Communication (COMM)

COMM 1020  
Public Speaking  
3:3:0  
Fall, Spring, Summer  
Provides an introduction to basic concepts, theories, principles of oral communication as applied to a variety of speaking situations. Develops competence in oral communication through performance, the development of critical thinking skills, arrangement of ideas, and use of evidence and reasoning to support claims. Explains how culture influences what is considered effective public speaking. May be repeated for a maximum of 12 credits toward graduation.

COMM 1050  
Introduction to Speech Communication SS  
3:3:0  
Fall, Spring, Summer  
Surveys the questions, methods, and current status of knowledge in the discipline of speech communication. Explores communication theory and practice across a variety of context and forms, including verbal, non-verbal, interpersonal, group, organization, and mass communication. Canvas Course Mats $69/McGraw applies.

COMM 1100  
The News Editing Process  
3:3:0  
Fall, Spring, Summer  
Introduces news judgment, content, and forms. Prepares and edits copy for publication, including rewriting faulty stories, copy editing, proof-reading, headlines, newspaper design, and picture editing. Lab access fee of $20 applies.

COMM 1110 (Cross-listed with: MGMT 2110)  
SS Interpersonal Communication  
3:3:0  
Fall, Spring, Summer  
Examines the role of communication in interpersonal relationships. Includes the history of interpersonal communication research and theory and applications such as negotiation, conflict management, listening, and assertiveness. Canvas Course Mats $78/McGraw applies.

COMM 1115  
Introduction to Health Communication  
3:3:0  
Fall, Spring, Summer  
Provides an introduction to and a foundation for the important area of health communication. Covers persuasion theories as applied to health communication research. Examines the history of medicine and healthcare. Describes patient to caregiver interaction.

COMM 1200  
Small Group Communication and Decision Making  
3:3:0  
Fall, Spring, Summer  
Provides an overview of the communication processes involved in small group interactions. Covers theories of leadership, decision-making, and problem-solving through group activities. Canvas Course Mats $66/McGraw applies.

COMM 207G  
Introduction to Gender and Communication  
3:3:0  
On Sufficient Demand  
Introduces students to the study of gender differences and similarities in communication. Provides practical understanding and skills useful for more effective communication within and across gender boundaries. Addresses gender and communication issues across multiple cultural contexts, including issues beyond mainstream groups and United States culture.

COMM 2100  
The News Editing Process  
3:3:0  
On Sufficient Demand  
* Prerequisite(s): COMM 1130  
Introduces news judgment, content, and forms. Prepares and edits copy for publication, including rewriting faulty stories, copy editing, proof-reading, headlines, newspaper design, and picture editing. Lab access fee of $20 applies.

COMM 2110 (Cross-listed with: MGMT 2110)  
Interpersonal Communication  
3:3:0  
Fall, Spring, Summer  
Examines the role of communication in interpersonal relationships. Includes the history of interpersonal communication research and theory and applications such as negotiation, conflict management, listening, and assertiveness. Canvas Course Mats $78/McGraw applies.

COMM 2115  
Introduction to Health Communication  
3:3:0  
On Sufficient Demand  
Provides an introduction to and a foundation for the important area of health communication. Covers persuasion theories as applied to health communication research. Examines the history of medicine and healthcare. Describes patient to caregiver interaction.

COMM 2120  
Small Group Communication and Decision Making  
3:3:0  
Fall, Spring, Summer  
Provides an overview of the communication processes involved in small group interactions. Covers theories of leadership, decision-making, and problem-solving through group activities. Canvas Course Mats $66/McGraw applies.

COMM 2250  
Principles of Advertising  
3:3:0  
On Sufficient Demand  
* Prerequisite(s): COMM 1500  
Introduces the basics of advertising research, strategy, creative execution, and media strategy.

COMM 2270  
Argumentation  
3:3:0  
Fall, Spring  
Examines the study of argument. Emphasizes reasoning, evidence, analysis, evaluation, audience analysis, and practice.

COMM 2300  
Public Relations  
3:3:0  
Fall, Spring, Summer  
* Prerequisite(s) or Corequisite(s): COMM 1050 or COMM 1130  
Introduces the basics of writing for the media, designing corporate literature, and working with the public in behalf of a business or individual. Canvas Course Mats $44/Sage applies.

COMM 2400  
Organizational Communication  
3:3:0  
Fall, Spring, Summer  
Teaches how communication processes affect organizations. Applies theory to organizational analysis. Utilizes dialogue and network analysis to improve organizational values and performance. May be delivered online.

COMM 2510  
Visual Strategies for Communication Majors  
3:3:0  
Fall, Spring, Summer  
Teaches strategies to visually align public relation campaigns with an organization's brand using contemporary digital software. Provides understanding of visual strategies and effective design practices. Creates a literacy of visual communication tools and strategies for articulating a vision to audiences using well-established web design techniques. Lab access fee of $20 applies.

COMM 2560 (Cross-listed with: DGM 2460)  
Radio Production  
3:3:0  
Fall  
Teaches the history of radio, and the structure of typical radio stations, from management to programming, sales, production, and promotion. Covers methods of producing radio promos, radio shows, commercials and news segments, as well as features and interviews. Uses Digital Audio Workstations to produce several radio segments of the student's choosing. Includes lectures, demonstrations, and guest lecturers from radio stations in the community. Software fee of $20 applies. Lab access fee of $45 for computers applies.
COMM 2790
Magazine Writing
3:3:0 Fall
* Prerequisite(s): COMM 1610

For students interested in pursuing careers in journalism. Focuses on non-fiction writing for magazine consumption. Teaches how to research and write long, investigative feature articles. Includes analysis of the early magazine industry, contemporary issues in the magazine industry, and in-depth reporting on special topics, such as science, politics, culture and society, education, environment, and international affairs. Lab access fee of $20 applies.

COMM 281R
Internship
1 to 8: 1 to 8:0 Fall, Spring, Summer
* Prerequisite(s): Department Approval

Provides an opportunity for students to get college credit by working in communication-related fields. Applies academic concepts to actual work experiences. Requires instructor approval and final report. May be graded credit/No credit. May be repeated for a total of 8 credit hours toward graduation.

COMM 290A
Independent Study
1:1:0 On Sufficient Demand
* Prerequisite(s): COMM 1610, Approval of instructor and department chair.

For qualified students who wish to undertake a well-defined project or directed study related to an area of special interest. Requires individual initiative and responsibility. Includes limited formal instruction and faculty supervision. Projects may include writing a publishable paper, creating a portfolio of published news articles, producing an annotated bibliography, oral or multimedia presentation, or other options as approved by the instructor.

COMM 290B
Independent Study
2:2:0 On Sufficient Demand
* Prerequisite(s): COMM 1610, Approval of instructor and department chair.

For qualified students who wish to undertake a well-defined project or directed study related to an area of special interest. Requires individual initiative and responsibility. Includes limited formal instruction and faculty supervision. Projects may include writing a publishable paper, creating a portfolio of published news articles, producing an annotated bibliography, oral or multimedia presentation, or other options as approved by the instructor.

COMM 290C
Independent Study
3:3:0 On Sufficient Demand
* Prerequisite(s): Approval of instructor and department chair.

For qualified students who wish to undertake a well-defined project or directed study related to an area of special interest. Requires individual initiative and responsibility. Includes limited formal instruction and faculty supervision. Projects may include writing a publishable paper, creating a portfolio of published news articles, producing an annotated bibliography, oral or multimedia presentation, or other options as approved by the instructor.

COMM 3000
Media Ethics
3:3:0 Spring
Prerequisite(s): ENGL 2010 and University Advanced Standing; COMM 3020 and COMM 3050 recommended

Examines various media ethics inherent in advertising, public relations, and the mainstream news media in the United States. Prepares students to apply critical thinking skills to determine if or when propaganda techniques are used in order to understand the role of propaganda in their own mediated environment.

COMM 3010
Theories of Communication and Culture
3:3:0 Fall, Spring
* Prerequisite(s): ENGL 1010 or ENGH 1005 and COMM 1500 with a 'C-' or better and University Advanced Standing.

Covers main theoretical approaches to communication and culture, including transmission, ritual, symbolic interactionist, structuralist, post-structuralist, postmodern, and critical theories. Canvas Course Mats $66/McGraw applies.

COMM 3030
Propaganda and Persuasion
3:3:0 Fall
* Prerequisite(s): COMM 1500 with a C- or higher required and University Advanced Standing; COMM 3020 and COMM 3050 recommended

Examines various propaganda techniques inherent in advertising, public relations, and the mainstream news media in the United States. Prepares students to apply critical thinking skills to determine if or when propaganda techniques are used in order to understand the role of propaganda in their own mediated environment.

COMM 3110
Non Fiction Cinema History
3:2:3 On Sufficient Demand
* Prerequisite(s): ENGL 2150 and University Advanced Standing

Surveys the history of non-fiction/documentary film from 1896 to the present. Includes study of early pioneers from Flaherty's NANOOK OF THE NORTH to the current trend of reality television and popular documentaries. Some films screened may carry an "R" rating.
COMM 3115
Communicating in Environments
3:3:0  Summer
* Prerequisite(s): University Advanced Standing

Explores how people use communication to navigate both social and natural environments. Investigates social and small group communication; specifically, how small groups are created, what role(s) they play in life. Considers how our culture communicates about the natural world; how do we define nature, who communicates for nature, and how does nature behave as a stakeholder in environmental conflicts. Occurs at the Capitol Reel Field Station, which allows for an experiential application of the theories of small-group and environmental communication. Focuses on the experience and application of the literature of the discipline to create an integrated-learning opportunity.

COMM 3120
Fundamentals of New and Social Media
3:3:0  Fall, Spring, Summer
* Prerequisite(s): University Advanced Standing

Examines contemporary issues related to social media, including the impact of such media on journalism and society, social media effects, and new media campaigns. Investigates the relationship between government policy and social media in relation to issues such as the digital divide, net neutrality, and the use of social media to sustain protests and revolutions. Software fee of $20 applies.

COMM 3130
The Culture of Nature and Technology
3:3:0  On Sufficient Demand
* Prerequisite(s): ENGL 2010 and University Advanced Standing

Analyzes the cultural construction of nature and technology from historical, interpretive, and critical perspectives. Deconstructs the nature/culture dichotomy. Critiques the neutrality of technology theory. Explores the political and social implications of representations of, and relations to, nature and technology.

COMM 3140
Social Media Content Creation
3:3:0  Fall, Spring
* Prerequisite(s): University Advanced Standing

Develops multimedia content creation skills for a myriad of social media platforms. Focuses both on the theoretical and practical foundation for persuasive/informative social media campaigns from a public relations, journalism, and communication-studies perspective. Covers multimedia content creation for platforms such as Facebook, Twitter, Instagram, and Pinterest, among others. Software fee of $20 applies.

COMM 314G (Cross-listed with: ENGL 314G, THEA 314G)
Global Cinema History
3:2:3  On Sufficient Demand
* Prerequisite(s): (ENGL 2150 or THEA 1023) and University Advanced Standing

Studies the evolution of global film styles, movements, stars, and genres with a focus on international cinema chronologies outside the United States. Some films screened may be considered controversial and carry an "R" rating.

COMM 3150 (Cross-listed with: CINE 3150, ENGL 3150)
Cinema and Television Theory
3:3:0  Spring
* Prerequisite(s): (CINE 2150 or ENGL 2150) and University Advanced Standing

Examines major theoretical approaches to the screen arts. Explores how cinema and television reflect and are created by historical and contemporary cultural contexts. Includes the study of various approaches such as fan studies, spectatorship, stars, authorship, genre, long-form narrative and production. Includes lecture, film and media screenings, and critical discussions of assigned readings.

COMM 3160
Social Media Analytics
3:3:0  On Sufficient Demand
* Prerequisite(s): COMM 3140 and University Advanced Standing

Provides methods in which social media activity data is obtained and subsequently measured. Examines common metrics that are used to evaluate the effectiveness of social media campaigns. Explores how social media, as a medium, can be properly evaluated in terms of valuation and return on investment. Critiques and analyzes current and past social media campaigns in order to better understand how metrics can help to modify social media strategy and tactics. Applies the associated theoretical concepts via hands-on activities using contemporary social media content management tools and analytic software. Software fee of $20 applies.

COMM 317G
GI Ethnographic Methods for Communication Research
3:3:0  Fall, Spring
* Prerequisite(s): University Advanced Standing

Provides an examination of concepts and methodologies used to conduct ethnographic research. Discusses the critical study of cultural processes; the approaches to ethnographic research; and the relationship among ethnographic evidence (fieldwork), interpretation, and representation.

COMM 319G
Intercultural Communication Encounters
3:3:0  Fall, Spring
* Prerequisite(s): University Advanced Standing

Promotes awareness of the role of competent communication in intercultural awareness and sensitivity. Reviews classical and current definitions of culture and describes their general characteristics, with specific focus on the issue of cultural diversity. Describes the components and process of intercultural communication including perception and motivation. Provides an overview of differences and similarities in verbal and nonverbal intercultural communication. Identifies guidelines for achieving intercultural communication competence.

COMM 3290
Photojournalism
3:3:0  Fall, Spring
* Prerequisite(s): University Advanced Standing

Covers the fundamental skills and principles of gathering news with a camera. Demonstrates how students can improve the way they see information for distribution via the mass media. Allows students to articulate how they feel about images and describe why such images work well or poorly for publication. Lab access fee of $20 applies.

COMM 332G (Cross-listed with: MGMT 332G)
Cross Cultural Communications for International Business
3:3:0  Fall, Spring
* Prerequisite(s): (ENGL 2150 or COMM 1050) and University Advanced Standing

Discusses today's business environment which requires work in a multi-ethnic setting. Overviews critical elements that arise from the various cultural backgrounds which can impact both domestic and international organizations. Proceeds from a management point of view with lessons easily derived for the mid-level manager as well as for line personnel. Concentrates on managerial communications, negotiations, cultural changes, and management functions.

COMM 3410 (Cross-listed with: FAMS 3410)
Fundamentals of Mediation and Negotiation
3:3:0  Fall, Spring
* Prerequisite(s): (COMM 1050 or PSY 1010 or SOCI 1010 or SW 1010 or FAMS 101G) and University Advanced Standing

Teaches students to understand and participate knowledgeably on a basic level in the processes of mediation and negotiation. Emphasizes conceptual knowledge of both processes and improves practical skills and effectiveness as a mediator and negotiator. Uses an interactive-workshop format that blends theory with simulated class role-play.
COMM 3420 (Cross-listed with: BESC 3420)  Communication and Conflict 3:3:0  Fall, Spring, Summer  * Prerequisite(s): (FAMS 3410 or COMM 3410 or COMM 2110 or LEGL 3150) and University Advanced Standing  Studies contemporary theories of conflict and communication. Analyzes the roles of culture, gender, personal, and organizational ethics in conflicts and disputes. Covers the nature of conflict and teaches methods of negotiation, mediation, and conflict resolution with an emphasis on collaborative problem-solving. Canvas Course Mats $66/McGraw applies.

COMM 350R  Special Topics in Communication 3:3:0  On Sufficient Demand  * Prerequisite(s): University Advanced Standing  Presents selected topics in communication, and will vary from semester to semester. Requires a project demonstrating competency in the specific topic. May be repeated with different topics for a total of 9 credits toward graduation.

COMM 3510  Visual Communication Theory 3:3:0  Fall, Spring  * Prerequisite(s): University Advanced Standing  Explores the physio-psychological bases of perception, cognition, semiotics, aesthetics and history that lead to realization of visual messages within the context of communication. Discusses the ethical dimensions of visual image making and critiques contemporary visual images across all mass media.

COMM 3520  Public Relations Case Studies 3:3:0  Fall, Spring, Summer  * Prerequisite(s): COMM 1500, COMM 2300, COMM 3020, and University Advanced Standing  Examines public relations strategic planning process through the analysis of case studies. Addresses strategic communication planning issues in media relations, crisis communications, ethics, creative planning, research, and evaluation, using real-world situations and clients. Promotes learning individually and in teams. Software fee of $20 applies.

COMM 3530  Public Relations Writing 3:3:0  Fall, Spring, Summer  * Prerequisite(s): (COMM 1130 or COMM 1050), COMM 2300, and University Advanced Standing  Develops skills in persuasive writing for institutional or individual clients. Provides a hands-on experience in applying public relations writing tools for corporate, non-profit, government, and public relations organizations. Covers writing for the media, designing and writing corporate literature, and working with the public on behalf of a business or individual as it relates to public relations. Lab access fee of $20 applies.

COMM 3540  Sports Public Relations 3:3:0  Fall, Spring  * Prerequisite(s): COMM 2300, and University Advanced Standing  Examines the history of sports communication for public relations, spotlights sports communication key influencers, and highlights the skills necessary to effectively communicate in a changing sports marketplace. Exposes students to how public relations, social networking, corporate involvement, and mass media continue to shape a dynamic field that remains a top choice for creative communication professionals across the globe. Incorporates students' sports writing skills as they learn the execution of sports digital media plans, media conferences, and media availability.

COMM 3560  Public Relations Event and Media Coordination 3:3:0  Fall  * Prerequisite(s): COMM 2300, and COMM 3530; University Advanced Standing  Examines the process of event coordination as it relates to public relations and media management. Reviews the history of festivals and events. Provides an understanding of the concepts of project coordination, strategic planning, and strategic vision within event coordination. Explores media management within event coordination for events that include award shows, film festivals, government press conferences, sporting events, fundraisers, promotional events, and more. Explores public relations careers within event coordination, and helps students create, develop, manage, execute, and evaluate an event from a public relations approach.

COMM 3570  Crisis Communication 3:3:0  Fall  * Prerequisite(s): COMM 2300, University Advanced Standing  Provides a broad theoretical and practical understanding of crisis communication and risk assessment. Examines recent crisis cases to understand what constitutes and causes organizational crises, how to avoid crises, and what to do when a crisis hits. Evaluates communicative channels and messages, including new media, and develops strategies to prepare and manage a crisis situation.

COMM 362G  International Communication 3:3:0  On Sufficient Demand  * Prerequisite(s): COMM 3020, COMM 3050, and University Advanced Standing  Introduces theories of international communication. Covers different systems of the press in different countries. Analyzes specific case studies in international media.

COMM 3660  Investigative Reporting 3:3:0  On Sufficient Demand  * Prerequisite(s): COMM 1610 with a C- or higher and University Advanced Standing  Explores news and information in a democratic framework. Develops interview techniques, public record use, fact checking and electronic data access in relation to complex social issues.

COMM 3680  Advertising Media Planning 3:3:0  On Sufficient Demand  * Prerequisite(s): COMM 2300 and University Advanced Standing  Teaches the process of media planning. Covers procedures, issues, and methods of evaluation. Takes a problem-solving approach, oriented to targeting particular audiences in appropriate ways.

COMM 3690  Creative Strategy in Communication Campaigns 3:3:0  On Sufficient Demand  * Prerequisite(s): COMM 2300 or COMM 2250 and University Advanced Standing; all courses must be C- or better.  Prepares students for careers in public relations, journalism, and communication by exploring the role of research, copywriting, design, and media structures in developing persuasive messages. Emphasizes execution of creative strategies that are appealing to the intended audience, consistent with communication objectives, and formatted correctly for the media in which they are implemented.
COMM 3700 Free Expression in a Democratic Society 3:3:0  Fall, Spring
* Prerequisite(s): University Advanced Standing

Examines the role of the free speech and free press clauses of the First Amendment of the U.S. Constitution from legal, ethical, political, and pragmatic perspectives. Covers basic rules governing the media (advertisers, newspapers, public relations specialists, and electronic media) and individuals. Includes analysis of court decisions, executive orders, administrative rules, and legislation intended to limit or regulate speech and examples of people/organizations who have challenged these rules.

COMM 3780 Mormons Media and Culture 3:3:0  Fall, Spring
* Prerequisite(s): University Advanced Standing; COMM 3020 and COMM 3050 each recommended

Examines the intersection of media, popular culture, and Mormonism. Analyzes the social construction of Mormonism through representations in the media, official and unofficial LDS discourse, folklore, material culture, and history. Discusses cultural theories of race, gender, orientalism, and tribalism.

COMM 3790 Case Studies in Journalism 3:3:0  Fall, Spring
* Prerequisite(s): (COMM 1610 with a C- or higher) and University Advanced Standing

Examines historically significant examples of the press in action from historical, ethical, and critical perspectives. Requires a research paper. Lab access fee of $20 applies.

COMM 401G Communication Education 3:3:0  Fall, Spring
* Prerequisite(s): COMM 1020 and University Advanced Standing; all courses must be C- or better.

Explores communication education. Identify concepts and apply them to the service and interaction. Focuses on teaching. Encourages critical examination of diversity, research, socio-emotional bonding, outreach to the communication community, and instructional issues that relate to teaching communication. Offers experience in the role of teaching assistant. Global/Intercultural understanding as it applies to communication is considered and explored from a variety of perspectives. Examines the perspectives, experiences, and concerns of individuals and groups representing cultures other than one’s own and specifically as those differences apply to public speaking. Understanding is integrated throughout the course content. Understanding and appreciation should enhance your educational experience and facilitate your preparation to participate as active, informed, respectful citizens.

COMM 4110 Interpersonal Communication Theory & Research 3:3:0  Fall
* Prerequisite(s): (COMM 2110, COMM 3020, and COMM 3050 with a C- or higher in each) or Instructor Approval, and University Advanced Standing

Surveys current interpersonal research. Explores the interrelated nature of theory and research. Provides the foundational knowledge required to critically assess current research in the field. Creates an opportunity to systematically explore a personal area of interest within the area of interpersonal communication.

COMM 4115 Advanced Health Communication 3:3:0  Fall
* Prerequisite(s): (COMM 2115 or Instructor Approval) and University Advanced Standing; all courses must be C- or better.

Examines persuasion, interpersonal and organizational theories which are applied to patient, caregiver, technology, organizations and the mass media in an attempt to understand the health communication processes. Examine how communication influences health. Provides research skills necessary for the capstone course.

COMM 4120 Group Communication 3:3:0  Spring
* Prerequisite(s): (COMM 2120, COMM 3020, and COMM 3050 with a C- or higher in each) or Instructor Approval, and University Advanced Standing

Extends understanding of group operation and experience through current theory and research studies. Provides experiential activity of working in class groups. Enables students to study groups in their social environments, investigate real-world group policy, and discover the benefits of viewing groups as having stable yet permeable boundaries.

COMM 4170 Contemporary Issues in Organizational Communication 3:3:0  Spring
* Prerequisite(s): (COMM 2400 or Instructor Approval) and University Advanced Standing; all courses must be C- or better.

Provides an introduction, overview, and in-depth look at the role of communication in contemporary organizations. Demonstrates the importance and challenges of communication within organizations. Emphasizes the interdependence of internal and external forms of organizational communication.

COMM 4180 Communication and Social Behavior 3:3:0  Fall, Spring
* Prerequisite(s): (COMM 3020 and COMM 3050) and University Advanced Standing; all courses must be C- or better.

Examines the complex relationship between human communication and the social worlds in which we live. Looks at ways behavior in roles, institutions, and culture are socially constructed through language. Examines discourses and their role in constructing social phenomena, with an emphasis on the relationships between discourse and power.

COMM 4200 (Cross-listed with: FAMS 4200) Advanced Mediation and Negotiation 3:3:0  Fall
* Prerequisite(s): (ENGL 2010 with a C+ or higher) and (FAMS 3410 or COMM 3410 or BESC 3420 or COMM 3420) and University Advanced Standing

Prepares students to perform at an advanced level in the processes of mediation and negotiation. Builds on the fundamentals learned in the basic course, improves knowledge of both processes, and sharpens practical skills and effectiveness as a mediator or negotiator. Uses an interactive-workshop format that blends theory with simulated class role-play. A certification with the Utah State Court Administrator’s office may be offered to those who pass the course and complete 10 hours of mediation and negotiation at the conclusion of the semester.

COMM 4250 Communication and Leadership 3:3:0  Fall
* Prerequisite(s): University Advanced Standing

Encourages students to critically analyze leadership in terms of interpersonal effectiveness and professionalism from both a theoretical and practical perspective. Examines leadership-related, advanced oral and written communication, interpersonal communication, group and team communication and effectiveness, emotional intelligence, and power and influence.

COMM 431R Communication Executive Lecture Series 1:1:0  Fall, Spring
* Prerequisite(s): University Advanced Standing

Presents lectures by guest speakers emphasizing current public relations and communication topics concerning the student, community, nation, etc. Exposes students to varying topics and industry experts each semester. May be repeated as desired.
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<th>Credits</th>
<th>Prerequisite(s)</th>
<th>Description</th>
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<tbody>
<tr>
<td>COMM 4500</td>
<td>Media and Politics</td>
<td>3:3:0</td>
<td>On Sufficient Demand</td>
<td>* Prerequisite(s): (COMM 3020, and COMM 3050 with a C- or higher in each) and University Advanced Standing</td>
<td>Examines theories and research of media and politics. Analyzes the intersection between traditional and emerging media platforms and current issues in political campaigns, attitudes towards politics, and democratic participation.</td>
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<tr>
<td>COMM 4630</td>
<td>Wolverine Student Public Relations Firm</td>
<td>3:3:0</td>
<td>Fall, Spring</td>
<td>* Prerequisite(s): COMM 3520 AND COMM 3530; both courses must be C- or better and Advanced University Standing</td>
<td>Provides industry experience in a public relations firm setting working in corporate and nonprofit sectors. Applies writing, media relations, event planning, branding, copy editing, content creation, and social media management for real-world organizations consistent with accepted public relations practices. Teaches market and consumer research and provides regular contact with clients. Prepares students to create and implement public relations campaigns, including evaluations for client work.</td>
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<tr>
<td>COMM 479R</td>
<td>Journalism Workshop</td>
<td>3:1:6</td>
<td>Fall, Spring</td>
<td>* Prerequisite(s): University Advanced Standing</td>
<td>For student newspaper staff. Provides student newspaper staff experience in writing, editing and publishing. Allows students to work on the student newspaper and complete specific learning objectives related to print production such as news and feature writing, columns and editorials. Focuses on layout, production, photography, advertising, and sales in a real-world newspaper environment. May be repeated for a maximum of 6 credits toward graduation. May be graded credit/no credit. Lab access fee of $20 applies.</td>
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<td>COMM 481R</td>
<td>Internship</td>
<td>1 to 8:1 to 8:0</td>
<td>Fall, Spring, Summer</td>
<td>* Prerequisite(s): Departmental Approval and University Advanced Standing</td>
<td>For upper division students working toward a Bachelor of Arts or a Bachelor of Science degree in Integrated Studies with a Communication emphasis. Provides a transition from school to work where academic concepts are applied to actual practice through on-the-job experience commensurate with upper-division classroom instruction. Requires instructor approval and final report. May be repeated for a maximum of 8 credits toward graduation. May be graded credit/no credit.</td>
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<tr>
<td>COMM 4830</td>
<td>Competitive Case Studies</td>
<td>3:3:0</td>
<td>Fall Odd Year</td>
<td>* Prerequisite(s): COMM 3530 with a C- or higher, Instructor Approval, and University Advanced Standing</td>
<td>Teaches competitive case studies with a public relations emphasis. Focuses on development, research, execution, and evaluation of strategic communication planning for a client. Prepares students to compete in regional or national competitions. Software fee of $20 applies.</td>
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<tr>
<td>COMM 4850</td>
<td>Public Relations Campaigns</td>
<td>3:3:0</td>
<td>Fall, Spring, Summer</td>
<td>* Prerequisite(s): COMM 3020, COMM 3520, and COMM 3530; Junior or Senior standing; and University Advanced Standing; all courses must be C- or better; and Instructor Approval</td>
<td>Applies PR skills, case studies, and writing analysis to create strategic public relations campaigns for a number of clients. Requires students to generate a portfolio of work for one or more clients. Software fee of $20 applies.</td>
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<tr>
<td>COMM 4930</td>
<td>Communication Capstone</td>
<td>3:3:0</td>
<td>Fall, Spring, Summer</td>
<td>* Prerequisite(s): (COMM 3520 or COMM 3530 or COMM 401G or COMM 4110 or COMM 4115 or COMM 4120 or COMM 4170 or COMM 4180), Communication major, Senior status, and University Advanced Standing</td>
<td>Discusses the integration of various principles and objectives covered across the communication curriculum. Includes major thesis or project designed to reflect students' career goals.</td>
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<tr>
<td>COMM 497R</td>
<td>Independent Study</td>
<td>1 to 3:1 to 3:0</td>
<td>On Sufficient Demand</td>
<td>* Prerequisite(s): Departmental approval and University Advanced Standing</td>
<td>For advanced qualified students who wish to undertake a well-defined project or directed study related to an area of special interest. Requires individual initiative and responsibility. Includes limited formal instruction and faculty supervision. Projects may include writing a publishable paper, creating a portfolio of published news articles, producing an annotated bibliography, oral or multimedia presentation, or other advanced options as approved by the instructor. May be taken for a maximum of 9 credit hours toward graduation.</td>
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