

Department of Communication, Media & Leadership Studies

Calvin Lindell, Interim Chair

111 Breckinridge Hall
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The Department of Communication, Media & Leadership Studies prepares students for professional, business, and educational careers in advertising and public relations, electronic media, journalism, speech, and organizational communication.

Recognition of the literary, artistic, psychological, and rhetorical elements of these studies enhances the student's appreciation of expressive achievements and the impact of the mass media and communications on society.

Communication

Faculty

R. Abell, L. Albert, A. Andalaro, J. Atkins, N. Earl, D. Greer, J. Hill, J. Kenney, G. LaFleur, C. Lindell, J. McCoy, J. Modaff, M. Moore, D. Plum, K. Sexton, C. Thomas

Bachelor of Arts in Communication Program Competencies

Students will demonstrate:

1. Understanding of communication theories.
2. Understanding and application of various techniques and technology in effective message production and delivery.
3. Knowledge of the characteristics and capabilities of various media to convey effectively ideas and messages.
4. Understanding of the impact of communication and related media on history, society, and culture.
5. The ability to interpret and analyze critically the characteristics and merits of individual communication artifacts.
6. The ability to research, develop, and deliver cogent messages via various media.
7. The ability to apply legal and ethical standards to the communication process.
8. The ability to communicate effectively in written and oral form.

Assessment Procedures

Capstone Course

The major in Communication with one of the four options will require a total of 42 semester hours including the Integrative Component but not including any required general education class. The four options are: Advertising and Public Relations, Journalism, Organizational and Interpersonal Communication, and Production.

All students majoring in Communication will take the following core courses:

COMM 110 — History of Communications Media

COMM 220 — Introduction to Communication Theory

Advertising/Public Relations Option

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| Required Courses | 24 |
| CMJN 201 — Newswriting and Reporting | 3 |
| CMAP 177, 277, 377, 477 — Advertising/Public Relations Practicum — At least one hour at three different levels | 3 |
| CMAP 366 — Desktop Publishing II | 3 |
| CMAP 382 — Principles of PR | 3 |
| CMAP 383 — Principles of Ad | 3 |
| CMAP 384 — Ad Copywriting | 3 |
| CMAP 385 — PR Research and Techniques | 3 |
| CMAP 499C — Senior Seminar | 3 |

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| Elective Courses | 12 |
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Select two courses from the following:

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| CMEM 390 — Electronic Media Web Layout and Design | 3 |
| CMJN 492 — Media Law and Ethics | 3 |
| CMAP 483 — Advertising Design | 3 |

Select one course from the following:

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| CMAP 482 — PR Campaigns | 3 |
| CMAP 486 — Advertising Campaign Strategy and Media Buying | 3 |

Select one course from the following:

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| CMSP 383 — Small Group Comm. | 3 |
| CMSP 385 — Persuasion | 3 |
| CMSP 309 — Public Speaking | 3 |
| CMSP 367 — Organizational Communication | 3 |
| CMSP 371 — Prof. Comm. Practices and Standards | 3 |
| CMSP 401 — Communication and Leadership | 3 |
| CMSP 405 — Communication Issue Management | 3 |
| COMM 320 — Introduction to Research Methods in Communication | 3 |
| COMM 464 — Public Opinion and News Media | 3 |

In addition to the above courses, all Advertising/Public Relations majors must complete an internship (with or without credit) to meet program requirements.

Students must provide evidence of the completion of successful internship prior to receiving full credit in 499C. Completion forms are available in the departmental internship application.

Organizational and Interpersonal Communication Option

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| Required Courses | 24 |
| CMSP 230 — Interpersonal Communication | 3 |
| CMSP 177, 277, 377, 477 — Organizational and Interpersonal Practicum — At least one hour at three different levels | 3 |
| CMSP 385 — Persuasion | 3 |
| CMSP 367 — Intro to Organizational Communication | 3 |
| CMSP 371 — Professional Communication Practices and Standards | 3 |
| CMSP 383 — Small Group Communication | 3 |
| CMSP 467 — Advanced Organizational Communication | 3 |
| CMSP 499C — Senior Seminar | 3 |

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| Elective Courses | 12 |
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|---|---|
| CMSP 210 — Listening | 3 |
| CMSP 309 — Public Speaking | 3 |
| CMSP 350 — Communication, Culture & Diversity | 3 |
| CMSP 382 — Argumentation & Debate | 3 |
| CMSP 390 — Conflict & Communication | 3 |
| CMSP 400 — Interviewing | 3 |
| CMSP 401 — Communication & Leadership | 3 |
| CMSP 405 — Communication Issue Management | 3 |
| CMSP 421 — Classical Rhetorical Theory | 3 |
| CMSP 422 — Contemporary Rhetorical Theory | 3 |
| CMSP 423 — Rhetorical Criticism | 3 |
| CMSP 427 — American Public Address | 3 |
| CMSP 430 — Contemporary Public Address | 3 |
| COMM 411 — Advanced Public Speaking | 3 |
| COMM 483 — Advanced Small Group Communication | 3 |

Journalism Option

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| Required Courses | 18 |
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|---|---|
| CMJN 201 — Newswriting & Reporting I | 3 |
| CMJN 250 — Newsgathering | 3 |
| CMJN 492 — Media Law & Ethics | 3 |
| CMJN 301 — Advanced Newswriting & Reporting | 3 |
| CMJN 177, 277, 377, 477 — Journalism Practicum — At least one hour at three different levels | 3 |
| CMJN 499C — Journalism Senior Seminar | 3 |

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| Elective Courses | 18 |
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Select three courses from the following:

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| CMJN 358 — Sportswriting | 3 |
| CMJN 364 — Feature Writing | 3 |
| CMJN 465 — Editorial Writing | 3 |
| CMEM 341 — Writing for Electronic Media | 3 |
| CMEM 420 — Feature & Documentary Writing | 3 |
| CMEM 444 — Electronic Newsgathering | 3 |

Select one course from the following:

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|-------------------------------------|---|
| CMJN 204 — Copyreading & Editing | 3 |
| CMEM 101 — Elements of Production I | 3 |

Select one course from the following:

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|---|---|
| CMAP 306 — News Graphics & Production | 3 |
| CMAP 366 — Desktop Publishing II | 3 |
| CMEM 390 — Elec. Med. Web Layout & Design | 3 |

Select one course from the following:

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| COMM 462 — Media Criticism | 3 |
| COMM 464 — Public Opinion & News Media | 3 |

In addition to the above courses, all Journalism majors must complete an internship (with or without credit) to meet program requirements.

Students must provide evidence of the completion of successful internship prior to receiving full credit in 499C. Completion forms are available in the departmental internship application.

Production Option

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|---|-----------|
| Required Courses | 24 |
| CMEM 101 — Elements of Production I | 3 |
| CMEM 201 — Elements of Production II | 3 |
| CMEM 341 — Writing for the Electronic Media | 3 |
| CMEM 390 — Electronic Media Web Layout & Design I | 3 |
| CMEM 450 — Electronic Media Management | 3 |
| CMEM 459 — Media Law & Ethics | 3 |
| CMEM 177, 277, 377, 477 — Electronic Media Practicum — At least one hour at three different levels | 3 |
| CMEM 499C — Electronic Media Senior Seminar | 3 |

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| Elective Courses | 12 |
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Select four courses from the following:

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| CMEM: 320, 338, 340, 350, 357, 358, 379, 381, 399 (up to 9 hours), 420, 440, 444, 451, 452, 460 |
| CMJN: 201, 204, 250, 285, 301, 358, 364 |
| COMM: 339, 347, 439, 447, 476 (up to 6), 462, 482 |
| CMAJ: 366, 382, 383 |
| CMSP: 100, 200, 210, 230, 309, 367 |

In addition to the above courses, all Production majors must complete an internship (with or without credit) to meet program requirements.

Students must provide evidence of the completion of successful internship prior to receiving full credit in 499C. Completion forms are available in the departmental internship application.

All Communication majors must complete a minor in a degree program other than Communication. Students who major in Communication with an option in Advertising/Public Relations, Organizational and Interpersonal Communication, Journalism or Production MAY NOT minor in Advertising, Electronic Media Journalism, Electronic Media Production, Organizational/Interpersonal Communication, Print Journalism, Print Media Production, or Public Relations

Advertising Minor

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|---|-----------|
| CMAJ 166 — Desktop Publishing and Publications Techniques I | 3 |
| CMAJ 366 — Desktop Publishing and Publication Techniques II | 3 |
| CMAJ 383 — Principles of Advertising | 3 |
| CMAJ 483 — Advertising | 3 |
| CMEM 390 — Web Layout and Design I | 3 |
| Elective | 6 |
| Total | 21 |

Electronic Media Journalism Minor

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|--|-----------|
| CMEM 101 — Elements of Production I | 3 |
| CMEM 444 — Electronic News Gathering | 3 |
| CMJN 201 — Newswriting and Reporting I | 3 |
| CMJN 250 — News Gathering | 3 |
| CMJN 492 — Law and Ethics of the Press | 3 |
| Electives | 6 |
| Total | 21 |

Electronic Media Production Minor

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|---|-----------|
| CMEM 101 — Elements of Production I | 3 |
| CMEM 201 — Elements of Production II | 3 |
| CMEM 340 — Video Production and Direction I | 3 |
| CMEM 341 — Writing for the Electronic Media | 3 |
| CMEM 350 — Audio Production and Direction | 3 |
| CMEM 390 — Web Layout and Design I | 3 |
| Elective | 3 |
| Total | 21 |

Organizational/Interpersonal Communication Minor

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|---|-----------|
| COMM 220 — Introduction to Communication Theory | 3 |
| CMSP 230 — Interpersonal Communication | 3 |
| CMSP 367 — Introduction to Organizational Communication | 3 |
| CMSP 383 — Small Group Communication | 3 |
| CMSP 385 — Persuasion | 3 |
| COMM 467 — Organizational Communication | 3 |
| Electives | 3 |
| Total | 21 |

Print Journalism Minor

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| CMJN 201 — Newswriting and Reporting I | 3 |
| CMJN 204 — Copyreading and Editing II | 3 |
| CMJN 250 — News Gathering | 3 |
| CMJN 285 — Introduction to Photojournalism | 3 |
| CMJN 301 — Adv. Newswriting and Reporting II | 3 |
| CMJN 364 — Feature Writing, or CMJN 465 — Editorial Writing | 3 |
| CMJN 492 — Law and Ethics of the Press | 3 |
| Total | 21 |

Print Media Production Minor

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|---|-----------|
| CMAJ 166 — Desktop Publishing and Publication Techniques I | 3 |
| CMAJ 366 — Desktop Publishing and Publication Techniques II | 3 |
| CMEM 390 — Web Layout and Design I | 3 |
| CMJN 201 — Newswriting and Reporting I | 3 |
| CMJN 204 — Copyreading and Editing II | 3 |
| CMJN 285 — Introduction to Photojournalism | 3 |
| Electives | 3 |
| Total | 21 |

Public Relations Minor

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| CMAJ 166 — Desktop Publishing and Publication Techniques I | 3 |
| CMAJ 382 — Principles of Public Relations | 3 |
| CMAJ 385 — Public Relations Techniques | 3 |
| CMAJ 482 — Public Relations Campaigns | 3 |
| CMSP 367 — Introduction to Organizational Communication | 3 |
| Electives | 6 |
| Total | 21 |