COMM 360 3 COMM 397R 1 TA 121 2 TA 123M 3 TA 123W 3 <hr style="width: 100%;"/> 9
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Program Notes: • No Double Counting of Minor Courses											
Credit Requirements:		Tracks Available:									
Total	22	Fall-Winter	Yes								
		Winter-Spring	Yes								
		Spring-Fall	Yes								

Communication

Brigham Young University-Idaho 2016-2017

Media and Professional Writing Concentration (D 126)

Core Courses <i>Take these courses:</i> COMM 111 3 COMM 125 or 130 3 COMM 342 3 ENG 151 3 ENG 321 3 ENG 325 3 ENG 326 3 ENG 450 3 ENG 452 3 <hr style="width: 100px; margin-left: 0;"/> 27	Take 1 course: COMM 335 3 COMM 340 3 <hr style="width: 100px; margin-left: 0;"/> 3 Take 1 course: COMM 397R 1 COMM 499 1 <hr style="width: 100px; margin-left: 0;"/> 1	Interdisciplinary Studies <i>Take these courses:</i> IDS 398R 1-3 IDS 499 2 <hr style="width: 100px; margin-left: 0;"/> 3	Program Notes: <ul style="list-style-type: none"> • No Double Counting of Concentration Courses • No Grade Less Than C- in Major Courses
Credit Requirements:		Tracks Available:	
Total 34		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes	

Writing Creatively for Fiction and Film Concentration (D 127)

Core Courses <i>Take these courses:</i> COMM 111 3 COMM 125 or 130 3 COMM 297R* 1 COMM 342 3 COMM 365 3 ENG 218 3 ENG 318R 3 ENG 325 3 ENG 351 3 ENG 373 3 ENG 418R 3 <hr style="width: 100px; margin-left: 0;"/> 31	Take 1 course: COMM 397R 1 COMM 499 1 <hr style="width: 100px; margin-left: 0;"/> 1	Interdisciplinary Courses <i>Take these courses:</i> IDS 398R 1-3 IDS 499 2 <hr style="width: 100px; margin-left: 0;"/> 3	Program Notes: <ul style="list-style-type: none"> • No Double Counting of Concentration Courses • No Grade Less Than C- in Major Courses
Credit Requirements:		Tracks Available:	
Total 35		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes	

Visual Communication/Business Concentration (D 136)

Core Courses <i>Take these courses:</i> B 250 3 B 483 3 COMM 125 or 130 3 COMM 300 3 COMM 305 3 COMM 310 3 COMM 315 3 COMM 322 3 COMM 397R 1 COMM 462 3 COMM 497R* 1 <hr style="width: 100px; margin-left: 0;"/> 29	Interdisciplinary Courses <i>Take these courses:</i> IDS 398R 1-3 IDS 499 2 <hr style="width: 100px; margin-left: 0;"/> 3	Program Notes: <ul style="list-style-type: none"> • No Double Counting of Concentration Courses • Select the "Wordpress Websites" option
Credit Requirements:		Tracks Available:
Total 32		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes

Communication

Brigham Young University–Idaho 2016-2017

Communication Predefined Clusters

Advertising		2200
<i>Take 1 course:</i>		
COMM 125	Visual Fundamentals	3
COMM 130	Visual Media	3
<i>Take these courses:</i>		
COMM 230	Advertising Principles	3
COMM 330	Advertising Creative Development and Writing	3
<i>Take 3 credits:</i>		
COMM 315	Social Media Design	3
COMM 380	Media Research Methods	3
COMM 385	Media Strategy and Planning	<u>3</u>
	Total Credits	12
Public Relations		2205
<i>Take these courses:</i>		
COMM 235	Public Relations Principles and Practices	3
COMM 335	Public Relations Writing and Production	3
<i>Take 6 credits:</i>		
COMM 315	Social Media Design	3
COMM 320	Digital Media Content Creation	3
COMM 322	Digital Media Analytics and Strategy	3
COMM 339	Events Management	<u>3</u>
	Total Credits	12
Media Sales and Digital Media		2207
<i>Take these courses:</i>		
COMM 320	Digital Media Content Creation	3
COMM 322	Digital Media Analytics and Strategy	3
COMM 332	Media Sales and Account Management	3
<i>Take 3 credits:</i>		
COMM 273	Professional Presentations	3
COMM 280	Communication Research Fundamentals	3
COMM 352	Persuasion	<u>3</u>
	Total Credits	12
Professional Presentations		2208
<i>Take 1 course:</i>		
COMM 125	Visual Fundamentals	3
COMM 130	Visual Media	3
<i>Take these courses:</i>		
COMM 102	Public Speaking	3
COMM 273	Professional Presentations	3
COMM 352	Persuasion	<u>3</u>
	Total Credits	12
Visual Communication		2210
<i>Take these courses:</i>		
COMM 130	Visual Media	3
COMM 300	Digital Imaging	3
COMM 305	Vector Graphics	3
COMM 310	Creating Online Media	<u>3</u>
	Total Credits	12

Communication Management		2211
<i>Take these courses:</i>		
COMM 150	Interpersonal Theory and Practice	3
COMM 250	Organizational Principles	3
COMM 350	Group Dynamics	3
COMM 450	Conflict Management and Negotiation	<u>3</u>
	Total Credits	12
Video		2212
<i>Take these courses:</i>		
COMM 265	Video and Film Production Essentials	3
COMM 297R	Communication Practicum I	1
<i>Take 9 credits:</i>		
COMM 260	Video Principles and Practice	3
COMM 360	Multimedia Video Journalism	3
COMM 365	Short Film Production	3
COMM 375	Media Business Ownership	3
COMM 465	Documentary/Corporate Video Production	<u>3</u>
	Total Credits	13
News/Journalism		2213
<i>Take these courses:</i>		
COMM 111	Writing for Communication Careers	3
COMM 240	Newsgathering Principles and Practices	3
<i>Take 6 credits:</i>		
COMM 340	Advanced Media Writing	3
COMM 342	Editing Essentials	3
COMM 360	Multimedia Video Journalism	3
COMM 440	News in the 21st Century	<u>3</u>
	Total Credits	12
Digital Imaging		2214
<i>Take 3 credits:</i>		
COMM 125	Visual Fundamentals	3
COMM 130	Visual Media	3
<i>Take 9 credits:</i>		
COMM 300	Digital Imaging	3
COMM 316	Professional Imaging	3
COMM 397R*	Communication Practicum II	<u>1</u>
	Total Credits	12

*COMM 397R must be repeated 3 times

Communication

Brigham Young University–Idaho 2016-2017

Course Descriptions

Credits*

COMM 100 Introduction to Communication

(1:1:0:0)

This course provides information about different areas of study in the Department of Communication. Practicum options are discussed as well as department requirements, general advising, resume planning, and faculty mentor services.

(Fall, Winter, Spring)

COMM 102 Public Speaking

(3:3:0:0)

This course is an exploration of the fundamental principles and practices of effective informative and persuasive speeches. This course examines basic elements of public speaking including increasing speaker confidence, ethics of speaking, audience analysis and adaptation, appropriate methods of delivery, researching supporting materials, effective use of presentational aids, and effective outlining and delivery of speeches.

(Fall, Winter, Spring)

COMM 104 Language Review

(1:1:0:0)

This course builds basic writing competence and other skills needed for today's media and communication careers.

(Fall, Winter, Spring)

COMM 111 Writing for Communication Career

(3:3:0:0)

Total Course Fees: \$38.00

This course builds basic writing competence and other skills needed for today's media and communication careers.

(Fall, Winter, Spring)

COMM 125 Visual Fundamentals

(3:3:0:0)

For non-Communication majors, this course offers an exploration of design principles and visual skills used in graphic design, web design, digital imaging, and social media marketing. Projects include a blog, poster, photo project, logo, web page layout, slide design, and a two-page magazine story utilizing industry standard software.

(Fall, Winter, Spring)

COMM 130 Visual Media

(3:3:0:0)

This course is a practical application of the design principles and rules of typography to produce effective visual media. This is a hybrid course with a blend of in-class and online learning to explore the diverse skills and technologies involved in the visual design process. Students produce a portfolio of projects including fliers, ads, edited images, logos, stationery, and brochures to demonstrate design proficiency and expertise using industry-standard technology. Laptop/AdobeCC Required

(Fall, Winter, Spring)

COMM 140 Mass Media and Society

(3:3:0:0)

This course surveys historical and contemporary mass media and examines their current situation and trends, with particular emphasis on concurrent impacts between the media and society. Principal media theory is also explored.

(Fall, Winter, Spring)

COMM 150 Interpersonal Theory and Practice

(3:3:0:0)

This course examines basic elements and theory of human communication in a practical, relevant setting. Students will explore varied facets of interpersonal process with emphasis on improving communication skills and interpersonal relationships.

(Fall, Winter, Spring)

COMM 175 Communication Essentials

(2:2:0:0)

For Non-Communication majors, this course helps give a basic foundation in interpersonal communication and public speaking skills and principles. Through a combination of exercises and class discussions, students develop the tools to continually work toward more effective communication.

(Fall, Winter, Spring)

COMM 230 Advertising Principles

(3:3:0:0)

Prerequisite: COMM 111

Co-requisites: (COMM 125 or COMM 130) and COMM 140

This course covers the fundamentals and principles of effective advertising and promotion. Students will study the integration of advertising with other elements of marketing communication. Related projects are provided for individuals to demonstrate and apply these principles using various media. Associated economic, social, and ethical issues are also discussed.

(Fall, Winter, Spring)

COMM 231A Basic Advertising Skills: Creative Development

(1:1:0:0)

Prerequisites: (B 301 and B 321 and B 341 and B 361) or (B 302 and B 322 and B 342 and B 361) or (ACCTG 201 and ACCTG 202 and ECON 150 and ECON 151 and ECON 215 and [MATH 119 or FDMAT 112]) or (ACCTG 201 and ECON 150 ECON 151 and ECON 215) or (ACCTG 201 and ACCTG 202 and ACCTG 301 and (ECON 150 and ECON 151))

This course is for Non-communication majors. The student will learn how to develop creative concepts that accomplish advertising objectives and convey brand positions to the target audience through various media. This course is part of the Business Management Integrated Emphasis program. Students must apply for the program via the Business Management homepage. If they are accepted to the program, the department will register the student for the class.

(Fall, Winter, Spring)

COMM 235 PR Principles and Practices

(3:3:0:0)

Prerequisite: COMM 111

Co-requisites: (COMM 125 or COMM 130) and COMM 140

This course explores the history, principles, and practices of effective public relations. Students learn how to develop public relations campaigns and address public relations problems in a variety of industries. In addition, students learn to recognize and emulate quality public relations efforts. The importance of ethics and credibility are discussed. Related assignments are provided for students to demonstrate these principles.

(Fall, Winter, Spring)

COMM 240 Newsgathering Principles and Practices

(3:3:0:0)

Prerequisite: COMM 111

Co-requisites: (COMM 125 or COMM 130) and COMM 140

This course introduces the basics of newsgathering, reporting and traditional journalism for print, broadcast, and the Internet. It teaches how to make money as an independent journalist through blogging and free-lance writing. It focuses on the ethics and culture of professional journalism. Reporting techniques including interviewing, beat reporting, and basic research are included in the course. In essence, this course teaches students how to write, think, and research as a reporter would.

(Fall, Winter, Spring)

COMM 250 Organizational Principles

(3:3:0:0)

Prerequisite: COMM 150

This course is an analysis of communication principles and practices in organizations from a theoretical perspective. Students will review career opportunities in the field after learning methods to improve communication practices.

(Fall, Winter, Spring)

COMM 260 Video Principles and Practices

(3:3:0:0)

Course Requirement: Communication Major and Minors Only

This course is an introduction to today's disciplines and skills in video and audio production, television and radio broadcasting, digital and online media, and allied fields. Professional guest speakers theoretical explanations and hands-on lab training with the Adobe Creative Suite for video provide students with career preparation. Laptop/Adobe CC required

(Fall, Winter, Spring)

COMM 265 Video and Film Production Essentials

(3:3:0:0)

Co-requisites: COMM 260

In this course, students will study and practice intermediate video production techniques. Students will learn the operation of field and studio equipment to enhance video production skills.

(Fall, Winter, Spring)

COMM 273 Professional Presentations

(3:3:0:0)

Prerequisites: COMM 102 and (COMM 125 or COMM 130)

This course explores key principles and skills that will facilitate a student's move from competency in classroom presentations to excellence in professional presentations. This course will emphasize audience-centered strategies in the planning, creating, slide design, and delivery of a variety of realistic presentations in a range of professional environments, including conference room, lecture hall, and local business settings.

(Fall, Winter, Spring)

Communication

Brigham Young University–Idaho 2016-2017

COMM 280 Communication Research Fundamentals (3:3:0:0)

Prerequisites: COMM 111 and (FDMAT 108 or FDMAT 110 or FDMAT 112 or MATH 221A or MATH 221B or MATH 221C or MATH 325)

This course is an exploration of the methodological and mathematical tools and principles used in evaluating, designing, and executing communication and media research. A variety of projects and assignments will explore the fundamentals of research such as sampling, research design, appropriate statistical tests, focus groups, surveys, polls, and appropriate use of secondary research sources. Additionally, students will develop proficiency in data collection and analysis tools of Microsoft Excel.

(Fall, Winter, Spring)

COMM 289 Communication Career Workshop (1:1:0:0)

Prerequisites: COMM 230 or COMM 235 or COMM 240 or COMM 250 or COMM 260

This course will provide students with information on internships and careers within their chosen field. Students will learn how to position themselves and successfully apply for these opportunities. Students will attend campus career events and workshops to help them develop a resume, portfolio, and professional network database that will aid them in their post-graduation objectives, as well as learn about professional expectations and conduct.

(Fall, Winter, Spring)

COMM 297R Communication Practicum I (1:1:0:0)

Repeatable Course: May earn maximum of 12 credits

This course gives students experience in communication by applying lessons/knowledge learned in class to real-life projects. Projects will be self-directed with minimal supervision. Section specific: Adobe Premiere and Adobe After Effects -- Laptop/Adobe CC Required

(Fall, Winter, Spring)

COMM 300 Digital Imaging (3:3:0:0)

Total Course Fees: \$55.00

Prerequisite: COMM 125 or COMM 130

This course is an exploration of principles and skills used in digital image capture, image editing, image sizing, and image optimization for professional online and print presentation. This is a hybrid course with a blend of in-class and online learning. Projects include a weekly photo blog portfolio and a large-format framed print for display. Students use the latest technologies and skills to create and teach an advanced custom tutorial. The course highlight is a ghost town photo excursion for hands-on application of theory and skills.

A variety of case study situations are analyzed and discussed in small and large group settings to apply problem-solving skills. Laptop/AdobeCC/DSLR Required

(Fall, Winter, Spring)

COMM 305 Vector Graphics (3:3:0:0)

Prerequisite: COMM 125 or COMM 130

This course will help students build a solid foundation in Adobe Illustrator and further their understanding of the design principles, color theory and typography. Students will learn the importance of sketching, keeping layers panel organized and creating clean vector illustrations that clearly communicate their concept.

(Fall, Winter, Spring)

COMM 307 Ethics and Legal Issues (3:3:0:0)

Prerequisites: COMM 111 and COMM 140

This course requires students to recognize and practice legal reasoning in relation to issues of relevance to communication professionals. Students will learn to identify elements present in cases concerning libel, privacy, and intellectual property. Additionally, students will consider the legal constraints associated with commercial expression. Finally, students will explore ethical questions likely to arise within the field of professional communication, which cannot be adequately answered by legal means. Students will develop strategies for answering those questions and learn to apply relevant ethical principles as they do so.

(Fall, Winter, Spring)

COMM 310 Creating Online Media (3:3:0:0)

Prerequisite: COMM 125 or COMM 130

This course is a technical introduction to search-engine optimization and standards-based web design and production. Students will train in semantic HTML markup, CSS-based design and dynamic PHP scripting, overview of the history, current status, and future possibilities of HTML.

(Fall, Winter, Spring)

COMM 315 Social Media Design (3:3:0:0)

Prerequisite: COMM 125 or COMM 130

This course will teach students to strategically decide how best to visually communicate an engaging integrated message across the appropriate social media channels to reach the intended audience. Students will be introduced to and create a variety of solutions to clearly communicate visual online messages.

(Fall, Winter, Spring)

COMM 316 Professional Imaging (3:3:0:0)

Total Course Fees: \$150.00

Prerequisites: (COMM 125 or COMM 130) and COMM 300

Course Requirement: Instructor Approval Required

This advanced digital imaging, lighting, and portrait course focuses on the latest professional techniques to prepare experienced photographers and designers for a career, studio, or related visual communication professions. Students create a customized, professional website using WordPress templates or hand-coding to market their own photographic work, complete with video training, weekly blog posts, and related photodesign content. Students publish a hardbound photobook portfolio and display their work for professional critique and competition. Training in entrepreneurial business practices will prepare students to set up their own companies or work for companies specializing in online and print visual media careers ranging from online Web magazines to photography and image-editing instruction. This hybrid course blends in-class and online learning, so students interact in a variety of technology-rich environments. Students will participate in several class photo excursions and studio and natural lighting contests and shootouts. Formative feedback and group critique provides ample opportunity for professional portfolio growth. Students acquire advanced skill experience in current photography trends such as manual HDR, cinemagraphs, advanced light painting, speedlighting, studio lighting, and other accessories. Students acquire advanced skills in industry-standard applications such as Adobe Photoshop, Adobe Bridge, and Photoshop Camera Raw. Laptop/AdobeCC/DSLR Required

(Fall, Winter, Spring)

COMM 320 Digital Media Content Creation (3:3:0:0)

Prerequisite: COMM 140

Course Requirement: Junior and Senior Standing Only

This course gives students a hands-on experience in how to work in, effectively use, and produce content in currently influential new media platforms. Students will learn how to identify potential market niches, how to analyze their potential, and then how to develop and carry out a plan to produce high-quality public content in multiple venues.

(Fall, Winter, Spring)

COMM 322 Digital Media Strategies & Analysis (3:3:0:0)

Course Requirement: 45 credits completed

This course gives students a hands-on experience in measurement, analytics, and strategic improvement of web and social content. Students will learn essential skills in Google Analytics, social and real-time metrics, and search engine optimization (SEO). Projects provide practice in web/social analytics, strategic content analysis, and client consultations.

(Fall, Winter, Spring)

COMM 330 Advertising Creative Development Writing (3:3:0:0)

Prerequisite: COMM 230

This course examines and provides practice of how advertisers must condense all that can be said about a product into a few, pertinent, succinct, compelling points. Students will study historic cases of copywriting issues in advertising and challenges confronting business, government, education, for-profit and non-profit entities. The responsibilities of an account planner will also be examined.

(Fall, Winter, Spring)

COMM 332 Media Sales and Account Management (3:3:0:0)

Prerequisites: COMM 230 or COMM 235 or COMM 240 or COMM 250 or COMM 260

This interdisciplinary media sales course explores the responsibilities and the associated sales activities of an account executive, the individual who directs and oversees promotional programs for client companies or agencies. Students learn effective analytical, creative, media sales, management, negotiation, media-planning and buying, financial, and strategic skills. Media sales in traditional and nontraditional media is also explored.

(Fall, Winter)

Communication

Brigham Young University–Idaho 2016-2017

COMM 335 Public Relations Writing and Production (3:3:0:0)

Prerequisite: COMM 235

This course helps students develop and understand the skills needed to produce professional-caliber public relations work across a variety of styles and platforms. Students will demonstrate these skills by producing various forms of written and visual assignments.

(Fall, Winter, Spring)

COMM 339 Events Management (3:3:0:0)

Areas such as planning, logistics, sales/sponsorships, marketing, law and licenses, risk management and budgeting will be addressed. Students will learn how organizations can effectively promote and market themselves through special events.

(Fall, Winter, Spring)

COMM 340 Advanced Media Writing (3:3:0:0)

Prerequisites: COMM 111 and (COMM 125 or COMM 130)

Corequisite: COMM 240

This course teaches journalistic modes of media writing beyond skills taught in COMM 111, including magazine writing, advocacy journalism, and public documents research and writing.

(Fall, Winter, Spring)

COMM 342 Editing Essentials (3:3:0:0)

Prerequisite: COMM 111

Corequisite: COMM 240

This course teaches principles of improving the quality of language in written stories and scripts, including sentence structure, agreement, case, voice, punctuation, spelling, clarity, conciseness, coherence, accuracy, sensitivity, and style. Both micro- and macro-editing will be considered in this course.

(Fall, Winter, Spring)

COMM 350 Group Dynamics (3:3:0:0)

Total Course Fees: \$30.00

Prerequisite: COMM 150

This course analyzes the theory and practice of human communication in a small-group setting focusing on leadership, participation, and evaluation, with emphasis in group norms, roles, cohesion, and conflict. Students will show proficiency by leading and working in several groups, case studies, simulations, writing, and delivering group research.

(Fall, Winter, Spring)

COMM 352 Persuasion (3:3:0:0)

Prerequisite: COMM 102

This course encourages students to use logos, pathos, and ethos to extend their reach of influence by exploring means of achieving common ground among competing interests in emphasizing the critical thinking skills necessary to understand and communicate about complex, controversial issues in non-confrontational ways either written or oral, and culminates in a team-community-action project.

(Fall, Winter, Spring)

COMM 360 Multimedia Video Journalism (3:3:0:0)

This course introduces students to the principles and techniques of visual storytelling for multimedia distribution. Students learn skills in information gathering, interviewing, and writing. Students use HD video and digital audio equipment to produce a variety of stories for blogs and the i-Comm website.

(Fall, Winter, Spring)

COMM 362 Broadcast Performance (3:3:0:0)

This course teaches the principles and skills of broadcast presentation to various mass media audiences, including radio, television, video, and online. Students learn to use the voice as a tool on air or in video narration. Students will focus on non-verbal communication skills, including facial expressions and gestures. This course helps develop skills for broadcast assignment reporters or anchors, as well as having application for public speaking and other presentational venues.

(Fall, Winter, Spring)

COMM 365 Short Film Production (3:3:0:0)

Prerequisite: COMM 265 and COMM 297R (Avid or Adobe Premiere sections only)

This course focuses on producing short narrative video content. Students conceptualize, plan, write, storyboard, budget, shoot, edit, and promote scripted narrative video content. (Rotating Semesters)

COMM 375 Media Business Ownership (3:3:0:0)

This course gives students a hands-on experience in brainstorming, planning, creating, and running an independent media content creation business. Students will make a business plan for a media content creation company that will include product descriptions, marketing strategies, competitive analysis, and financial information.

(Fall, Winter, Spring)

COMM 380 Media Research Methods (3:3:0:0)

Prerequisites: COMM 230 or COMM 235 or COMM 240 or COMM 250 or COMM 260

This course involves the development and design of comprehensive research programs for advertising, public relations, journalism, and mass/social media professionals which includes data sources and collections, design of questionnaires, field investigations, audience analyses, surveys including focus groups, and content analysis. Basic statistical functions are explained and utilized. Computer-assisted data analysis is also included in the course.

(Fall, Winter, Spring)

COMM 385 Media Strategy and Planning (3:3:0:0)

Prerequisites: COMM 230 or COMM 235 or COMM 240 or COMM 250 or COMM 260

In this course, students will learn how to strategically plan media campaigns and how to use media to effectively accomplish and implement objectives, strategies, and tactics. Understanding basic communication research is a prerequisite.

(Fall, Winter, Spring)

COMM 397R Communication Practicum II (1:0:3:0)

Repeatable Course: May earn maximum of 12 credits

This course is a specialized, department-sponsored practicum that gives students experience in communication by applying lessons/knowledge learned in class to real-life projects.

(Fall, Winter, Spring)

COMM 430 IMC Capstone Campaign (3:3:0:0)

Total Course Fees: \$20.00

Prerequisites: (COMM 330 and COMM 385) or (COMM 335 and COMM 385) or (COMM 300 and COMM 385) or (COMM 330 and COMM 385)

This course is a capstone experience designed for students in advertising or public relations, pulling together and drawing upon all previous academic and practical learning experiences to create a professional-level, integrated-marketing communication campaign. Research, creative conceiving, public relations and advertising writing, promotional activities and media planning, and strategy are all involved.

(Fall, Winter, Spring)

COMM 435 Public Relation Campaigns (3:3:0:0)

Total Course Fees: \$50.00

Prerequisites: COMM 235 and COMM 335 and (COMM 380 or COMM 385)

This course is a capstone experience designed for students in public relations, pulling together and drawing upon all previous academic and practical learning experiences to create a professional-level communication campaign. Research, creative conceiving, public relations and advertising writing, promotional activities, and media planning and strategy are all involved.

(Fall, Winter)

COMM 440 News in the 21st Century (3:3:0:0)

Total Course Fees: \$55.00

Prerequisites: COMM 230 or COMM 235 or COMM 240 or COMM 250 or COMM 260 or COMM 340

Corequisite: COMM 340

This course provides students with deep learning in modern news-gathering trends and techniques such as computer-assisted reporting. Students will learn the latest techniques to report and investigate the news. The course will demonstrate competence with creating and disseminating journalism through mobile technologies. Students will have an in-depth learning experience of the latest trends in news, including the non-profit, online, hyperlocal, and converged models emerging in the field today. The future of the career - entrepreneurial journalism - is discussed.

(Rotating Semesters)

Communication

Brigham Young University–Idaho 2016-2017

COMM 450 Conflict Management and Negotiation

(3:3:0:0)

Corequisite: COMM 150

This course will teach students the theory needed to gain a hands-on experience to manage conflicts while using principled negotiation in a variety of personal and professional contexts. Topics in this course include conflict management strategies, negotiation, third-party intervention, and relevant strategies for effective leadership in the workplace, in interpersonal relationships, and with families.

(Fall, Winter, Spring)

COMM 462 Advanced Visual Media

(3:3:0:0)

Prerequisites: (COMM 125 or COMM 130) and COMM 300 and COMM 305 and COMM 310

This course covers the advanced application of design, principles, and skills within the Visual Communication emphasis to create multi-level projects such as self-portraits, self-branding, info graphic, product redesign, video podcasts, and portfolio websites. Students will complete a final project consisting of a website that showcases the projects that have been created in this course, previous courses, and from internships and work experiences. This hybrid course blends in-class and online learning so students interact in a variety of technology-rich environments. Students will critique work in small groups within each stage of project development in order to teach, analyze, and perfect their work. Students will acquire advanced skill experience in Adobe Illustrator, InDesign, Photoshop, Word-Press, Garage Band, and iMovie. The application of skills and concepts cover effective Web design, print design, timeline-video editing, branding, product advertising, presentations, and vector and raster graphics. Laptop/AdobeCC Required

(Fall, Winter, Spring)

COMM 465 Doc & Corporate Video Production

(3:3:0:0)

Prerequisite: COMM 265

In this course, students will develop theories and techniques in documentary and corporate video production, including budgeting, script writing, shooting, and post-production. Students will be required to produce broadcast-quality projects. Laptop/Adobe CC required

(Rotating Semesters)

COMM 470 Advocacy and Social Change

(3:3:0:0)

Prerequisites: COMM 250 and COMM 352

Co-requisites: COMM 350 and COMM 450

This course will prepare students seeking admittance to graduate programs in business management, human resource management, public administration, law or any other number of programs. It will also prepare students to enter professions that depend heavily on strategic communication and critical thinking. It helps students have the ability to think critically, analyze and articulate issues and communicate complex information to a general audience for informational or persuasive purposes.

(Fall, Winter, Spring)

COMM 490 Directed Studies and Projects

(1-2:2:0:0)

This course involves individual communication projects or research that has been arranged with an instructor.

(Fall, Winter, Spring)

COMM 497R Special Topics Practicum

(1:1:0:0)

Repeatable Course: May earn maximum of 6 credits

This course is a specialized practicum that gives students experience in targeted skill and knowledge areas. Practicum topics may vary by semester.

(Fall, Winter, Spring)

COMM 498R Communication Internship

(1-2:0:0:0)

Internship Fees: \$81.50 (LDS) \$163 (non-LDS) per credit

Exempt from tuition, but charged this independent course fee

Repeatable Course: May earn maximum of 3 credits

This course consists of an extended or full-time experience in a professional media or communication organization. Proposed internship must be approved by designated department faculty member before going to the university internship office for final approval and registration.

(Fall, Winter, Spring)

COMM 499 Communication Senior Project

(1:1:0:0)

Course Requirement: Senior Standing Only

This course is a creation of an approved capstone project or paper to showcase the skills and competencies developed in the communication major. Senior students will work closely with a professional mentor and faculty adviser to develop a project or research paper that demonstrates the fusion of their undergraduate coursework and experiences. Projects and papers should be significant and relevant to the student's academic or career objectives. Students in this course will demonstrate senior-level proficiency in research, visual communication, writing, and presentation skills. Senior projects will be presented to faculty and peers in an open house fashion.

(Fall, Winter, Spring)