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, i~Comm advertising and public relations 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 media 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.

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.

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.
BS in Communication
Advertising Emphasis (675-160)
Take required Foundations courses

No Double Counting of Major Courses

<table>
<thead>
<tr>
<th>CORE REQUIREMENTS</th>
<th>Advertising Emphasis</th>
<th>MODULES</th>
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<tbody>
<tr>
<td>Take this initial core of courses:</td>
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<td>Choose one 9 credit module:</td>
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<tr>
<td>COMM 100 1</td>
<td>COMM 230 3</td>
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<tr>
<td>COMM 102 3</td>
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<td>COMM 111 3</td>
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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:

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<th>Winter-Spring</th>
<th>Spring-Fall</th>
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<tr>
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</table>
**BS in Communication**

**Public Relations Emphasis (675-161)**

**Major Requirements**

*No Double Counting of Major Courses*

### Core Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<td>COMM 100</td>
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<td>COMM 102</td>
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<td>COMM 111</td>
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<td>COMM 130</td>
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**Public Relations Emphasis**

*Take these courses:*

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COMM 235</td>
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<tr>
<td>COMM 335</td>
<td>3</td>
</tr>
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<td>COMM 380</td>
<td>3</td>
</tr>
<tr>
<td>COMM 385</td>
<td>3</td>
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</tbody>
</table>

**Take 6 credits:**

- COMM 322: 3
- COMM 430: 3

**Take 1 course:**

- COMM 435: 3

**Take 3 credits:**

- COMM 297R: 1
- COMM 297R: 1
- COMM 499: 3

Total Major Credits = 55

### Modules

**Choose one 9 credit module:**

- **Advertising Module**
  - Take these courses:
    - COMM 230: 3
    - COMM 330: 3
  - Take 6 credits:
    - COMM 232: 3
    - COMM 380: 3
  - Take 1 course:
    - COMM 385: 3

- **Video Module**
  - Take these courses:
    - COMM 260: 3
    - COMM 360: 3
  - Take 6 credits:
    - COMM 265: 3
    - COMM 365: 3
  - Take 1 course:
    - COMM 465: 3

- **Public Relations Module**
  - Take these courses:
    - COMM 235: 3
    - COMM 335: 3
  - Take 6 credits:
    - COMM 322: 3
    - COMM 339: 3
  - Take 1 course:
    - COMM 385: 3

- **Visual Communication Module**
  - Take these courses:
    - COMM 300: 3
    - COMM 310: 3
  - Take 6 credits:
    - COMM 462: 3

- **Communication Management Module**
  - Take these courses:
    - COMM 250: 3
    - COMM 350: 3
  - Take 6 credits:
    - COMM 450: 3

- **News/Journalism Module**
  - Take these courses:
    - COMM 240: 3
  - Take 6 credits:
    - COMM 340: 3
    - COMM 342: 3
    - COMM 360: 3
    - COMM 440: 3

- **Media Sales Module**
  - Take these courses:
    - COMM 332: 3
    - COMM 352: 3
  - Take 6 credits:
    - COMM 240: 3
    - COMM 385: 3
  - Take 1 course:
    - COMM 450: 3

- **New Ventures Module**
  - Take these courses:
    - COMM 320: 3
    - COMM 322: 3
    - COMM 332: 3
  - Take 6 credits:
    - COMM 450: 3

- **Anchor and Reporter Performance Module**
  - Take this course:
    - COMM 362: 3
  - Take 6 credits:
    - COMM 240: 3
    - COMM 360: 3
    - COMM 450: 3

**Program Notes:**

Take required Foundations courses

**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

No Double Counting of Major Courses

<table>
<thead>
<tr>
<th>CORE REQUIREMENTS</th>
<th>News/Journalism Emphasis</th>
<th>MODULES</th>
<th>Choose one 9 credit module:</th>
</tr>
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<tr>
<td>Take this initial core of courses:</td>
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<td>Advertising Module</td>
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<tr>
<td>COMM 100 1</td>
<td>COMM 240 3</td>
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<td>COMM 102 3</td>
<td>COMM 240 3</td>
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<td>COMM 130 10</td>
<td>COMM 289 3</td>
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<td>COMM 289 1</td>
<td>COMM 360 3</td>
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<td>COMM 360 3</td>
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<td>COMM 499 1</td>
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</table>

Take these required core courses: |

| COMM 140 3 | COMM 250 3 |
| COMM 150 3 | COMM 297R 1 |
| COMM 273 3 | COMM 297R 1 |
| COMM 280 3 | COMM 297R 1 |
| COMM 289 3 | COMM 297R 1 |
| COMM 307 3 | COMM 297R 1 |
| COMM 498R 1-3 | COMM 499 1 |
| COMM 499 1 | COMM 499 1 |

Take 3 credits: (All may be repeated)

| COMM 297R 1 | COMM 335 3 |
| COMM 397R 1 | COMM 335 3 |
| COMM 497R 3 | COMM 335 3 |

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**

**Core Requirements**

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<thead>
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<th>Course</th>
<th>Credits</th>
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<tr>
<td>COMM 100</td>
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**Video Production Emphasis**

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<td>COMM 360</td>
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<td>COMM 365</td>
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**Additional Elective Credits Required for Graduation=25**

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<td>COMM 320</td>
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<td>COMM 440</td>
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**Program Notes:**

- Take required Foundations courses
- No Double Counting of Major Courses

**Major Requirements**

<table>
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<td>TA 123W</td>
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**Total Major Credits=55**

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

**No Double Counting of Major Courses**

### CORE REQUIREMENTS

**Take this initial core of courses:**
- COMM 100 1
- COMM 102 3
- COMM 111 3
- COMM 130 3

**Take these required core courses:**
- 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

**Take 3 credits:**
- COMM 297R 1
- COMM 397R 1
- COMM 497R 1

**Take 6 credits:**
- COMM 316 3
- COMM 322 3
- COMM 360 3

**Total Major Credits=55**

### Additional Elective Credits Required for Graduation=25

### Visual Communication Emphasis

**Take these courses:**
- COMM 300 3
- COMM 310 3
- COMM 462 3

**Take 6 credits:**
- COMM 316 3
- COMM 322 3
- COMM 360 3

### Video Module

**Take these courses:**
- COMM 230 3
- COMM 330 3
- COMM 389 1

**Take 3 credits:**
- COMM 260 3
- COMM 360 3

### Media Sales Module

**Take these courses:**
- COMM 332 3
- COMM 352 3
- COMM 385 3

**Take 3 credits:**
- COMM 320 3
- COMM 385 3
- COMM 450 3

### Advertising Module

**Take these courses:**
- COMM 230 3
- COMM 330 3
- COMM 385 3

**Take 6 credits:**
- COMM 260 3
- COMM 360 3
- COMM 385 3

### Public Relations Module

**Take these courses:**
- COMM 235 3
- COMM 335 3
- COMM 462 3

**Take 3 credits:**
- COMM 300 3
- COMM 310 3
- COMM 462 3

### Visual Communication Module

**Take these courses:**
- COMM 300 3
- COMM 310 3
- COMM 462 3

**Take 6 credits:**
- COMM 240 3
- COMM 265 3
- COMM 365 3
- COMM 465 3

### Communication Management Module

**Take these courses:**
- COMM 250 3
- COMM 350 3
- COMM 450 3

**Take 6 credits:**
- COMM 240 3
- COMM 350 3
- COMM 450 3

### New Ventures Module

**Take these courses:**
- COMM 320 3
- COMM 322 3
- COMM 332 3

**Take 3 credits:**
- COMM 320 3
- COMM 322 3
- COMM 332 3

### News/Journalism Module

**Take this course:**
- COMM 240 3

**Take 6 credits:**
- COMM 240 3
- COMM 340 3
- COMM 342 3
- COMM 360 3
- COMM 380 3
- COMM 385 3

**Anchor and Reporter Performance Module**

**Take this course:**
- COMM 362 3

**Take 6 credits:**
- COMM 240 3
- COMM 340 3
- COMM 342 3
- COMM 360 3
- COMM 365 3
- COMM 465 3

**TA 121** 2
- **TA 123M** 3
- **TA 123W** 3

**TA 123W** 3

### Advertising Module

**Take these courses:**
- COMM 230 3
- COMM 330 3
- COMM 385 3

**Take 3 credits:**
- COMM 322 3
- COMM 339 3
- COMM 380 3
- COMM 385 3

### Media Sales Module

**Take these courses:**
- COMM 332 3
- COMM 352 3
- COMM 385 3

**Take 3 credits:**
- COMM 320 3
- COMM 385 3
- COMM 450 3

### New Ventures Module

**Take these courses:**
- COMM 320 3
- COMM 322 3
- COMM 332 3

**Take 3 credits:**
- COMM 320 3
- COMM 322 3
- COMM 332 3

### Anchor and Reporter Performance Module**

**Take this course:**
- COMM 362 3

**Take 6 credits:**
- COMM 240 3
- COMM 340 3
- COMM 342 3
- COMM 360 3
- COMM 365 3
- COMM 465 3

**TA 121** 2
- **TA 123M** 3
- **TA 123W** 3

**TA 123W** 3

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

**Concentration Requirements**

*No Double Counting of Concentration Courses*

<table>
<thead>
<tr>
<th>Take these courses</th>
<th>Take 1 course</th>
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<tbody>
<tr>
<td>COMM 111</td>
<td>COMM 335</td>
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<td>COMM 130</td>
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<tr>
<td>ENG 151</td>
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<td>ENG 450</td>
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<tr>
<td>ENG 452</td>
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<tr>
<td>IDS 398R</td>
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<td>IDS 499</td>
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Total Concentration Credits=34

This Concentration is available on the following tracks:

<table>
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<th>Winter-Spring</th>
<th>Spring-Fall</th>
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<tbody>
<tr>
<td>YES</td>
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### Writing Creatively for Fiction and Film Concentration (D 127)

**Concentration Requirements**

*No Double Counting of Concentration Courses*

<table>
<thead>
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<th>Take these courses</th>
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<tbody>
<tr>
<td>COMM 111</td>
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<td>IDS 398R</td>
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Total Concentration Credits=35

This Concentration is available on the following tracks:

<table>
<thead>
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<th>Fall-Winter</th>
<th>Winter-Spring</th>
<th>Spring-Fall</th>
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<tbody>
<tr>
<td>YES</td>
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</table>
## Minor in Communication (221)

**Take required Foundations courses**

**Minor Requirements**

_No Double Counting of Minor Courses_

### CORE REQUIREMENTS

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<td>COMM 102</td>
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<td>COMM 111</td>
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<td>COMM 130</td>
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**CORE SELECTION**

Take 3 credits:

<table>
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<tbody>
<tr>
<td>COMM 140</td>
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</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 307</td>
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**PRACTICUM**

Take 1 credit:

<table>
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<tr>
<td>COMM 397R</td>
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Program Notes:

Choose one 9 credit module:

<table>
<thead>
<tr>
<th>Module</th>
<th>Courses</th>
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<tbody>
<tr>
<td>Advertising Module</td>
<td>COMM 230 3, COMM 330 3, COMM 465 3</td>
</tr>
<tr>
<td>News/Journalism Module</td>
<td>COMM 240 3</td>
</tr>
<tr>
<td>Visual Communication Module</td>
<td>COMM 300 3, COMM 310 3, COMM 462 3</td>
</tr>
<tr>
<td>New Ventures Module</td>
<td>COMM 320 3, COMM 322 3, COMM 332 3</td>
</tr>
<tr>
<td>Anchor and Reporter Performance Module</td>
<td>COMM 362 9</td>
</tr>
<tr>
<td>Communication Management Module</td>
<td>COMM 250 3, COMM 350 3, COMM 450 3</td>
</tr>
<tr>
<td>Video Module</td>
<td>COMM 260 3, COMM 360 3</td>
</tr>
<tr>
<td>Media Sales Module</td>
<td>COMM 332 3, COMM 352 3</td>
</tr>
<tr>
<td>Visual Communication Module</td>
<td>COMM 462 3</td>
</tr>
<tr>
<td>Anchor and Reporter Performance Module</td>
<td>COMM 362 9</td>
</tr>
<tr>
<td>Public Relations Module</td>
<td>COMM 235 3, COMM 335 3, COMM 385 3</td>
</tr>
<tr>
<td>Video Module</td>
<td>COMM 260 3, COMM 360 3</td>
</tr>
<tr>
<td>Media Sales Module</td>
<td>COMM 332 3, COMM 352 3</td>
</tr>
<tr>
<td>Communication Management Module</td>
<td>COMM 250 3, COMM 350 3, COMM 450 3</td>
</tr>
<tr>
<td>Video Module</td>
<td>COMM 260 3, COMM 360 3</td>
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<tr>
<td>Media Sales Module</td>
<td>COMM 332 3, COMM 352 3</td>
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</table>

<table>
<thead>
<tr>
<th>Module</th>
<th>Courses</th>
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</thead>
<tbody>
<tr>
<td>Anchor and Reporter Performance Module</td>
<td>COMM 362 9</td>
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<tr>
<td>Video Module</td>
<td>COMM 260 3, COMM 360 3</td>
</tr>
<tr>
<td>Media Sales Module</td>
<td>COMM 332 3, COMM 352 3</td>
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<tr>
<td>Communication Management Module</td>
<td>COMM 250 3, COMM 350 3, COMM 450 3</td>
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<tr>
<td>Video Module</td>
<td>COMM 260 3, COMM 360 3</td>
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<tr>
<td>Media Sales Module</td>
<td>COMM 332 3, COMM 352 3</td>
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**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 2012-2013**

## Communication Pre-approved Clusters

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Code</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Visual Communication</strong></td>
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<td><strong>Take these courses:</strong></td>
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<tr>
<td>COMM 130</td>
<td>Visual Media</td>
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<tr>
<td>COMM 300</td>
<td>Digital Imaging</td>
<td>3</td>
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<td>COMM 310</td>
<td>Online Media</td>
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<td>COMM 462</td>
<td>Advanced Visual Media</td>
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<td><strong>Take these courses:</strong></td>
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<tr>
<td>COMM 150</td>
<td>Interpersonal Theory and Practice</td>
<td>3</td>
</tr>
<tr>
<td>COMM 250</td>
<td>Organizational Principles and Practices</td>
<td>3</td>
</tr>
<tr>
<td>COMM 350</td>
<td>Group Dynamics</td>
<td>3</td>
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<tr>
<td>COMM 450</td>
<td>Conflict Management and Negotiation</td>
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<td><strong>Total Credits</strong></td>
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<tr>
<td><strong>Video</strong></td>
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<td><strong>Take this course:</strong></td>
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<tr>
<td>COMM 297R</td>
<td>Communication Practicum/Final Cut Express Section</td>
<td>1</td>
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<tr>
<td><strong>Take these courses:</strong></td>
<td></td>
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<tr>
<td>COMM 260</td>
<td>Broadcast Media Principles and Practices</td>
<td>3</td>
</tr>
<tr>
<td>COMM 360</td>
<td>Multimedia Video Journalism</td>
<td>3</td>
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<tr>
<td><strong>Take 6 credits:</strong></td>
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<tr>
<td>COMM 240</td>
<td>Newsgathering Principles and Practices</td>
<td>3</td>
</tr>
<tr>
<td>COMM 265</td>
<td>Video and Film Production Essentials</td>
<td>3</td>
</tr>
<tr>
<td>COMM 365</td>
<td>Short Film and Web-Video Producing</td>
<td>3</td>
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<td>COMM 465</td>
<td>Documentary and Corporate Video Production</td>
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<tr>
<td><strong>Total Credits</strong></td>
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<tr>
<td><strong>News/Journalism</strong></td>
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<tr>
<td>COMM 111</td>
<td>Writing for Communication Careers</td>
<td>3</td>
</tr>
<tr>
<td>COMM 240</td>
<td>Newsgathering Principles and Practices</td>
<td>3</td>
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<tr>
<td><strong>Take 6 credits:</strong></td>
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<tr>
<td>COMM 340</td>
<td>Advanced Media Writing</td>
<td>3</td>
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<tr>
<td>COMM 342</td>
<td>Editing Essentials</td>
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<tr>
<td>COMM 360</td>
<td>Multimedia Video Journalism</td>
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<td>COMM 440</td>
<td>News in the 21st Century</td>
<td>3</td>
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<tr>
<td>COMM 100</td>
<td>(1:1:0)</td>
<td>Introduction to Communication</td>
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<td>COMM 102</td>
<td>(3:3:0)</td>
<td>Public Speaking</td>
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<tr>
<td>COMM 111</td>
<td>(3:3:0)</td>
<td>Writing for Communication Careers</td>
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<tr>
<td>COMM 130</td>
<td>(3:3:0)</td>
<td>Visual Media</td>
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<td>COMM 140</td>
<td>(3:3:0)</td>
<td>Mass Media and Society</td>
</tr>
<tr>
<td>COMM 150</td>
<td>(3:3:0)</td>
<td>Interpersonal Theory and Practice</td>
</tr>
<tr>
<td>COMM 175</td>
<td>(2:2:0)</td>
<td>Communication Essentials</td>
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<tr>
<td>COMM 230</td>
<td>(3:3:0)</td>
<td>Advertising Principles</td>
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<td>COMM 231A</td>
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<td>Basic Ad Skills: Creative Development</td>
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<td>COMM 235</td>
<td>(3:3:0)</td>
<td>Public Relations Principles and Practices</td>
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<tr>
<td>COMM 240</td>
<td>(3:3:0)</td>
<td>Newsgathering Principles and Practices</td>
</tr>
<tr>
<td>COMM 250</td>
<td>(3:3:0)</td>
<td>Organizational Principles and Practices</td>
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<tr>
<td>COMM 260</td>
<td>(3:3:0)</td>
<td>Broadcast Media Principles and Practices</td>
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<tr>
<td>COMM 265</td>
<td>(3:3:0)</td>
<td>Video and Film Production Essentials</td>
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<td>COMM 273</td>
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<td>COMM 280</td>
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<td>Communication Research Fundamentals</td>
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<td>COMM 289</td>
<td>(1:1:0)</td>
<td>Communication Career Workshop</td>
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</table>
COMM 297R Communication Practicum 1  (1:1:0)
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 optimization 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 profession. Students create a customized, professional website using WordPress templates or hand-coding to market 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 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.  
(As needed)

COMM 320 Media and Technology Trends  (3:3:0)
Prerequisites: COMM 140
Explores the unique nature of media and technology companies; their market conditions; current developments, directions and trends; and strategies for identifying and developing information and entertainment products to meet emerging market demands and opportunities.  
(As needed)

COMM 322 New Media Strategies and Tactics  (3:3:0)
Prerequisites: COMM 130; COMM 140
Study of and hands-on experience using currently influential new media platforms and applications. Current topics may include blogging and website development, podcasts and vodcasts, Twitter, Facebook, YouTube, Amazon, eBay, Google apps, etc. Students will learn how to search for potential market niches and how to analyze them, then develop and carry out a plan to launch a limited new venture or to expand their professional "digital footprint."  
(Fall, Winter, Spring)

COMM 330 Advertising Creative Development and 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 335; COMM 240; COMM 250; COMM 260
This interdisciplinary media sales class explores the responsibilities and 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.  
(As needed)

COMM 333 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
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)
Prerequisites: COMM 130
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 iComm website.  
(Fall, Winter, Spring)
COMM 400 News in the 21st Century  
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. Students demonstrate 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 entrepreneurial journalism is discussed.  
(As needed)