

Department of

Communication



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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 best learn 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 they learn within the classroom 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, or visual communication, organization 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.

BS in Communication
Advertising Emphasis (675-160)

<p>Core Requirements <i>Take these courses:</i></p> <table style="width: 100%;"> <tr><td>COMM 100</td><td style="text-align: right;">1</td></tr> <tr><td>COMM 102</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 111</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 130</td><td style="text-align: right;">3</td></tr> <tr><td colspan="2" style="border-top: 1px solid black;"></td></tr> <tr><td></td><td style="text-align: right;">10</td></tr> </table> <p><i>Take these courses:</i></p> <table style="width: 100%;"> <tr><td>COMM 140</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 150</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 273</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 280</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 289</td><td style="text-align: right;">1</td></tr> <tr><td>COMM 307</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 498R</td><td style="text-align: right;">1-2</td></tr> <tr><td>COMM 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Communication

Brigham Young University-Idaho 2015-2016

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 ----- 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 ----- 18 <i>Take 3 credits:</i> <i>(All may be repeated)</i> COMM 297R 1 COMM 397R 1 COMM 497R 1 ----- 3	Public Relations Emphasis <i>Take these courses:</i> COMM 235 3 COMM 335 3 ----- 6 <i>Take 6 credits:</i> COMM 322 3 COMM 380 3 COMM 385 3 ----- 6 <i>Take 1 course:</i> COMM 430 3 COMM 435 3 ----- 3	MODULES <i>Choose 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 322 3 COMM 380 3 COMM 385 3 ----- 9 </td> <td style="width: 50%; vertical-align: top;"> Video Module <i>Take this course:</i> COMM 265 3 <i>Take 6 credits:</i> COMM 260 3 COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 ----- 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 322 3 COMM 339 3 COMM 380 3 COMM 385 3 ----- 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 ----- 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 ----- 9 </td> <td style="vertical-align: top;"> Communication Management Module <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 450 3 ----- 9 </td> </tr> </table>		Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 <i>Take 3 credits:</i> COMM 322 3 COMM 380 3 COMM 385 3 ----- 9	Video Module <i>Take this course:</i> COMM 265 3 <i>Take 6 credits:</i> COMM 260 3 COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 ----- 9	Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 <i>Take 3 credits:</i> COMM 322 3 COMM 339 3 COMM 380 3 COMM 385 3 ----- 9	Visual Communication Module <i>Take 9 credits:</i> COMM 300 3 COMM 305 3 COMM 310 3 COMM 315 3 COMM 316 3 ----- 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 ----- 9	Communication Management Module <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 450 3 ----- 9
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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 ----- 9									
Program Notes: •No Double Counting of Major Courses •No Grade Less Than C- in Major Courses									
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)

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:</i> (All may be repeated) COMM 297R 1 COMM 397R 1 COMM 497R 1 <hr/> 3		News/Journalism Emphasis <i>Take these courses:</i> COMM 240 3 COMM 340 3 COMM 342 3 COMM 360 3 COMM 440 3 <hr/> 15	MODULES <i>Choose one 9 credit module:</i>		
		Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 <i>Take 3 credits:</i> COMM 322 3 COMM 380 3 COMM 385 3 <hr/> 9	Video Module <i>Take this course:</i> COMM 265 3 <i>Take 6 credits:</i> COMM 260 3 COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 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	
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Credit Requirements: Foundations 40 Major 55 Elective 25 Total 120		Tracks Available: Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes			

Communication

Brigham Young University-Idaho 2015-2016

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

Brigham Young University-Idaho 2015-2016

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>Choose one 9 credit module:</i> <table border="1" 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 Take 3 credits: COMM 322 3 COMM 380 3 COMM 385 3 <hr style="width: 100%;"/> 9 </td> <td style="width: 50%; vertical-align: top;"> Video Module <i>Take this course:</i> COMM 265 3 Take 6 credits: COMM 260 3 COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 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 322 3 COMM 339 3 COMM 380 3 COMM 385 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> </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;"> Communication Management Module <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 450 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 322 3 COMM 380 3 COMM 385 3 <hr style="width: 100%;"/> 9	Video Module <i>Take this course:</i> COMM 265 3 Take 6 credits: COMM 260 3 COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 3 <hr style="width: 100%;"/> 9	Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 Take 3 credits: COMM 322 3 COMM 339 3 COMM 380 3 COMM 385 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	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	Communication Management Module <i>Take these courses:</i> COMM 250 3 COMM 350 3 COMM 450 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		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 Digital Media Module <i>Take these courses:</i> COMM 320 3 COMM 322 3 Take 3 credits: B 250 3 COMM 310 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							
Credit Requirements:		Tracks Available:							
	Foundations 40 Major 55 Elective 25 Total 120		Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes						

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>Choose 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 322 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;"> Video Module <i>Take this course:</i> COMM 265 3 Take 6 credits: COMM 260 3 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;"> 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> </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 322 3 COMM 339 3 COMM 380 3 COMM 385 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;"> 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="vertical-align: top;"> Digital Media Module <i>Take these courses:</i> COMM 320 3 COMM 322 3 Take 3 credits: B 250 3 COMM 310 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 </td> </tr> </table>				Advertising Module <i>Take these courses:</i> COMM 230 3 COMM 330 3 Take 3 credits: COMM 322 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	Video Module <i>Take this course:</i> COMM 265 3 Take 6 credits: COMM 260 3 COMM 360 3 COMM 365 3 COMM 375 3 COMM 465 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	Public Relations Module <i>Take these courses:</i> COMM 235 3 COMM 335 3 Take 3 credits: COMM 322 3 COMM 339 3 COMM 380 3 COMM 385 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	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	Digital Media Module <i>Take these courses:</i> COMM 320 3 COMM 322 3 Take 3 credits: B 250 3 COMM 310 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

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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: 100%;"/> 27	Take 1 course: COMM 335 3 COMM 340 3 <hr style="width: 100%;"/> 3 Take 1 course: COMM 397R 1 COMM 499 1 <hr style="width: 100%;"/> 1	Interdisciplinary Studies <i>Take these courses:</i> IDS 398R 1-3 IDS 499 2 <hr style="width: 100%;"/> 3	Program Notes: •No Double Counting of Concentration Courses •No Grade Less Than C- in Major Courses
Credit Requirements: Total 34		Tracks Available: 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: 100%;"/> 31	Take 1 course: COMM 397R 1 COMM 499 1 <hr style="width: 100%;"/> 1	Interdisciplinary Courses <i>Take these courses:</i> IDS 398R 1-3 IDS 499 2 <hr style="width: 100%;"/> 3	Program Notes: •No Double Counting of Concentration Courses •No Grade Less Than C- in Major Courses
Credit Requirements: Total 35		Tracks Available: 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: 100%;"/> 29	Interdisciplinary Courses <i>Take these courses:</i> IDS 398R 1-3 IDS 499 2 <hr style="width: 100%;"/> 3	Program Notes: •No Double Counting of Concentration Courses •*Select the "Wordpress Websites" option	
Credit Requirements: Total 32		Tracks Available: Fall-Winter Yes Winter-Spring Yes Spring-Fall Yes	

Communication

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Communication Pre-approved 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 322	Digital Media Strategies and Tactics	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 322	Digital Media Strategies and Tactics	3
COMM 339	Events Management	3
COMM 380	Media Research Methods	3
COMM 385	Media Strategy and Planning	<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 Strategies and Tactics	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 297R	Communication Practicum I	1
COMM 265	Video and Film Production Essentials	3
<i>Take 9 credits:</i>		
COMM 260	Video Principles and Practice	3
COMM 360	Multimedia Video Journalism	3
COMM 365	Short Film and Web-Video Producing	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>		
<i>*COMM 397R must be repeated 3 times</i>		
COMM 300	Digital Imaging	3
COMM 316	Professional Imaging	3
COMM 397R*	Communication Practicum II	<u>1</u>
	Total Credits	12

Communication

Brigham Young University–Idaho 2015-2016

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 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. Department authorization required for non-COMM majors, with the exception of Web Design and Development students.
(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
Corequisites: (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 302 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
Corequisites: (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
Corequisites: (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.
(Fall, Winter, Spring)
- COMM 265 Video and Film Production Essentials (3:3:0:0)**
Prerequisites: COMM 260 and COMM 297R
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 2015-2016

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.

(Fall, Winter, Spring)

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

Total Course Fees: \$45.00

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.

(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) and COMM 300

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 in studio or related visual-communication professions. 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. Students will participate in several class photo excursions and studio and natural lighting contests and shoot outs. Students acquire advanced skill experience in current photography trends such as manual HDR, cinemagraphs, advanced light painting, speed lighting, studio lighting and other accessories. Students acquire advanced skills in industry-standard applications such as Adobe Photoshop, Adobe Bridge, and Photoshop Camera Raw.

(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 Tactics (3:3:0:0)

Prerequisite: COMM 140

This course gives students a hands-on experience in measurement, analysis, and improvement of existing content in currently influential new media platforms. Students will learn how to work with Google Analytics and internal measurement systems and functions of their platforms of choice, with search engine optimization and/or marketing, and with online advertisement placement systems. With this information, students will gain practice in applying strategic decision-making to new media content.

(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 not-for-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)

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)

Communication

Brigham Young University–Idaho 2015-2016

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

This course explores the theory or phenomenon of events in society as well as management fundamentals.
(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.
(Rotating Semesters)

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.
(Rotating Semesters)

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.
(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 & Web-Video Producing (3:3:0:0)

Prerequisite: COMM 297R

This course focuses on producing video content targeted primarily for internet distribution. Students conceptualize, plan, write, storyboard, budget, shoot, edit, and promote scripted 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 video production business. Students will make a business plan for a video production company that will include product descriptions, marketing strategies, competitive analysis, and financial information.
(Rotating Semesters)

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)

Total Course Fees: \$20.00

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

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)

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 to create multi-level projects such as self-portraits, self-branding, info graphics, product redesign, video podcasts, and portfolio websites. Students will acquire advanced skill experience in Adobe Illustrator, InDesign, Photoshop, WordPress, 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.
 (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.
 (Rotating Semesters)

COMM 470 Advocacy and Social Change (3:3:0:0)

Prerequisites: COMM 250 and COMM 352
 Corequisites: 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 (1-2:1:0:0)

Repeatable Course: May earn maximum of 3 credits
 Internship Fees: \$78 (LDS) \$156 (non-LDS) per credit
 Exempt from tuition, but charged this independent course fee
 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, faculty adviser, and peers 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)