

Department of

# Communication



*Mike Cannon, Department Chair*

*Brent Bean, Robyn Bergstrom, Mike Cannon, Eric Embree, Caryn Esplin, Andra Hansen, Beth Hendricks, Ward Hicks, Jeff Hochstrasser, Brian Howard, Joel Judkins, Melissa Merrill, Mark Orchard, Marc Skinner, John Thompson, Lee Warnick, Ron Weekes, Lane Williams*

*Phyllis Thompson, 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 and well 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 with in 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 five 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.
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 2013-2014

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

Take required Foundations courses

**Major Requirements**

*No Double Counting of Major Courses - No Grade Less Than C- in Major Courses*

<p><b>CORE REQUIREMENTS</b> <i>Take this initial core of courses:</i></p> <table> <tr><td>COMM 100</td><td>1</td></tr> <tr><td>COMM 102</td><td>3</td></tr> <tr><td>COMM 111</td><td>3</td></tr> <tr><td>COMM 130</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>10</td></tr> </table> <p><i>Take these required core courses:</i></p> <table> <tr><td>COMM 140</td><td>3</td></tr> <tr><td>COMM 150</td><td>3</td></tr> <tr><td>COMM 273</td><td>3</td></tr> <tr><td>COMM 280</td><td>3</td></tr> <tr><td>COMM 289</td><td>1</td></tr> <tr><td>COMM 307</td><td>3</td></tr> <tr><td>COMM 498R</td><td>1-3</td></tr> <tr><td>COMM 499</td><td>1</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>18</td></tr> </table> <p><i>Take 3 credits: (All may be repeated)</i></p> <table> <tr><td>COMM 297R</td><td>1</td></tr> <tr><td>COMM 397R</td><td>1</td></tr> <tr><td>COMM 497R</td><td>1</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>3</td></tr> </table>	COMM 100	1	COMM 102	3	COMM 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*Program Notes:*

**Total Major Credits=55  
Additional Elective Credits Required for Graduation=25**

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

**Communication**

Brigham Young University-Idaho 2013-2014

**BS in Communication  
Public Relations Emphasis (675-161)**

Take required Foundations courses

**Major Requirements**

*No Double Counting of Major Courses - No Grade Less Than C- in Major Courses*

<p><b>CORE REQUIREMENTS</b> <i>Take this initial core of courses:</i></p> <table> <tr><td>COMM 100</td><td>1</td></tr> <tr><td>COMM 102</td><td>3</td></tr> <tr><td>COMM 111</td><td>3</td></tr> <tr><td>COMM 130</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>10</td></tr> </table> <p><i>Take these required core courses:</i></p> <table> <tr><td>COMM 140</td><td>3</td></tr> <tr><td>COMM 150</td><td>3</td></tr> <tr><td>COMM 273</td><td>3</td></tr> <tr><td>COMM 280</td><td>3</td></tr> <tr><td>COMM 289</td><td>1</td></tr> <tr><td>COMM 307</td><td>3</td></tr> <tr><td>COMM 498R</td><td>1-3</td></tr> <tr><td>COMM 499</td><td>1</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>18</td></tr> </table> <p><i>Take 3 credits: (All may be repeated)</i></p> <table> <tr><td>COMM 297R</td><td>1</td></tr> <tr><td>COMM 397R</td><td>1</td></tr> <tr><td>COMM 497R</td><td>1</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>3</td></tr> </table>	COMM 100	1	COMM 102	3	COMM 111	3	COMM 130	3		<hr/>		10	COMM 140	3	COMM 150	3	COMM 273	3	COMM 280	3	COMM 289	1	COMM 307	3	COMM 498R	1-3	COMM 499	1		<hr/>		18	COMM 297R	1	COMM 397R	1	COMM 497R	1		<hr/>		3	<p><b>Public Relations Emphasis</b> <i>Take these courses:</i></p> <table> <tr><td>COMM 235</td><td>3</td></tr> <tr><td>COMM 335</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>6</td></tr> </table> <p><i>Take 6 credits:</i></p> <table> <tr><td>COMM 322</td><td>3</td></tr> <tr><td>COMM 380</td><td>3</td></tr> <tr><td>COMM 385</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>6</td></tr> </table> <p><i>Take 1 course:</i></p> <table> <tr><td>COMM 430</td><td>3</td></tr> <tr><td>COMM 435</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>3</td></tr> </table>	COMM 235	3	COMM 335	3		<hr/>		6	COMM 322	3	COMM 380	3	COMM 385	3		<hr/>		6	COMM 430	3	COMM 435	3		<hr/>		3	<p><b>MODULES</b> Choose one 9 credit module:</p> <table> <tr><td colspan="2"><b>Advertising Module</b></td></tr> <tr><td colspan="2"><i>Take these courses:</i></td></tr> <tr><td>COMM 230</td><td>3</td></tr> <tr><td>COMM 330</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>6</td></tr> <tr><td colspan="2"><i>Take 3 credits:</i></td></tr> <tr><td>COMM 322</td><td>3</td></tr> <tr><td>COMM 380</td><td>3</td></tr> <tr><td>COMM 385</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>3</td></tr> <tr><td colspan="2"><b>Public Relations Module</b></td></tr> <tr><td colspan="2"><i>Take these courses:</i></td></tr> <tr><td>COMM 235</td><td>3</td></tr> <tr><td>COMM 335</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>6</td></tr> <tr><td colspan="2"><i>Take 3 credits:</i></td></tr> <tr><td>COMM 322</td><td>3</td></tr> <tr><td>COMM 339</td><td>3</td></tr> <tr><td>COMM 380</td><td>3</td></tr> <tr><td>COMM 385</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>3</td></tr> <tr><td colspan="2"><b>News/Journalism Module</b></td></tr> <tr><td colspan="2"><i>Take this course:</i></td></tr> <tr><td>COMM 240</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>3</td></tr> <tr><td colspan="2"><i>Take 6 credits:</i></td></tr> <tr><td>COMM 340</td><td>3</td></tr> <tr><td>COMM 342</td><td>3</td></tr> <tr><td>COMM 360</td><td>3</td></tr> <tr><td>COMM 440</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>6</td></tr> </table>	<b>Advertising Module</b>		<i>Take these courses:</i>		COMM 230	3	COMM 330	3		<hr/>		6	<i>Take 3 credits:</i>		COMM 322	3	COMM 380	3	COMM 385	3		<hr/>		3	<b>Public Relations Module</b>		<i>Take these courses:</i>		COMM 235	3	COMM 335	3		<hr/>		6	<i>Take 3 credits:</i>		COMM 322	3	COMM 339	3	COMM 380	3	COMM 385	3		<hr/>		3	<b>News/Journalism Module</b>		<i>Take this course:</i>		COMM 240	3		<hr/>		3	<i>Take 6 credits:</i>		COMM 340	3	COMM 342	3	COMM 360	3	COMM 440	3		<hr/>		6	<table> <tr><td colspan="2"><b>Video Module</b></td></tr> <tr><td colspan="2"><i>Take 3 credits:</i></td></tr> <tr><td>COMM 260</td><td>3</td></tr> <tr><td>COMM 360</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>3</td></tr> <tr><td colspan="2"><i>Take 6 credits:</i></td></tr> <tr><td>COMM 240</td><td>3</td></tr> <tr><td>COMM 265</td><td>3</td></tr> <tr><td>COMM 365</td><td>3</td></tr> <tr><td>COMM 465</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>6</td></tr> <tr><td colspan="2"><b>Visual Communication Module</b></td></tr> <tr><td colspan="2"><i>Take these courses:</i></td></tr> <tr><td>COMM 300</td><td>3</td></tr> <tr><td>COMM 310</td><td>3</td></tr> <tr><td>COMM 462</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>9</td></tr> <tr><td colspan="2"><b>Communication Management Module</b></td></tr> <tr><td colspan="2"><i>Take these courses</i></td></tr> <tr><td>COMM 250</td><td>3</td></tr> <tr><td>COMM 350</td><td>3</td></tr> <tr><td>COMM 450</td><td>3</td></tr> 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320</td><td>3</td></tr> <tr><td>COMM 322</td><td>3</td></tr> <tr><td>COMM 332</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>9</td></tr> <tr><td colspan="2"><b>Anchor and Reporter Performance Module</b></td></tr> <tr><td colspan="2"><i>Take this course:</i></td></tr> <tr><td>COMM 362</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>3</td></tr> <tr><td colspan="2"><i>Take 6 credits:</i></td></tr> <tr><td>COMM 240</td><td>3</td></tr> <tr><td>COMM 360</td><td>3</td></tr> <tr><td>COMM 397R</td><td>1</td></tr> <tr><td>TA 121</td><td>2</td></tr> <tr><td>TA 123M</td><td>3</td></tr> <tr><td>TA 123W</td><td>3</td></tr> <tr><td></td><td><hr/></td></tr> <tr><td></td><td>6</td></tr> </table>	COMM 332	3	COMM 352	3		<hr/>		6	<i>Take 3 credits:</i>		COMM 320	3	COMM 385	3	COMM 450	3		<hr/>		3	<b>New Ventures Module</b>		<i>Take these courses:</i>		COMM 320	3	COMM 322	3	COMM 332	3		<hr/>		9	<b>Anchor and Reporter Performance Module</b>		<i>Take this 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*Program Notes:*

**Total Major Credits=55  
Additional Elective Credits Required for Graduation=25**

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

**Communication**

Brigham Young University-Idaho 2013-2014

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

Take required Foundations courses

**Major Requirements**

*No Double Counting of Major Courses - No Grade Less Than C- in Major Courses*

CORE REQUIREMENTS	News/Journalism Emphasis	MODULES		
<i>Take this initial core of courses:</i>	<i>Take these courses</i>	<i>Choose one 9 credit module:</i>		
COMM 100      1	COMM 240      3	<b>Advertising Module</b>	<b>Video Module</b>	<b>Media Sales Module</b>
COMM 102      3	COMM 340      3	<i>Take these courses:</i>	<i>Take 3 credits:</i>	<i>Take these courses:</i>
COMM 111      3	COMM 342      3	COMM 230      3	COMM 260      3	COMM 332      3
COMM 130      3	COMM 360      3	COMM 330      3	COMM 360      3	COMM 352      3
10	3	6	3	6
<i>Take these required core courses:</i>		<i>Take 3 credits:</i>	<i>Take 6 credits:</i>	<i>Take 3 credits:</i>
COMM 140      3		COMM 322      3	COMM 240      3	COMM 320      3
COMM 150      3		COMM 380      3	COMM 265      3	COMM 385      3
COMM 273      3		COMM 385      3	COMM 365      3	COMM 450      3
COMM 280      3		3	COMM 465      3	3
COMM 289      1			6	
COMM 307      3		<b>Public Relations Module</b>	<b>Visual Communication Module</b>	<b>New Ventures Module</b>
COMM 498R    1-3		<i>Take these courses:</i>	<i>Take these courses:</i>	<i>Take these courses:</i>
COMM 499      1		COMM 235      3	COMM 300      3	COMM 320      3
18		COMM 335      3	COMM 310      3	COMM 322      3
		6	COMM 462      3	COMM 332      3
<i>Take 3 credits:</i>		<i>Take 3 credits:</i>		
<i>(All may be repeated)</i>		COMM 322      3		
COMM 297R      1		COMM 339      3		
COMM 397R      1		COMM 380      3		
COMM 497R      1		COMM 385      3		
3		3		
		<b>News/Journalism Module</b>	<b>Communication Management Module</b>	<b>Anchor and Reporter Performance Module</b>
		<i>Take this course:</i>	<i>Take these courses</i>	<i>Take this course:</i>
		COMM 240      3	COMM 250      3	COMM 362      3
		3	COMM 350      3	3
			COMM 450      3	
		<i>Take 6 credits:</i>	9	<i>Take 6 credits:</i>
		COMM 340      3		COMM 240      3
		COMM 342      3		COMM 360      3
		COMM 360      3		COMM 397R      1
		COMM 440      3		TA 121      2
		6		TA 123M      3
				TA 123W      3
				6

*Program Notes:*

**Total Major Credits=55**

**Additional Elective Credits Required for Graduation=25**

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

**Communication**

Brigham Young University-Idaho 2013-2014

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

Take required Foundations courses

**Major Requirements**

*No Double Counting of Major Courses - No Grade Less Than C- in Major Courses*

CORE REQUIREMENTS	Video Production Emphasis	MODULES		
<i>Take this initial core of courses:</i>	<i>Take these courses:</i>	<i>Choose one 9 credit module:</i>		
COMM 100           1	COMM 260           3	<b>Advertising Module</b>	<b>Video Module</b>	<b>Media Sales Module</b>
COMM 102           3	COMM 265           3	<i>Take these courses:</i>	<i>Take 3 credits:</i>	<i>Take these courses:</i>
COMM 111           3	COMM 360           3	COMM 230           3	COMM 260           3	COMM 332           3
COMM 130           3	COMM 365           3	COMM 330           3	COMM 360           3	COMM 352           3
10	15	6	6	6
<i>Take these required core courses:</i>		<i>Take 3 credits:</i>	<i>Take 6 credits:</i>	<i>Take 3 credits:</i>
COMM 140           3		COMM 322           3	COMM 240           3	COMM 320           3
COMM 150           3		COMM 380           3	COMM 265           3	COMM 385           3
COMM 273           3		COMM 385           3	COMM 365           3	COMM 450           3
COMM 280           3		3	COMM 465           3	3
COMM 289           1			6	
COMM 307           3		<b>Public Relations Module</b>	<b>Visual Communication Module</b>	<b>New Ventures Module</b>
COMM 498R       1-3		<i>Take these courses:</i>	<i>Take these courses:</i>	<i>Take these courses:</i>
COMM 499           1		COMM 235           3	COMM 300           3	COMM 320           3
18		COMM 335           3	COMM 310           3	COMM 322           3
		6	COMM 462           3	COMM 332           3
<i>Take 3 credits: (All may be repeated)</i>		<i>Take 3 credits:</i>	9	9
COMM 297R       1		COMM 322           3	<b>Communication Management Module</b>	<b>Anchor and Reporter Performance Module</b>
COMM 397R       1		COMM 339           3	<i>Take these courses</i>	<i>Take this course:</i>
COMM 497R       1		COMM 380           3	COMM 250           3	COMM 362           3
3		COMM 385           3	COMM 350           3	3
		3	COMM 450           3	
		<b>News/Journalism Module</b>	9	<i>Take 6 credits:</i>
		<i>Take this course:</i>		COMM 240           3
		COMM 240           3		COMM 360           3
		3		COMM 397R       1
		<i>Take 6 credits:</i>		TA 121               2
		COMM 340           3		TA 123M            3
		COMM 342           3		TA 123W            3
		COMM 360           3		6
		COMM 440           3		
		6		

Program Notes:

**Total Major Credits=55  
Additional Elective Credits Required for Graduation=25**

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

**Communication**

Brigham Young University-Idaho 2013-2014

**BS in Communication  
Visual Communication Emphasis (675-164)**

Take required Foundations courses

**Major Requirements**

*No Double Counting of Major Courses - No Grade Less Than C- in Major Courses*

<b>CORE REQUIREMENTS</b> <i>Take this initial core of courses:</i>	<b>Visual Communication Emphasis</b> <i>Take these courses:</i>	<b>MODULES</b> <i>Choose one 9 credit module:</i>					
COMM 100           1 COMM 102           3 COMM 111           3 COMM 130           3 <u>10</u>	COMM 300           3 COMM 310           3 COMM 462           3 <u>9</u>  <i>Take 6 credits:</i> COMM 316           3 COMM 322           3 COMM 360           3 <u>6</u>	<table border="0" style="width: 100%;"> <tr> <td style="width: 33%; vertical-align: top;"> <b>Advertising Module</b> <i>Take these courses:</i> COMM 230           3 COMM 330           3                           <u>6</u>  <i>Take 3 credits:</i> COMM 322           3 COMM 380           3 COMM 385           3                           <u>3</u>  <b>Public Relations Module</b> <i>Take these courses:</i> COMM 235           3 COMM 335           3                           <u>6</u>  <i>Take 3 credits:</i> COMM 322           3 COMM 339           3 COMM 380           3 COMM 385           3                           <u>3</u>  <b>News/Journalism Module</b> <i>Take this course:</i> COMM 240           3                           <u>3</u>  <i>Take 6 credits:</i> COMM 340           3 COMM 342           3 COMM 360           3 COMM 440           3                           <u>6</u> </td> <td style="width: 33%; vertical-align: top;"> <b>Video Module</b> <i>Take 3 credits:</i> COMM 260           3 COMM 360           3                           <u>3</u>  <i>Take 6 credits:</i> COMM 240           3 COMM 265           3 COMM 365           3 COMM 465           3                           <u>6</u>  <b>Visual Communication Module</b> <i>Take these courses:</i> COMM 300           3 COMM 310           3 COMM 462           3                           <u>9</u>  <b>Communication Management Module</b> <i>Take these courses</i> COMM 250           3 COMM 350           3 COMM 450           3                           <u>9</u> </td> <td style="width: 33%; vertical-align: top;"> <b>Media Sales Module</b> <i>Take these courses:</i> COMM 332           3 COMM 352           3                           <u>6</u>  <i>Take 3 credits:</i> COMM 320           3 COMM 385           3 COMM 450           3                           <u>3</u>  <b>New Ventures Module</b> <i>Take these courses:</i> COMM 320           3 COMM 322           3 COMM 332           3                           <u>9</u>  <b>Anchor and Reporter Performance Module</b> <i>Take this course:</i> COMM 362           3                           <u>3</u>  <i>Take 6 credits:</i> COMM 240           3 COMM 360           3 COMM 397R          1 TA 121               2 TA 123M            3 TA 123W            3                           <u>6</u> </td> </tr> </table>			<b>Advertising Module</b> <i>Take these courses:</i> COMM 230           3 COMM 330           3 <u>6</u>  <i>Take 3 credits:</i> COMM 322           3 COMM 380           3 COMM 385           3 <u>3</u>  <b>Public Relations Module</b> <i>Take these courses:</i> COMM 235           3 COMM 335           3 <u>6</u>  <i>Take 3 credits:</i> COMM 322           3 COMM 339           3 COMM 380           3 COMM 385           3 <u>3</u>  <b>News/Journalism Module</b> <i>Take this course:</i> COMM 240           3 <u>3</u>  <i>Take 6 credits:</i> COMM 340           3 COMM 342           3 COMM 360           3 COMM 440           3 <u>6</u>	<b>Video Module</b> <i>Take 3 credits:</i> COMM 260           3 COMM 360           3 <u>3</u>  <i>Take 6 credits:</i> COMM 240           3 COMM 265           3 COMM 365           3 COMM 465           3 <u>6</u>  <b>Visual Communication Module</b> <i>Take these courses:</i> COMM 300           3 COMM 310           3 COMM 462           3 <u>9</u>  <b>Communication Management Module</b> <i>Take these courses</i> COMM 250           3 COMM 350           3 COMM 450           3 <u>9</u>	<b>Media Sales Module</b> <i>Take these courses:</i> COMM 332           3 COMM 352           3 <u>6</u>  <i>Take 3 credits:</i> COMM 320           3 COMM 385           3 COMM 450           3 <u>3</u>  <b>New Ventures Module</b> <i>Take these courses:</i> COMM 320           3 COMM 322           3 COMM 332           3 <u>9</u>  <b>Anchor and Reporter Performance Module</b> <i>Take this course:</i> COMM 362           3 <u>3</u>  <i>Take 6 credits:</i> COMM 240           3 COMM 360           3 COMM 397R          1 TA 121               2 TA 123M            3 TA 123W            3 <u>6</u>
<b>Advertising Module</b> <i>Take these courses:</i> COMM 230           3 COMM 330           3 <u>6</u>  <i>Take 3 credits:</i> COMM 322           3 COMM 380           3 COMM 385           3 <u>3</u>  <b>Public Relations Module</b> <i>Take these courses:</i> COMM 235           3 COMM 335           3 <u>6</u>  <i>Take 3 credits:</i> COMM 322           3 COMM 339           3 COMM 380           3 COMM 385           3 <u>3</u>  <b>News/Journalism Module</b> <i>Take this course:</i> COMM 240           3 <u>3</u>  <i>Take 6 credits:</i> COMM 340           3 COMM 342           3 COMM 360           3 COMM 440           3 <u>6</u>	<b>Video Module</b> <i>Take 3 credits:</i> COMM 260           3 COMM 360           3 <u>3</u>  <i>Take 6 credits:</i> COMM 240           3 COMM 265           3 COMM 365           3 COMM 465           3 <u>6</u>  <b>Visual Communication Module</b> <i>Take these courses:</i> COMM 300           3 COMM 310           3 COMM 462           3 <u>9</u>  <b>Communication Management Module</b> <i>Take these courses</i> COMM 250           3 COMM 350           3 COMM 450           3 <u>9</u>	<b>Media Sales Module</b> <i>Take these courses:</i> COMM 332           3 COMM 352           3 <u>6</u>  <i>Take 3 credits:</i> COMM 320           3 COMM 385           3 COMM 450           3 <u>3</u>  <b>New Ventures Module</b> <i>Take these courses:</i> COMM 320           3 COMM 322           3 COMM 332           3 <u>9</u>  <b>Anchor and Reporter Performance Module</b> <i>Take this course:</i> COMM 362           3 <u>3</u>  <i>Take 6 credits:</i> COMM 240           3 COMM 360           3 COMM 397R          1 TA 121               2 TA 123M            3 TA 123W            3 <u>6</u>					
<i>Take these required core courses:</i> COMM 140           3 COMM 150           3 COMM 273           3 COMM 280           3 COMM 289           1 COMM 307           3 COMM 498R          1-3 COMM 499           1 <u>18</u>							
<i>Take 3 credits: (All may be repeated)</i> COMM 297R          1 COMM 397R          1 COMM 497R          1 <u>3</u>							

*Program Notes:*

**Total Major Credits=55  
Additional Elective Credits Required for Graduation=25**

This major is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

**Communication**

Brigham Young University-Idaho 2013-2014

**Media and Professional Writing Concentration (D 126)**

**Concentration Requirements**

*No Double Counting of Concentration Courses - No Grade Less Than C- in Major Courses*

<i>Take these courses:</i>		<i>Take 1 course:</i>		<i>Program Notes:</i>
COMM 111	3	COMM 335	3	
COMM 130	3	COMM 340	<u>3</u>	
COMM 342	3		3	
ENG 151	3			
ENG 321	3	<i>Take 1 course:</i>		
ENG 325	3	COMM 397R	1	
ENG 326	3	COMM 499	<u>1</u>	
ENG 450	3		1	
ENG 452	3			
IDS 398R	1-3			
IDS 499	<u>2</u>			
	30			

**Total Concentration Credits=34**

This Concentration is available on the following tracks:

Fall-Winter---- YES Winter-Spring---- YES Spring-Fall---- YES

**Writing Creatively for Fiction and Film Concentration (D 127)**

**Concentration Requirements**

*No Double Counting of Concentration Courses*

<i>Take these courses:</i>		<i>Take 1 course:</i>		<i>Program Notes:</i>
COMM 111	3	COMM 397R	1	<i>*Select the "AVID" option</i>
COMM 130	3	COMM 499	<u>1</u>	
COMM 297R*	1		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			
IDS 398R	1-3			
IDS 499	<u>2</u>			
	34			

**Total Concentration Credits=35**

This Concentration is available on the following tracks:

Fall-Winter---- YES Winter-Spring---- YES Spring-Fall---- YES

## Communication

Brigham Young University-Idaho 2013-2014

### Visual Communication/Business Concentration (D 136)

#### Concentration Requirements

*No Double Counting of Concentration Courses*

<b>Take these courses:</b> B 250             3 B 483             3 CIT 203          3 CIT 230          3 COMM 130        3 COMM 297R*    1 COMM 300        3 COMM 397R     1 COMM 462        3 IDS 398R        1-3 IDS 499          2 <hr style="width: 100%;"/> 26	<b>Take 6 credits:</b> COMM 316        3 COMM 322        3 COMM 360        3 <hr style="width: 100%;"/> 6	<b>Program Notes:</b>  *Select the "Wordpress Websites" option
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**Total Concentration Credits=32**

This Concentration is available on the following tracks:

Fall-Winter---- YES                              Winter-Spring---- YES                              Spring-Fall---- YES

### Minor in Communication (221)

Take required Foundations courses

#### Minor Requirements

*No Double Counting of Minor Courses*

<b>CORE REQUIREMENTS</b> Take these courses: COMM 102        3 COMM 111        3 COMM 130        3 <hr style="width: 100%;"/> 9  <b>CORE SELECTION</b> Take 3 credits: COMM 140        3 COMM 150        3 COMM 273        3 COMM 280        3 COMM 307        3 <hr style="width: 100%;"/> 3  <b>PRACTICUM</b> Take 1 credit: COMM 397R      1 <hr style="width: 100%;"/> 1  Program Notes:	<b>MODULES</b> Choose one 9 credit module:			
	<b>Advertising Module</b> Take these courses: COMM 230        3 COMM 330        3 <hr style="width: 100%;"/> 6  Take 3 credits: COMM 322        3 COMM 380        3 COMM 385        3 <hr style="width: 100%;"/> 3  <b>Public Relations Module</b> Take these courses: COMM 235        3 COMM 335        3 <hr style="width: 100%;"/> 6  Take 3 credits: COMM 339        3 COMM 380        3 COMM 385        3 <hr style="width: 100%;"/> 3	<b>News/Journalism Module</b> Take this course: COMM 240        3 <hr style="width: 100%;"/> 3  Take 6 credits: COMM 340        3 COMM 342        3 COMM 360        3 COMM 440        3 <hr style="width: 100%;"/> 6  <b>Video Module</b> Take 3 credits: COMM 260        3 COMM 360        3 <hr style="width: 100%;"/> 3  Take 6 credits: COMM 240        3 COMM 265        3 COMM 365        3 COMM 465        3 <hr style="width: 100%;"/> 6	<b>Visual Communication Module</b> Take these courses: COMM 300        3 COMM 310        3 COMM 462        3 <hr style="width: 100%;"/> 9  <b>Communication Management Module</b> Take these courses: COMM 250        3 COMM 350        3 COMM 450        3 <hr style="width: 100%;"/> 9  <b>Media Sales Module</b> Take these courses: COMM 332        3 COMM 352        3 <hr style="width: 100%;"/> 6  Take 3 credits: COMM 320        3 COMM 385        3 COMM 450        3 <hr style="width: 100%;"/> 3	<b>New Ventures Module</b> Take these courses: COMM 320        3 COMM 322        3 COMM 332        3 <hr style="width: 100%;"/> 9  <b>Anchor and Reporter Performance Module</b> Take this course: COMM 362        3 <hr style="width: 100%;"/> 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%;"/> 6

**Total Minor Credits=22**

This minor is available on the following tracks:

Fall-Winter---- YES                              Winter-Spring---- YES                              Spring-Fall---- YES



## Communication

Brigham Young University-Idaho 2013-2014

### Communication Pre-approved Clusters

Advertising		2200
<i>Take these courses:</i>		
COMM 130	Visual Media	3
COMM 230	Advertising Principles and Practices	3
COMM 330	Advertising Creative Development and Writing	3
<i>Take 3 credits:</i>		
COMM 322	New Media Strategies and Tactics	3
COMM 380	Media Research Methods	3
COMM 385	Media Strategy and Planning	3
<b>Total Credits</b>		<b>12</b>
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	New Media Strategies and Tactics	3
COMM 339	Events Management	3
COMM 380	Media Research Methods	3
COMM 385	Media Strategy and Planning	3
<b>Total Credits</b>		<b>12</b>
Media Sales and New Ventures		2207
<i>Take these courses:</i>		
COMM 320	New Media Content Creation	3
COMM 322	New 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	3
<b>Total Credits</b>		<b>12</b>
Professional Presentations		2208
<i>Take these courses:</i>		
COMM 102	Public Speaking	3
COMM 130	Visual Media	3
COMM 273	Professional Presentations	3
COMM 352	Persuasion	3
<b>Total Credits</b>		<b>12</b>

Visual Communication		2210
<i>Take these courses:</i>		
COMM 130	Visual Media	3
COMM 300	Digital Imaging	3
COMM 310	Creating Online Media	3
COMM 462	Advanced Visual Media	3
<b>Total Credits</b>		<b>12</b>
Communication Management		2211
<i>Take these courses:</i>		
COMM 150	Interpersonal Theory and Practice	3
COMM 250	Organizational Principles and Practices	3
COMM 350	Group Dynamics	3
COMM 450	Conflict Management and Negotiation	3
<b>Total Credits</b>		<b>12</b>
Video		2212
<i>Take this course:</i>		
COMM 297R	Communication Practicum I/AVID	1
<i>Take these courses:</i>		
COMM 260	Broadcast Media Principles and Practices	3
COMM 360	Multimedia Video Journalism	3
<i>Take 6 credits:</i>		
COMM 240	Newsgathering Principles and Practices	3
COMM 265	Video and Film Production Essentials	3
COMM 365	Short Film and Web-Video Producing	3
COMM 465	Documentary and Corporate Video Production	3
<b>Total Credits</b>		<b>13</b>
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	3
<b>Total Credits</b>		<b>12</b>

## Communication

Brigham Young University–Idaho 2013-2014

### Course Descriptions

### Credits\*

- COMM 100 Introduction to Communication (1:1:0)**  
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)**  
An exploration of the fundamental principles and practices of effective informative and persuasive speeches. 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, effective outlining and delivery of speeches.  
(Fall, Winter, Spring)
- COMM 111 Writing for A Communication Career (3:3:0)**  
Builds basic writing competence and other skills needed for today's media and communication careers.  
(Fall, Winter, Spring)
- COMM 130 Visual Media (3:3:0)**  
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.  
(Fall, Winter, Spring)
- COMM 140 Mass Media and Society (3:3:0)**  
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 explored.  
(Fall, Winter, Spring)
- COMM 150 Interpersonal Theory and Practice (3:3:0)**  
Examines basic elements and theory of human communication in a practical, relevant setting. Explores varied facets of interpersonal process, with emphasis on improving communication skills and interpersonal relationships.  
(Fall, Winter, Spring)
- COMM 175 Communication Essentials (2:2:0)**  
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)**  
Prerequisites: COMM 111; COMM 130; COMM 140  
Covers fundamentals and principles of effective advertising and promotion and 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)**  
Total Course Fees: \$15.00  
Prerequisites: B 301; B 321; B 341; B 361; B 302; B 322; B 342; B 362; ECON 215; ACCTG 201; ACCTG 202; ECON 111; ECON 112; FDMAT 112; MATH 119; ECON 150; ECON 151; ACCTG 301  
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 Public Relations Principles and Practices (3:3:0)**  
Prerequisites: COMM 130; COMM 140; COMM 111  
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)**  
Prerequisites: COMM 130; COMM 140; COMM 111  
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. Blogging is covered. 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)**  
Prerequisites: COMM 150  
Analysis of communication principles and practices in organizations from a theoretical perspective, methods to improve communication practices and review of career opportunities in the field.  
(Fall, Winter, Spring)
- COMM 260 Broadcast Media Principles and Practice (3:3:0)**  
Introduction to today's disciplines and skills in broadcasting and allied fields. Theoretical explanations and hands-on lab assignments provide students with career preparation skills.  
(Fall, Winter, Spring)
- COMM 265 Video and Film Production Essentials (3:3:0)**  
Prerequisites: COMM 260; COMM 297R  
Study and practice of intermediate video production techniques. Involves operation of location and studio equipment to enhance video production skills.  
(Fall, Winter, Spring)
- COMM 273 Professional Presentations (3:3:0)**  
Prerequisites: COMM 102; COMM 130  
Explores key principles and skills that will facilitate a student's move from competency in classroom presentations to excellence in professional presentations. Emphasizes 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)
- COMM 280 Communication Research Fundamentals (3:3:0)**  
Total Course Fees: \$5.00  
Prerequisites: COMM 111; FDMAT 108; FDMAT 109; FDMAT 110; FDMAT 112; FDMAT 221; FDMAT 222; FDMAT 223; FDMAT 224  
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 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)**  
Prerequisites: COMM 230; COMM 235; COMM 240; COMM 250; COMM 260  
Students research internship, career and other post-graduation opportunities in their chosen field and strategize how to position themselves and successfully apply for these opportunities. Class members attend campus career events and workshops and develop a resume, cover letter, 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)

# Communication

Brigham Young University–Idaho 2013-2014

## COMM 297R Communication Practicum 1

(1:1:0)

Repeatable Course: may earn maximum of 12 credits

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)

Prerequisites: COMM 130

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 307 Ethics and Legal Issues

(3:3:0)

Prerequisites: COMM 140; COMM 111

Invites students to explore, compare, and apply various ethical perspectives and principles within an individual and a professional context; encourages students to articulate their personal moral/ethical standards; examines cases, laws and principles relevant to media professionals and organizations.

(Fall, Winter, Spring)

## COMM 310 Creating Online Media

(3:3:0)

Prerequisites: COMM 130

Technical introduction to search-engine optimized and standards-based web design and production. Training 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 316 Professional Imaging

(3:3:0)

Prerequisites: COMM 130; COMM 300

This advanced digital imaging, lighting and portraiture 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 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, Photoshop Camera Raw.

(Fall, Spring)

## COMM 320 New Media Content Creation

(3:3:0)

Prerequisites: COMM 140

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 these venues.

(Fall, Winter, Spring)

## COMM 322 New Media Strategies and Tactics

(3:3:0)

Prerequisites: COMM 130; COMM 140

Hands-on experience in measurement, analysis and improvement of existing content in currently influential new media platforms. Students will learn how to work with internal measurement systems and functions of their platforms of choice, with search engine optimization and /or marketing, with online advertisement placement systems, and about the added intelligence gained from proprietary web management platforms. With this information, students will gain practice in applying strategic decision-making to their new media content.

(Fall, Winter, Spring)

## COMM 330 Advertising Creative Development Writing

(3:3:0)

Prerequisites: COMM 230

Examines and provides practice of how advertisers must condense all that can be said about a product into a few, pertinent, succinct, compelling points. Studies historic cases of advertising copywriting issues 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)

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

This interdisciplinary media sales class 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.

(Winter Fall)

## COMM 335 Public Relations Writing and Production

(3:3:0)

Prerequisites: COMM 235

Emphasis is on developing the understanding and 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)

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)

Prerequisites: COMM 111; COMM 130; COMM 240

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)

Prerequisites: COMM 240; COMM 111

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.

(Fall, Winter, Spring)

## COMM 350 Group Dynamics

(3:3:0)

Total Course Fees: \$63.00

Prerequisites: COMM 150

Analysis of 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)

Prerequisites: COMM 102

Encourages students to use logos, pathos, and ethos to extend their reach of influence; explores means of achieving common ground among competing interests; emphasizes the critical thinking skills necessary to understanding and communicating about complex, controversial issues in non-confrontational ways; includes oral and written communication and culminates in a team-community-action project.

(Fall, Winter, Spring)

## COMM 360 Multimedia Video Journalism

(3:3:0)

Introduce 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)

## Communication

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<b>COMM 362 Broadcast Performance</b> (3:3:0) 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. Classes also 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)	<b>COMM 462 Advanced Visual Media</b> (3:3:0) Prerequisites: COMM 130 and COMM 300 As the culminating course for the Visual Communication emphasis, this course covers the advanced application of design principles and skills to create multi-level projects including a product redesign, self portrait, video podcast and portfolio website. As the final project, the website showcases projects created in this course, best work from previous courses, and internship and work experience. This hybrid course blends in-class and online learning so students interact in a variety of technology-rich environments. Students critique work in small groups at each stage of project development. Formative feedback provides many opportunities for students to teach, analyze and perfect their work. Students acquire advanced skill experience in Adobe Illustrator, InDesign, Photoshop, Dreamweaver, Fireworks, 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)
<b>COMM 365 Short Film and Web-Video Producing</b> (3:3:0) Prerequisites: 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. (Fall, Winter, Spring)	<b>COMM 465 Documentary and Corporate Video Production</b> (3:3:0) Prerequisites: COMM 265 Theories and techniques of documentary and corporate video production, including budgeting, script writing, shooting and post-production. Students will be required to produce broadcast-quality projects. (Fall, Winter, Spring)
<b>COMM 380 Media Research Methods</b> (3:3:0) Prerequisites: COMM 230; COMM 235; COMM 240; COMM 250; COMM 260 Development and design of comprehensive research programs for advertising, public relations, journalism and mass media or social media professionals, including data sources and collections, design of questionnaires, field investigations, audience analyses and surveys (including focus groups) and content analyses. Basic statistical functions are explained and utilized. Computer-assisted data analysis is also included in the course. (Fall, Winter, Spring)	<b>COMM 490 Directed Studies/Projects</b> (1:2:2:0) Individual communication projects or research as arranged with instructor. (Fall, Winter, Spring)
<b>COMM 385 Media Strategy and Planning</b> (3:3:0) Prerequisites: COMM 230; COMM 235; COMM 240; COMM 250; COMM 260 Students 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)	<b>COMM 497R Special Topics Practicum</b> (1:1:0) Repeatable Course: may earn maximum of 6 credits Specialized practicum to give students experience in targeted skill and knowledge areas. Practicum topics vary by semester. (Fall, Winter, Spring)
<b>COMM 397R Communication Practicum 2</b> (1:0:3) Repeatable Course: may earn maximum of 12 credits Specialized, department-sponsored practicum gives students experience in communication by applying lessons/knowledge learned in class to real-life projects. (Fall, Winter, Spring)	<b>COMM 498R Communication Internship</b> (1:3:0:0) Repeatable Course: may earn maximum of 3 credits 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)
<b>COMM 430 IMC Capstone Campaign</b> (3:3:0) Prerequisites: COMM 330; COMM 338; COMM 335; COMM 337 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)	<b>COMM 499 Communication Senior Project</b> (1:1:0) 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)
<b>COMM 435 Public Relation Campaigns</b> (3:3:0) Prerequisites: COMM 235; COMM 335; COMM 380; COMM 385 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, Spring)	<b>SIGN 101 American Sign Language I</b> (3:3:0) Development of basic conversational-level skills, general overview of the deaf culture and current issues of interest to the deaf community. (Fall, Winter, Spring)
<b>COMM 440 News in the 21st Century</b> (3:3:0) Prerequisites: COMM 230; COMM 235; COMM 240; COMM 250; COMM 260; COMM 340 Provides deep learning in modern newsgathering trends and techniques, notably computer-assisted reporting. The class studies the latest in reporting and news investigative techniques. The class demonstrates competence with creating and disseminating journalism through mobile technologies. The class studies in-depth 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. (Fall, Winter, Spring)	
<b>COMM 450 Conflict Management and Negotiation</b> (3:3:0) Prerequisites: COMM 150 Theory and hands-on experience in managing conflict and using principled negotiation in a variety of personal and professional contexts. Topics 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)	