

Department of

# Communication



Mike Cannon, Department Chair

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

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

## Introduction

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

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

Additionally, we believe students 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 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.

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

Take required Foundations courses (40 credits)

**Major Requirements**

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

<p><b>Core Requirements</b> <i>Take these 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 colspan="2"><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>1-2</td></tr> <tr><td>COMM 499</td><td>1</td></tr> <tr><td colspan="2"><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 colspan="2"><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

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

Take required Foundations courses (40 credits)

**Major Requirements**

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

<p><b>Core Requirements</b> <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 style="text-align: right;">10</td><td></td></tr> </table> <p><i>Take these required core 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: 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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

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

Take required Foundations courses (40 credits)

**Major Requirements**

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

<p><b>Core Requirements</b> <i>Take these 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><b>10</b></td><td></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>1-2</td></tr> <tr><td>COMM 499</td><td>1</td></tr> <tr><td><b>18</b></td><td></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><b>3</b></td><td></td></tr> </table>	COMM 100	1	COMM 102	3	COMM 111	3	COMM 130	3	<b>10</b>		COMM 140	3	COMM 150	3	COMM 273	3	COMM 280	3	COMM 289	1	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

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

Take required Foundations courses (40 credits)

**Major Requirements**

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

<p><b>Core Requirements</b> <i>Take these 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>1-2</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 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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

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

Take required Foundations courses (40 credits)

**Major Requirements**

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

Core Requirements	Visual Communication Emphasis	MODULES		
<i>Take these courses:</i>	<i>Take these courses:</i>	<i>Choose one 9 credit module:</i>		
COMM 100      1	COMM 300      3	<b>Advertising Module</b>	<b>Video Module</b>	<b>Media Sales Module</b>
COMM 102      3	COMM 310      3	<i>Take these courses:</i>	<i>Take this course:</i>	<i>Take these courses:</i>
COMM 111      3	COMM 462      3	COMM 230      3	COMM 265      3	COMM 332      3
COMM 130      3	<u>        </u> 9	COMM 330      3	<u>        </u> 3	COMM 352      3
<u>        </u> 10		<u>        </u> 6	<u>        </u> 6	<u>        </u> 6
<i>Take these required core courses:</i>	<i>Take 6 credits:</i>	<b>Public Relations Module</b>	<i>Take 6 credits:</i>	<i>Take 3 credits:</i>
COMM 140      3	COMM 316      3	<i>Take these courses:</i>	COMM 260      3	COMM 385      3
COMM 150      3	COMM 322      3	COMM 235      3	COMM 360      3	COMM 450      3
COMM 273      3	COMM 360      3	COMM 335      3	COMM 365      3	<u>        </u> 3
COMM 280      3	<u>        </u> 6	<u>        </u> 6	COMM 375      3	<u>        </u> 3
COMM 289      1			COMM 465      3	
COMM 307      3		<b>News/Journalism Module</b>	<u>        </u> 6	<b>Digital Media Module</b>
COMM 498R    1-2		<i>Take these courses:</i>	<b>Visual Communication Module</b>	<i>Take these courses:</i>
COMM 499      1		COMM 322      3	<i>Take these courses:</i>	COMM 320      3
<u>        </u> 18		COMM 339      3	COMM 300      3	COMM 322      3
		COMM 380      3	COMM 310      3	<u>        </u> 6
<i>Take 3 credits:</i>		COMM 385      3	COMM 462      3	<i>Take 3 credits:</i>
<i>(All may be repeated)</i>		<u>        </u> 3	<u>        </u> 9	B 250            3
COMM 297R      1			<b>Communication Management Module</b>	CIT 230          3
COMM 397R      1			<i>Take these courses:</i>	<u>        </u> 3
COMM 497R      1			COMM 250      3	<b>Anchor and Reporter Performance Module</b>
<u>        </u> 3			COMM 350      3	<i>Take this course:</i>
			COMM 450      3	COMM 362      3
			<u>        </u> 9	<u>        </u> 3
				<i>Take 6 credits:</i>
				COMM 240      3
				COMM 360      3
				COMM 397R      1
				TA 121            2
				TA 123M          3
				TA 123W          3
				<u>        </u> 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

## Minor in Communication (221)

### Minor Requirements

*No Double Counting of Minor Courses*

<b>Core Requirements</b> <i>Take these courses:</i>	<b>MODULES</b> <i>Choose one 9 credit module:</i>			
COMM 102           3	<b>Advertising Module</b>	<b>News/Journalism Module</b>	<b>Visual Communication Module</b>	<b>Digital Media Module</b>
COMM 111           3	<i>Take these courses:</i>	<i>Take this course:</i>	<i>Take these courses:</i>	<i>Take these courses:</i>
COMM 130           3	COMM 230           3	COMM 240           3	COMM 300           3	COMM 320           3
<u>3</u>	COMM 330           3	<u>3</u>	COMM 310           3	COMM 322           3
9	6	3	9	6
<b>Core Selection</b> <i>Take 3 credits:</i>	<i>Take 3 credits:</i>	<i>Take 6 credits:</i>		<i>Take 3 credits:</i>
COMM 140           3	COMM 322           3	COMM 340           3		B 250               3
COMM 150           3	COMM 380           3	COMM 342           3		CIT 230            3
COMM 273           3	COMM 385           3	COMM 360           3		<u>3</u>
COMM 280           3		COMM 440           3		
COMM 307           3		<u>3</u>		
<u>3</u>		6		
	<b>Public Relations Module</b>	<b>Video Module</b>	<b>Communication Management Module</b>	<b>Anchor and Reporter Performance Module</b>
<b>Practicum</b> <i>Take 1 credit:</i>	<i>Take these courses:</i>	<i>Take this course:</i>	<i>Take these courses:</i>	<i>Take this course:</i>
COMM 397R        1	COMM 235           3	COMM 265           3	COMM 250           3	COMM 362           3
<u>1</u>	COMM 335           3	<u>3</u>	COMM 350           3	<u>3</u>
	6	3	COMM 450           3	
	<i>Take 3 credits:</i>	<i>Take 6 credits:</i>		<i>Take 6 credits:</i>
	COMM 322           3	COMM 260           3		COMM 240           3
	COMM 339           3	COMM 360           3		COMM 360           3
	COMM 380           3	COMM 365           3		COMM 397R        1
	COMM 385           3	COMM 375           3		TA 121             2
	<u>3</u>	COMM 465           3		TA 123M           3
	3	<u>3</u>		TA 123W           3
		6		<u>3</u>
			<b>Media Sales Module</b>	6
			<i>Take these courses:</i>	
			COMM 332           3	
			COMM 352           3	
			<u>3</u>	
			6	
			<i>Take 3 credits:</i>	
			COMM 385           3	
			COMM 450           3	
			<u>3</u>	
			3	

**Total Minor Credits=22**

This minor is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

## 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           3	
COMM 342           3	<u>3</u>	
ENG 151            3		
ENG 321            3	<i>Take 1 course:</i>	
ENG 325            3	COMM 397R        1	
ENG 326            3	COMM 499         1	
ENG 450            3	<u>1</u>	
ENG 452            3		
IDS 398R           1-3		
IDS 499            2		
<u>30</u>		

**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*

<p><i>Take these courses:</i></p> <table style="width: 100%; border-collapse: collapse;"> <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>COMM 297R*</td><td style="text-align: right;">1</td></tr> <tr><td>COMM 342</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 365</td><td style="text-align: right;">3</td></tr> <tr><td>ENG 218</td><td style="text-align: right;">3</td></tr> <tr><td>ENG 318R</td><td style="text-align: right;">3</td></tr> <tr><td>ENG 325</td><td style="text-align: right;">3</td></tr> <tr><td>ENG 351</td><td style="text-align: right;">3</td></tr> <tr><td>ENG 373</td><td style="text-align: right;">3</td></tr> <tr><td>ENG 418R</td><td style="text-align: right;">3</td></tr> <tr><td>IDS 398R</td><td style="text-align: right;">1-3</td></tr> <tr><td>IDS 499</td><td style="text-align: right;">2</td></tr> <tr><td></td><td style="text-align: right; border-top: 1px solid black;">34</td></tr> </table>	COMM 111	3	COMM 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	IDS 398R	1-3	IDS 499	2		34	<p><i>Take 1 course:</i></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>COMM 397R</td><td style="text-align: right;">1</td></tr> <tr><td>COMM 499</td><td style="text-align: right;">1</td></tr> <tr><td></td><td style="text-align: right; border-top: 1px solid black;">2</td></tr> </table>	COMM 397R	1	COMM 499	1		2	<p><i>Program Notes:</i></p>
COMM 111	3																																			
COMM 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																																			
IDS 398R	1-3																																			
IDS 499	2																																			
	34																																			
COMM 397R	1																																			
COMM 499	1																																			
	2																																			

**Total Concentration Credits=35**

This Concentration is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES

## Visual Communication/Business Concentration (D 136)

### Concentration Requirements

*No Double Counting of Concentration Courses*

<p><i>Take these courses:</i></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>B 250</td><td style="text-align: right;">3</td></tr> <tr><td>B 483</td><td style="text-align: right;">3</td></tr> <tr><td>CIT 160</td><td style="text-align: right;">3</td></tr> <tr><td>CIT 230</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 130</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 300</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 397R</td><td style="text-align: right;">1</td></tr> <tr><td>COMM 462</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 497R*</td><td style="text-align: right;">1</td></tr> <tr><td>IDS 398R</td><td style="text-align: right;">1-3</td></tr> <tr><td>IDS 499</td><td style="text-align: right;">2</td></tr> <tr><td></td><td style="text-align: right; border-top: 1px solid black;">26</td></tr> </table>	B 250	3	B 483	3	CIT 160	3	CIT 230	3	COMM 130	3	COMM 300	3	COMM 397R	1	COMM 462	3	COMM 497R*	1	IDS 398R	1-3	IDS 499	2		26	<p><i>Take 6 credits:</i></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>COMM 316</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 322</td><td style="text-align: right;">3</td></tr> <tr><td>COMM 360</td><td style="text-align: right;">3</td></tr> <tr><td></td><td style="text-align: right; border-top: 1px solid black;">6</td></tr> </table>	COMM 316	3	COMM 322	3	COMM 360	3		6	<p><i>Program Notes:</i></p> <p>*Select the "Wordpress Websites" option</p>
B 250	3																																	
B 483	3																																	
CIT 160	3																																	
CIT 230	3																																	
COMM 130	3																																	
COMM 300	3																																	
COMM 397R	1																																	
COMM 462	3																																	
COMM 497R*	1																																	
IDS 398R	1-3																																	
IDS 499	2																																	
	26																																	
COMM 316	3																																	
COMM 322	3																																	
COMM 360	3																																	
	6																																	

**Total Concentration Credits=32**

This Concentration is available on the following tracks:

Fall-Winter---- YES

Winter-Spring---- YES

Spring-Fall---- YES



# Communication

Brigham Young University–Idaho 2014-2015

## Communication Pre-approved Clusters

<b>Advertising</b>	<b>2200</b>
<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>
<b>Public Relations</b>	<b>2205</b>
<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>
<b>Media Sales and Digital Media</b>	<b>2207</b>
<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	3
<b>Total Credits</b>	<b>12</b>
<b>Professional Presentations</b>	<b>2208</b>
<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>

<b>Visual Communication</b>	<b>2210</b>
<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>
<b>Communication Management</b>	<b>2211</b>
<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>
<b>Video</b>	<b>2212</b>
<i>Take these courses:</i>	
COMM 297R Communication Practicum 1/AVID	1
COMM 265 Video and Film Production Essentials	3
<i>Take 9 credits:</i>	
COMM 260 Broadcast Media Principles and Practice	3
COMM 360 Multimedia Video Journalism	3
COMM 365 Short Film and Web-Video Producing	3
COMM 375 The Business of Video Production	3
COMM 465 Documentary and Corporate Video Production	3
<b>Total Credits</b>	<b>13</b>
<b>News/Journalism</b>	<b>2213</b>
<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>

### Course Descriptions

### Credits\*

- COMM 100 Introduction to Communication (1:1:0)**  
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.  
(Winter, Spring, Fall)
- 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.  
(Winter, Spring, Fall)
- COMM 111 Writing for Communication Career (3:3:0)**  
Course Fees: \$38.00  
Builds basic writing competence and other skills needed for today's media and communication careers.  
(Winter, Spring, Fall)
- 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.  
(Winter, Spring, Fall)

- 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.  
(Winter, Spring, Fall)
- COMM 150 Interpersonal Theory & 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.  
(Winter, Spring, Fall)
- 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.  
(Winter, Spring, Fall)
- COMM 230 Advertising Principles (3:3:0)**  
Prerequisite: COMM 111  
Co-requisites: COMM 130 and 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.  
(Winter, Spring, Fall)

## Communication

Brigham Young University–Idaho 2014-2015

### **COMM 231A Basic Advertising Skills: Creative Development (1:1:0)**

Course Fees: \$15.00

Prerequisites: B 301, B 321, B 341, and B 361; or B 302, B 322, B 342, and B 362; or ECON 215, ACCTG 201, ACCTG 202, ECON 150, ECON 15, and either FDMAT 112 or MATH 119; or ECON 215, ECON 150, ECON 151, and ACCTG 201; or ACCTG 201, ACCTG 202, ACCTG 301, ECON 150, and ECON 151

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.

(Winter, Spring, Fall)

### **COMM 235 Public Relations Principles and Practices (3:3:0)**

Prerequisite: COMM 111

Co-requisites: COMM 130 and COMM 140

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.

(Winter, Spring, Fall)

### **COMM 240 Newsgathering Principles and Practices (3:3:0)**

Prerequisite: COMM 111

Co-requisites: COMM 130 and COMM 140

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.

(Winter, Spring, Fall)

### **COMM 250 Organizational Principles (3:3:0)**

Prerequisite: 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.

(Winter, Spring, Fall)

### **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.

(Winter, Spring, Fall)

### **COMM 265 Video and Film Production Essentials (3:3:0)**

Prerequisites: COMM 260 and COMM 297R

Course requirements: Avid or Adobe Premiere

Study and practice of intermediate video production techniques. Involves operation of field and studio equipment to enhance video production skills.

(Winter, Spring, Fall)

### **COMM 273 Professional Presentations (3:3:0)**

Prerequisites: COMM 102 and 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.

(Winter, Spring, Fall)

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

Course Fees: \$5.00

Prerequisites: COMM 111 and one of the following: FDMAT 108, MATH 109, FDMAT 110, FDMAT 112, MATH 221A, MATH 221B, MATH 221C, or MATH 325

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.

(Winter, Spring, Fall)

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

Prerequisites: One of the following: COMM 230, COMM 235, COMM 240, COMM 250, or 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 and portfolio and professional network database that will aid them in their post-graduation objectives, as well as learn about professional expectations and conduct.

(Winter, Spring, Fall)

### **COMM 297R Communication Practicum I (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.

(Winter, Spring, Fall)

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

Course Fees: \$45.00

Prerequisite: 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.

(Winter, Spring, Fall)

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

Prerequisites: COMM 140 and COMM 111

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.

(Winter, Spring, Fall)

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

Prerequisite: 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.

(Winter, Spring, Fall)

## Communication

Brigham Young University–Idaho 2014-2015

- COMM 316 Professional Imaging (3:3:0)**  
Course Fees: \$150.00  
Prerequisites: COMM 130, COMM 300, and COMM 310  
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.
- COMM 320 Digital Media Content Creation (3:3:0)**  
Prerequisite: COMM 140  
Co-requisite: COMM 322  
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.  
(Winter, Spring, Fall)
- COMM 322 Digital Media Strategies Tactics (3:3:0)**  
Prerequisite: COMM 140  
Co-requisite: COMM 320  
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, with online advertisement placement systems. With this information, students will gain practice in applying strategic decision-making to new media content.  
(Winter, Spring, Fall)
- COMM 330 Advertising Creative Development Writing (3:3:0)**  
Prerequisite: 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.  
(Winter, Spring, Fall)
- COMM 332 Media Sales and Account Management (3:3:0)**  
Prerequisites: Take one of the following: COMM 230, COMM 235, COMM 240, COMM 250, or 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)**  
Prerequisite: 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.  
(Winter, Spring, Fall)
- COMM 339 Events Management (3:3:0)**  
Explores the theory or phenomenon of events in society as well as management fundamentals.  
(Winter, Spring, Fall)
- COMM 340 Advanced Media Writing (3:3:0)**  
Prerequisites: COMM 111 and COMM 130  
Co-requisite: 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.  
(Alternating semesters)
- COMM 342 Editing Essentials (3:3:0)**  
Prerequisite: COMM 111  
Co-requisite: COMM 240  
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.  
(Alternating semesters)
- COMM 350 Group Dynamics (3:3:0)**  
Course Fees: \$63.00  
Prerequisite: 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.  
(Winter, Spring, Fall)
- COMM 352 Persuasion (3:3:0)**  
Prerequisite: 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 understand and communicate about complex, controversial issues in non-confrontational ways, includes oral and written communication, and culminates in a team-community-action project.  
(Winter, Spring, Fall)
- COMM 360 Multimedia Video Journalism (3:3:0)**  
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.  
(Winter, Spring, Fall)
- COMM 362 Broadcast Performance (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.  
(Winter, Spring, Fall)
- COMM 365 Short Film and Web-Video Producing (3:3:0)**  
Prerequisite: COMM 297R  
Course requirements: Avid or Adobe Premiere  
Focuses on producing video content targeted primarily for internet distribution. Students conceptualize, plan, write, storyboard, budget, shoot, edit, and promote scripted video content.  
(Alternating semesters)
- COMM 375 Business of Video Production (3:3:0)**  
Prerequisite: COMM 265  
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.  
(Winter, Spring, Fall)

## Communication

Brigham Young University–Idaho 2014-2015

### COMM 380 Media Research Methods

(3:3:0)

Prerequisites: Take one of the following: COMM 230, COMM 235, COMM 240, COMM 250, or 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. (Winter, Spring, Fall)

### COMM 385 Media Strategy and Planning

(3:3:0)

Prerequisites: Take one of the following: COMM 230, COMM 235, COMM 240, COMM 250, or 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. (Winter, Spring, Fall)

### COMM 397R Communication Practicum II

(1:0:3)

Repeatable Course: may earn maximum of 12 credits

Course Fees: \$20.00

Specialized, department-sponsored practicum gives students experience in communication by applying lessons/knowledge learned in class to real-life projects. (Winter, Spring, Fall)

### COMM 430 IMC Capstone Campaign

(3:3:0)

Course Fees: \$20.00

Prerequisites: COMM 330 and COMM 385; or COMM 335 and COMM 385; or COMM 330, and COMM 380

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. (Winter, Spring, Fall)

### COMM 435 Public Relation Campaigns

(3:3:0)

Course Fees: \$50.00

Prerequisites: COMM 235 and COMM 335; and COMM 380 or 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. (Winter, Fall)

### COMM 440 News in the 21st Century

(3:3:0)

Course Fees: \$55.00

Prerequisites: Take one of the following: COMM 230, COMM 235, COMM 240, COMM 250, COMM 260, or 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. (Alternating semesters)

### COMM 450 Conflict Management and Negotiation

(3:3:0)

Co-requisite: 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. (Winter, Spring, Fall)

### COMM 462 Advanced Visual Media

(3:3:0)

Prerequisites: COMM 300, COMM 130, and COMM 310

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 self-portrait, self-branding, info graphic, product redesign, 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, 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. (Winter, Spring, Fall)

### COMM 465 Documentary and Corporate Video Production

(3:3:0)

Prerequisite: 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. (Alternating semesters)

### COMM 490 Directed Studies/Projects

(1-2:2:0)

Individual communication projects or research as arranged with instructor. (Winter, Spring, Fall)

### COMM 497R Special Topics Practicum

(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. (Winter, Spring, Fall)

### COMM 498R Communication Internship

(1-2:0:0)

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. (Winter, Spring, Fall)

### COMM 499 Communication Senior Project

(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. (Winter, Spring, Fall)