

SCHOOL OF COMMUNICATIONS

Communications and Computing & Engineering Building

Ed McMahon Communications Center, Lender building

203-582-8492 (central office)

Administrative Offices

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Departments

Department	Chairperson	Phone	Email
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Film, Television and Media Arts	Frederick Staudmyer	203-582-6554	frederick.staudmyer@qu.edu
Interactive Media and Design	Ewa Callahan	203-582-3470	ewa.callahan@qu.edu
Journalism	Ben Bogardus	203-582-3417	ben.bogardus@qu.edu
Media Studies (BA in Communications)	Kearston Wesner	203-582-7727	kearston.wesner@qu.edu

Graduate Programs

Title	Name	Phone	Email
Graduate Program Director, Interactive Media and Communications	John Powers	203-582-7939	john.powers@qu.edu

Graduate Program Director, Journalism and Sports Journalism and Media	Wasim Ahmad	203-582-7493	wasim.ahmad@qu.edu
Graduate Program Director, Producing for Film and Television	Blythe Frank	203-582-7624	blythe.frank@qu.edu
Graduate Program Director, Public Relations	Laura Willis	203-582-7805	laura.willis@qu.edu

School Overview

The School of Communications offers bachelor's degrees in advertising and integrated communications; film, television and media arts; graphic and interactive design; journalism; media studies; public relations; and sports communications as well as master's degrees in interactive media and communications, journalism, producing for film and television, public relations and sports journalism and media. The school also has well-established relationships with more than 1,000 private and nonprofit communications organizations, offering advanced students internship opportunities in professional settings. Students are encouraged to explore and advance their educational and professional interests while gaining the critical practical experience and training to develop a portfolio of work before they graduate.

On campus, students work in one of the finest university media education facilities in the Northeast — the Ed McMahon Communications Center. The center features a spacious, professional-level, all-digital 4K television studio; a media innovation classroom; 4K collaborative editing suites; a social media creation lab; and a 7.1 surround sound screening theater. The center is equipped with state-of-the-art technology, including numerous iMac stations running the latest applications for post-production and animation. It includes an automated podcast studio, and is staffed with highly skilled media professionals to instruct and assist our students. Additional classrooms and labs, along with the Quinnipiac University Podcast Studio, the Open-Air Production Studio, "The Agency" (a student-run integrated communications agency offering design, advertising and public relations services to clients), a design studio, The Vault (a remote equipment depot), the "Hub" (a dedicated content creation space), and independent study facilities are located in the Communications and Computing & Engineering building, which also houses the school's faculty and administrative offices.

Undergraduate Studies

School Requirements

Beyond the University Curriculum requirements, students pursuing a bachelor of arts degree in the School of Communications must complete the following:

- 9 credits in the school-wide core.
- All major requirements, including electives.
- A minor (typically 18 credits) to be chosen in consultation with the student's adviser.
- 2 credits in the Seminars for Success: COM 101 and COM 201.
- 6 credits in the area of "global issues and cultures." The School of Communications maintains a list of acceptable courses to satisfy this requirement.

- A minimum of 45 credits of the total number of credits (includes major, minor, UC, electives, etc.) must be taken at the 200 level or higher.

Transfer Credits: The School of Communications accepts up to 18 transfer credits toward major requirements. Additional courses may apply to UC or elective courses as appropriate.

Advising

Academic advising in the School of Communications fosters a collaborative relationship between student and adviser. Our academic advising program is dedicated to guiding undergraduates in achieving intellectual and personal growth and preparing them for professional success in a diverse and changing global community. Each undergraduate student is paired with a faculty adviser who will serve as a guide and mentor. Although the primary responsibility for course selection rests with the student, the adviser assists in reviewing the student's program plan and discussing course selection during a mandatory advising meeting each semester prior to course registration. Students are required to schedule and attend a meeting with their assigned adviser each semester by their advising deadline.

Note: The primary responsibility for the completion of all prerequisites for courses belongs to the student. Students may not repeat a course for credit except to remove an F grade or, under special circumstances, to remove a C- or D grade in a school requirement, a prerequisite, or within the major.

Career Development

In the School of Communications, career development staff work with students to explore communications career interests and assist with application materials unique to communications industries such as portfolios and resume reels. There is a strong focus on networking, particularly with alumni of the School of Communications, to prepare students to land internships and launch careers in fields that require specific searching techniques and rely heavily on referrals. Students learn about a variety of job structures from traditional full-time roles to freelance work common in some areas of industry. Staff play an integral part in the career curriculum of the school and are the instructors of both the Media Career Development course, required for all Communications students to graduate, and all credit-bearing internship courses.

Vision Statement

To shape a dynamic future in media and communications education and cultivate creative thinkers and ethical communicators who will shape the future of media, industry and society through diverse voices, cutting-edge technology, and a deep commitment to global citizenship.

Mission Statement

United under one vision, the School of Communications educates students to become the transformative storytellers of tomorrow—critical thinkers, globally engaged, social justice-minded, and innovative. Through a commitment to freedom of communication, we empower our students to uphold the truth, challenge inequities, and lead with integrity in a rapidly evolving communications landscape.

Bachelor of Arts

- Bachelor of Arts in Advertising and Integrated Communications (<http://catalog.qu.edu/communications/advertising-public-relations/advertising-integrated-communications-ba/>)

- Bachelor of Arts in Communications (<http://catalog.qu.edu/communications/media-studies/communications-ba/>) (Media Studies)
- Bachelor of Arts in Film, Television and Media Arts (<http://catalog.qu.edu/communications/film-television-media-arts/film-television-media-arts-ba/>)
- Bachelor of Arts in Graphic and Interactive Design (<http://catalog.qu.edu/communications/interactive-media-design/graphic-interactive-design-ba/>)
- Bachelor of Arts in Journalism (<http://catalog.qu.edu/communications/journalism/journalism-ba/>)
- Bachelor of Arts in Public Relations (<http://catalog.qu.edu/communications/advertising-public-relations/public-relations-ba/>)
- Bachelor of Arts in Sports Communications (<http://catalog.qu.edu/communications/sports-communications-ba/>)

Bachelor of Fine Arts

- Bachelor of Fine Arts in Film, Television and Media Arts (<http://catalog.qu.edu/communications/film-television-media-arts/film-television-media-arts-bfa/>)

Dual-Degree Programs

- Communications Accelerated Dual-Degree Bachelor's/Master's (3+1) (<http://catalog.qu.edu/communications/accelerated-four-year/>)
- Dual-Degree Bachelor's/Master's in Producing for Film and Television (4+1) (<http://catalog.qu.edu/graduate-studies/communications/dual-degree-producing-film-tv-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Interactive Media and Communications (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-interactive-media-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Journalism (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-journalism-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Public Relations (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-public-relations-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Sports Journalism and Media (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-sports-journalism-media-ba-bs-ms/>)

Minors

- Minor in Advertising and Public Relations (<http://catalog.qu.edu/communications/advertising-public-relations/advertising-public-relations-minor/>)
- Minor in Film and Television (<http://catalog.qu.edu/communications/film-television-media-arts/film-television-minor/>)
- Minor in Journalism (<http://catalog.qu.edu/communications/journalism/journalism-minor/>)
- Minor in Media Studies (<http://catalog.qu.edu/communications/media-studies/media-studies-minor/>)
- Minor in Public Diplomacy (<http://catalog.qu.edu/communications/advertising-public-relations/public-diplomacy-minor/>)
- Minor in Social Media Strategy (<http://catalog.qu.edu/communications/advertising-public-relations/social-media-strategy-minor/>)

Certificate Programs

- Social Media Strategist (<http://catalog.qu.edu/communications/advertising-public-relations/social-media-strategist-certificate/>)

Master's Degrees

- Master of Arts in Producing for Film and Television (<http://catalog.qu.edu/graduate-studies/communications/producing-film-tv-ma/>)
- Master of Science in Interactive Media and Communications (<http://catalog.qu.edu/graduate-studies/communications/interactive-media-ms/>)
- Master of Science in Journalism (<http://catalog.qu.edu/graduate-studies/communications/journalism-ms/>)
- Master of Science in Public Relations (<http://catalog.qu.edu/graduate-studies/communications/public-relations-ms/>)
- Master of Science in Public Relations - Online/Professional Track (<http://catalog.qu.edu/graduate-studies/communications/public-relations-ms-online/>)
- Master of Science in Sports Journalism and Media (<http://catalog.qu.edu/graduate-studies/communications/sports-journalism-media-ms/>)

Dual-Degree Programs

- Dual-Degree Bachelor's/Master's in Producing for Film and Television (4+1) (<http://catalog.qu.edu/graduate-studies/communications/dual-degree-producing-film-tv-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Interactive Media and Communications (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-interactive-media-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Journalism (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-journalism-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Public Relations (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-public-relations-ba-bs-ms/>)
- Dual-Degree Bachelor's/Master's in Sports Journalism and Media (4+1) (<http://catalog.qu.edu/graduate-studies/communications/combined-sports-journalism-media-ba-bs-ms/>)

Advertising and Public Relations (ADPR)

ADPR 101. Intro to Public Relations. 3 Credits.

This course familiarizes students with modern public relations management practices. Students are introduced to the functions, practices and growing application of public relations in private industry and the public sector. Students learn through practical application and group simulation of effective communication strategies for agencies, government, nonprofits and the corporate world.

Prerequisites: None

Offered: Every year, Fall and Spring

UC: Breadth Elective, University Curriculum Ele

ADPR 101H. Intro to Public Relations. 3 Credits.

This course familiarizes students with modern public relations management practices. Students are introduced to the functions, practices and growing application of public relations in private industry and the public sector. Students learn through practical application and group simulation of effective communication strategies for agencies, government, nonprofits and the corporate world.

Prerequisites: None

Offered: Every year, Fall and Spring

UC: Breadth Elective, University Curriculum Ele

ADPR 102. Introduction to Advertising and Integrated Communications. 3 Credits.

This is an introductory course that provides a comprehensive overview of the practices of advertising and integrated communication (ADIC) as they are used by organizations to maximize the impact of unified messages and promotions on consumers and other stakeholders. The course introduces students to foundational principles and strategies, contemporary issues and practices, ethical considerations in the advertising industry, and the use of emergent technologies such as artificial intelligence, within the communications campaign planning process.

Prerequisites: None

Offered: Every year, Fall and Spring

UC: Breadth Elective, University Curriculum Ele

ADPR 201. Writing for Advertising and Public Relations. 3 Credits.

Written communication is central to most advertising and public relations careers. Clear and persuasive writing is one of the tools used in advertising and public relations to convey clients' messages to target publics. This writing-intensive course introduces students to the world of professional advertising and public relations writing. Topics include press releases and other print tactics, online content and social media. Students are involved in both in-class and out-of-class assignments.

Prerequisites: Take ADPR 101 or ADPR 102

Offered: Every year, Fall and Spring

ADPR 215. Web, Mobile & Interactive Design. 3 Credits.

Students learn how to create desktop and mobile multimedia elements using web development software, HTML5, CSS3 and simple scripting. Students design projects that include functional websites, animated content and interactive experiences.

Prerequisites: None

Offered: Every year, Fall and Spring

ADPR 222. Persuasion. 3 Credits.

This course provides an overview of the theories, strategies, and ethics of social influence. We will study persuasion in various contexts, such as advertising and public relations. Students will analyze existing persuasive messages and industry case studies while considering strategic persuasion as an integrated communication effort.

Prerequisites: Take EN 101.

Offered: As needed

ADPR 230. Entertainment Advertising & Public Relations. 3 Credits.

This course introduces students to the process of strategic communication in the entertainment industry. The course teaches best practices in conducting research, planning and implementing campaigns, and evaluating the results in the context of such industries as music, movies, TV, theater, gaming, and live events. The distinctions between and among advertising, publicity, public relations, marketing, and promotion, in addition to how they can work together to support a specific goal, are highlighted. Students will analyze successful entertainment advertising and public relations strategies while developing their own promotional campaigns.

Prerequisites: None

Offered: Every other year, Spring

ADPR 240. Public Relations Management. 3 Credits.

This course covers team leadership and control, styles of leadership, expectations of leadership and management, staffing for organizational communications and budgets. Writing and public speaking skills are emphasized.

Prerequisites: Take ADPR 101 or ADPR 102.

Offered: As needed

ADPR 309. Public Diplomacy. 3 Credits.

This course examines concepts, issues and practices in public diplomacy, or the management of a nation's communications and relationships with foreign publics who have the ability to affect national and international interests. Students examine theoretical and practical aspects of public diplomacy, looking closely at the purpose and value of public diplomacy in governments and other institutions, the roles and responsibilities of public diplomacy specialists, and principles of strategic practices. Students apply what they have learned in the development of public diplomacy materials.

Prerequisites: Take EN 102 or ADPR 101.

Offered: As needed

UC: Breadth Elective

ADPR 311. Sports Public Relations (sps 311). 3 Credits.

This class is a comprehensive review of sports promotion, sports management, and sports event planning. Students learn about building media relationships with sports journalists, planning sports promotion campaigns, and getting publicity for athletes, teams, and leagues through paid, earned, owned, and shared media channels, both online and offline.

Prerequisites: None

Offered: Every year, Fall and Spring

ADPR 320. Strategies for Social Media. 3 Credits.

This course addresses the impact of social and new media in an integrated profession. It focuses on strategically using social media to conduct research and monitor issues, to develop, implement and evaluate the success of public relations, advertising and integrated communication efforts. The course emphasizes the strategic utilization of various social media tools as key communication channels for advertising and public relations campaigns.

Prerequisites: Take ADPR 201 or STC 201 or COM 215

Offered: Every year, Fall and Spring

ADPR 332. Communication Research & Analytics. 3 Credits.

Quantitative and qualitative reasoning is expected of today's advertising and public relations professionals. This course presents an exploration of both quantitative and qualitative research methods. Students learn how to use principles of scientific research and data analysis to establish, monitor and evaluate strategic communication efforts.

Prerequisites: Take one of the following: ADPR 101, ADPR 102 or MSS 131.

Offered: Every year, Fall and Spring

ADPR 335. Media Planning. 3 Credits.

In this course, students learn about traditional as well as new and emerging media, with particular emphasis on their utility in an Advertising and Integrated Communication (ADIC) campaign. Students learn to understand media terminology, conduct and analyze research, evaluate various media based on the campaign objectives, and learn the process of designing and budgeting an effective media plan.

Prerequisites: Take ADPR 332 or STC 332

Offered: Every year, Spring

ADPR 341. Corporate Public Relations. 3 Credits.

This course provides students with the knowledge and skills required for positions in the corporate sector. Topics include media relations, employee communication, community relations, investor relations and crisis communication. Students hone their written communication and critical thinking skills in this class.

Prerequisites: Take ADPR 201.

Offered: As needed

ADPR 343. Nonprofit Public Relations. 3 Credits.

This course focuses on building relationships and a positive reputation for nonprofit organizations through strategic communication, aiming to raise awareness, attract support, and foster trust among donors, volunteers, and the public. Students learn how to build campaigns to support the organization's mission, values, programs, and impact to the public.

Prerequisites: Take ADPR 201.

Offered: As needed

ADPR 344. Global Public Relations Management. 3 Credits.

This course explores the practice of public relations from cosmopolitan perspectives. Students learn how government, transnational businesses, non-governmental organizations, and global agencies develop holistic global communication programs to build and maintain relationships with publics around the world. Emphasis is placed on diversity and multiculturalism relevant to the practice of public relations worldwide.

Prerequisites: Take ADPR 101 or ADPR 102.

Offered: As needed

ADPR 345. Investor Relations and Financial Communication. 3 Credits.

The course explores the practice of investor relations, one of the highest paid specializations of public relations. Students study the function of investor relations in corporations and examine the role of investor relations specialists charged with communicating to the financial media, regulatory organization, financial analysts, shareholders and others in the financial community. Class discussions and assignments are designed to help students enhance critical thinking and reasoning skills, develop research and strategic planning skills and improve creative thinking skills.

Prerequisites: Take ADPR 201.

Offered: As needed

ADPR 346. Health Communication. 3 Credits.

This course provides students with a comprehensive understanding of the dynamic field of health communication, exploring the intersection of communication theory, strategy, and public health. Students will examine the role of effective communication in promoting health, preventing diseases, and shaping individual and community behavior.

Prerequisites: None

Offered: As needed

ADPR 348. Event Planning. 3 Credits.

This course emphasizes the fundamentals of event planning, from developing the event, choosing a site and activities, promoting the event, accommodating the audience, coordinating volunteers, overseeing a safe event environment, and assessing the event after completion. At the end of the course, based upon the readings and real-life application, the student should be able to appreciate and understand how to plan a first-rate event, regardless of the client, theme or environment.

Prerequisites: Take ADPR 201 or STC 201

Offered: As needed

ADPR 349. Media Relations. 3 Credits.

This course gives students an understanding of the priorities and expectations of various types of contemporary media and how to successfully engage them through research-based strategies and tactics designed to reach key audiences. At the conclusion of the course, students should be well-practiced in various forms of working with journalists and the public via multiple media.

Prerequisites: Take ADPR 201.

Offered: As needed

ADPR 400. Special Topics. 3 Credits.

The content of this course is specialized and varies from semester to semester. Students may inquire at the School of Communications front desk to learn more about the topic being offered.

Prerequisites: Take ADPR 201 or STC 201

Offered: As needed

ADPR 405. The Agency. 3 Credits.

The Agency is a student-run, interdisciplinary firm in which students produce professional work under the direction of faculty. Specializing in Public Relations, Graphic and Interactive Design, and Advertising and Integrated Communications, students collaborate on teams to manage and produce visual, written and digital work for a variety of clients in the communications field. Students apply different research methodologies, tools and techniques, and tactics to achieve desired strategic outcomes and present their projects to clients. Course is repeatable with permission of instructor.

Prerequisites: None

Offered: Every year, Fall and Spring

ADPR 410. Branding Strategies. 3 Credits.

In this course, students consider how brands are created and sustained, examining them as the guiding forces for integrated communication campaigns. Students identify the common characteristics of successful brands and explore the tools and techniques that are used to build brand equity.

Prerequisites: Take ADPR 320.

Offered: Every year, Fall and Spring

ADPR 450. Crisis Communication Management. 3 Credits.

This senior seminar for public relations majors is focused on crisis management. The course examines institutional crisis communication from a management perspective with an emphasis on crisis prevention, planning and response. Senior-level students in this course apply skills they have learned throughout the program to crisis case studies. Students are called on to demonstrate oral and written communication skills along with proficiencies in such areas as critical thinking, reasoning and creative thinking.

Prerequisites: Take ADPR 332 or STC 332

Offered: Every year, Fall

ADPR 485. Advertising and Integrated Communications Campaigns. 3 Credits.

This course is the capstone course in the advertising sequence. It utilizes a team-based, project-driven approach to advertising with real-life clients. Each team engages in the conception, research, planning and execution of a unique advertising campaign for an entire semester. Students learn to work within client guidelines, strategic creative and media planning, budgetary considerations and post-campaign analysis. In this capstone experience, students develop a full-scale integrated communications campaign, including conducting secondary and primary research, strategic planning and the production of associated creative deliverables. Students also gain experience in pitching to clients and evaluating the success and impact of the campaign.

Prerequisites: Take ADPR 322 or STC 332.

Offered: Every year, Spring

ADPR 495. Public Relations Campaigns. 3 Credits.

In this capstone course for students preparing for a career in public relations, they will develop the mindset of a strategic communicator. Work will involve case analyses, problem-solving exercises, and completion of a signature work. Attention is focused on the public relations planning process. Student teams will develop strategic public relations plans for clients. Writing, research and presentation skills are expected.

Prerequisites: Take ADPR 332 or STC 332.

Offered: Every year, Spring

ADPR 499. Public Relations Ind Study. 1-6 Credits.

Prerequisites: None

Offered: As needed

Communications (COM)

COM 101. Communications First-Year Seminar. 1 Credit.

This first-semester course is designed to ease the transition to college and to acquaint first-year School of Communications students with timely and important resources and information. Students hear from faculty members in each of the departments within the School of Communications to learn more about the majors offered. Students also learn how to create their own success in college and as lifelong learners through development of important skills. Topics include effective communication, time management, study skills and degree requirements. This class is required of all first-year and transfer students entering with 0-26 college credits.

Prerequisites: None

Offered: Every year, Fall and Spring

COM 120. Media Industries and Trends. 3 Credits.

This course introduces students to the structure, function, uses and social implications of media industries. Students examine the ways individual industries inform, entertain and influence media consumers. Significant focus is placed on media literacy. The course also surveys issues related to ownership, regulation, ethics and globalization. The main objectives of COM 120 are to help students understand media professions, industries and technologies in relation to key trends, including the increasing commercialization of media products, the consolidation and convergence of media industries, and the implications these processes hold for society. The course fosters the development of skills including the ability to access, analyze and properly cite sources for research on the media.

Prerequisites: None

Offered: Every year, Fall and Spring

COM 130. Visual Design.**3 Credits.**

This course introduces students to the design process using professional-level software for digital image creation and editing, typesetting and typography, page layout and design in preparation for advanced course work. Students produce course projects that demonstrate creativity, design concepts, critical thinking, aesthetic principles and basic technical competence.

Prerequisites: None**Offered:** Every year, Fall and Spring**COM 140. Storytelling.****3 Credits.**

This survey course has been designed to reinforce grammatical standards of the English language while introducing students to the basic tenets of dramatic, journalistic and strategic writing. Through the examination of a single theme, students learn to tell stories using these three writing styles as they identify and connect with specified audiences.

Prerequisites: None**Offered:** Every year, Fall and Spring**UC:** Breadth Elective**COM 150. Public Speaking: Principles and Practice.****3 Credits.**

This course examines the principles of oral communication and presentation skills and puts those principles into practice. Through multiple assignments, students increase their confidence in delivering presentations and demonstrate effective research skills, speech development and preparation, and delivery. Additionally, critical thinking and listening skills are demonstrated through oral and written critiques.

Prerequisites: None**Offered:** Every year, Fall and Spring**UC:** Breadth Elective**COM 201. Media Career Development.****1 Credit.**

This course introduces students to the career development process and covers the skills needed to create a personal career plan. It includes topics such as self-assessment, career research, resume and cover letter preparation, networking and interviewing practice, as well as strategies for internship/job searches. Course material is geared specifically toward media/communication careers. The course is graded on a pass/fail basis. Students majoring in communications cannot count COM 201 toward their major electives.

Prerequisites: None**Offered:** Every year, Fall and Spring**COM 215. Social Media and Society.****3 Credits.**

Students examine the rise of social media and its effect on social interaction and audience behaviors and analyze social media strategies and their effectiveness from a personal, organizational and brand perspective. Through theory, practice, and case studies, students identify a strategic process for integrating social media into marketing, organizational communication, public relations, and other business operations.

Prerequisites: None**Offered:** Every year, All**UC:** Breadth Elective**COM 300. Special Topics in Communications.****3 Credits.**

Course topics vary and include new, experimental, or topical courses on a variety of subjects related to Communications industries and technologies. See course descriptions for specific course information. Course can be repeated for different topics.

Prerequisites: None**Offered:** As needed**COM 301. Communications Career Practicum.****1 Credit.**

This course offers practical training in a communications-related occupation. Students complete a minimum of 40 hours of supervised fieldwork (paid or unpaid) in a professional setting. Practicum placements must be approved by the internship program director in accordance with the school policies and prior to earning credit. At least sophomore status required. This course is graded on a pass/fail basis.

Prerequisites: None**Offered:** Every year, All**COM 302. Communications Career Practicum II.****1 Credit.**

This course continues practical training in a communications-related occupation. Students complete a minimum of 40 hours of supervised fieldwork (paid or unpaid) in a professional setting. Practicum placements must be approved by the internship program director in accordance with the school policies and prior to earning credit. At least sophomore status required. This course is graded on a pass/fail basis.

Prerequisites: Take COM 301 and permission of department chair.**Offered:** Every year, All**COM 303. Communications Career Practicum III.****1 Credit.**

This course fulfills the 40 hour experiential learning opportunity in a communications-related occupation. Students complete a minimum of 40 hours of supervised fieldwork (paid or unpaid) in a professional setting. Practicum placements must be approved by the internship program director in accordance with the school policies and prior to earning credit. At least sophomore status required. This course is graded on a pass/fail basis.

Prerequisites: Take COM 302 and permission of department chair.**Offered:** Every year, All**COM 340. Exploring Communications Abroad.****3 Credits.**

This multisection, global perspective course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments and specializations. Students conduct primary and secondary research on communications in a specific country or in a cross-cultural context. The topics can range from international cinema through storytelling and global branding to documentary filmmaking depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic.

Prerequisites: None**Offered:** Every year, Fall and Spring**UC:** Breadth Elective, Intercultural Understand**COM 350. Media Culture and Arts of Los Angeles.****3 Credits.**

This course introduces students to the diverse media companies based in Los Angeles as well as the influence of local history, art and culture on the past, present, and future of the city. The class examines industries including, but not limited to: journalism, film and television writing, video production, podcasting and web design. Students complete a final project focused on a Los Angeles media company.

Prerequisites: None**Offered:** Every year, Fall and Spring**UC:** Breadth Elective, University Curriculum Ele

COM 490. Communications Career Internship. 3 Credits.

This course aims to promote professional growth and advancement through observation and participation in jointly supervised major-related fieldwork with a business or organization (paid or unpaid). The course also provides the opportunity for students to meet and work with active professionals in an industry directly aligned with their major while refining their own career goals. Students complete a minimum of 120-hours of supervised fieldwork in a professional setting evaluated by the internship supervisor and the school's internship coordinator. The internship placements must be approved via Handshake prior to student earning credit and in accordance with the school policies. A student must have completed a minimum of 57 credits as a prerequisite. This course is graded on a pass/fail basis. (Can be taken currently with COM 491 upon department chair approval.)

Prerequisites: Take COM 201 and a minimum of 57 credits completed.

Offered: Every year, All

COM 491. Communications Career Internship II. 3 Credits.

This course aims to promote professional growth and advancement through observation and participation in jointly supervised fieldwork with a cooperating communications- related business or organization (paid or unpaid). The course also provides the opportunity for students to meet and work with active communications professionals while refining their own career goals and maximizing opportunities. Students complete a minimum of 120-hours of supervised fieldwork in a professional setting evaluated by the internship supervisor and the school's internship coordinator. The internship placements must be approved in accordance with the school policies and prior to student earning credit. Junior/Senior status is required. This course is graded on a pass/fail basis. (Repeatable or concurrent with COM 490 upon department chair approval.)

Prerequisites: Take COM 201, COM 490 and permission of department chair.

Offered: Every year, All

Cinematic Production Management (FTM)

FTM 500. Production Fundamentals. 3 Credits.

This course provides a comprehensive introduction to the core principles and practices involved in the production process across various media industries, including film, television, and digital content. Topics include essential aspects such as pre-production planning, budgeting, scheduling, technical aspects of shooting, crew roles, and basic post-production techniques, with a focus on applying these fundamentals to real-world production scenarios and project development.

Prerequisites: None

Offered: Every year, Fall and Spring

FTM 501. Production Reconstruction. 3 Credits.

This class will teach and expand students' understanding of all aspects of prepping a feature film through lectures, experiential role-playing and weekly assignments. Students will analyze a produced film and will "recreate" all the steps to get into production including scheduling and budgeting through the use of industry standard software.

Prerequisites: None

Offered: Every year, Fall

FTM 502. Keys to the Production Office. 3 Credits.

Students gain an understanding of the day-to-day and week-to-week workflow in the Production Office from opening the office to the start of principal photography. Detailed "how to" information provides an overview of the full scope of the industry and functions as a map for Production Office operations, including how the office supports the process of creating a film or show, how to organize production files, deliver production reports and forms, and execute proper etiquette and protocols for daily tasks.

Prerequisites: None

Offered: Every year, Fall and Spring

FTM 503. Creative Development. 3 Credits.

Students learn to shape stories for the screen and gain a comprehensive understanding of concept development, dramatic structuring, character development and dialogue. They learn the mechanics involved in the development of new projects, including script coverage, sourcing material, script notes, creative meetings, packaging a project, and how to effectively navigate the development journey.

Prerequisites: None

Offered: Every year, Spring

FTM 505. Entertainment Law and Deal Making Practice. 3 Credits.

Students gain an overview of contemporary entertainment law in regards to production including options, contracts, negotiations, copyright, IP, and licensing. Topics covers include how a producer protects themselves legally, find representation, and how to close deals.

Prerequisites: None

FTM 508. Worldwide Sales, Marketing And Distribution. 3 Credits.

Students gain an overview of domestic and international sales and distribution, including insight into film festivals and markets, and the importance of an effective marketing campaign.

Prerequisites: None

FTM 510. Post-Production Workflow. 3 Credits.

Students gain an overview of post-production management including: staff roles and post production responsibilities, data storage and management, directors and authors rights and responsibilities to final cut, licensing, graphics and titling.

Prerequisites: None

FTM 511. Film Finance Models. 3 Credits.

This class is an overview of film, television and streaming finance models. Emphasis is on finance for the independent film market as well as productions involving the participation of major Hollywood production entities and/or broadcast and streaming platforms. Students create a finance model and business plan for a viable project.

Prerequisites: None

Offered: Every year, Spring

FTM 512. World Building and Creative Collaboration. 3 Credits.

In this course, students will narratively "build" a world that they develop as a group. World building is a powerful tool that writers use to imagine a fantastical world that requires a complexity of vision such as seen in Star Wars or in any film or show that creates a new narrative world such as "Breaking Bad." This practice also helps producers to understand how to think about what's "not on the page" in a script in regards to production, and how to realize the vision of the director.

Prerequisites: Take FTM 503

Offered: Every year, Spring

FTM 513. Mock Writer's Room.**3 Credits.**

In this project-centered course, you will explore how a writers' room functions by breaking down an existing short story and adapting it into a one-hour pilot. Through interactive learning modules, collaborative in-class assignments and weekly presentation and feedback, you will gain first-hand experience of how a writers' room functions and experience the collaborative process of developing a TV episode from start to finish.

Prerequisites: None**Offered:** Every year, Fall and Spring**FTM 514. Contemporary History of the Entertainment Industry. 3 Credits.**

This course focuses on the complexities of the industry and examines the intersection of art and business in the modern technological era of Hollywood. Topics include the evolution of production practices, distribution and exhibition of media, the role of labor and unions, how new technologies have shaped the industry and what the future holds for Hollywood. Students will deliver a research paper on applicable topics.

Prerequisites: None**Offered:** Every year, Spring**FTM 515. Showrunning for TV.****3 Credits.**

How do TV shows get on the air? Students learn about and engage in the development process for a TV series or limited series. This class will also address what it takes to actually produce a show, and how to effectively lead as a showrunner.

Prerequisites: Take FTM 512 or FTM 516 or have instructor's permission.**Offered:** Every year, Spring**FTM 516. Screenwriting Craft & Workshop.****3 Credits.**

This course focuses on advanced screenwriting skills and techniques for feature films. Students will practice the rules of storytelling, dialogue, character development, and what makes a script actually sell.

Prerequisites: None**Offered:** Every year, Fall and Spring**FTM 517. Pilot Writing for Television.****3 Credits.**

This course will focus on how to write a strong pilot script for a limited or returnable series for television/streaming.

Prerequisites: None**Offered:** Every year, Fall**FTM 518. Production Management.****3 Credits.**

This course will cover the initial steps needed understand the workflow and responsibilities of Production Management. In this class, students will take a granular, deeper dive into tagging a script, scheduling, and budgeting. They will also learn in more detail what the AD department does on a film and how it works cohesively with production.

Prerequisites: Take FTM 501.**Offered:** Every year, Fall and Spring**FTM 519. Documentary and Impact Producing.****3 Credits.**

This course is an in-depth exploration of documentary film and impact producing as an effective means to use storytelling for social change. Students will explore the current state of storytelling and documentary forms, learn to map out the social and cultural ecosystems that must be researched, engaged, and navigated for success, and how to break through the crowded media landscape to find, affect, and motivate audiences with impact.

Prerequisites: None**Offered:** Every year, Spring**FTM 520. Line Producing.****3 Credits.**

Building on the foundational work students have learned in FTM 501, this class does a deeper dive into line producing skills including a strong emphasis on budgeting techniques and strategies, working with heads of departments and producers, and managing relationships and a budget throughout production.

Prerequisites: Take FTM 501.**Offered:** Every year, Fall and Spring**FTM 524. The Studio At QU.****3 Credits.**

The Studio at Quinnipiac University is a student-run development and production studio that focuses on commercials, PSA's, documentaries, creative development, and films for real-world clients.

Prerequisites: None**Offered:** Every year, Fall and Spring**FTM 526. Creative Producing.****3 Credits.**

This course is an in-depth exploration of the role of the creative producer. Through case studies, industry guest lectures, and hands-on projects, students will gain practical knowledge of development, financing, packaging, production, and distribution. The course emphasizes the producer's creative and managerial responsibilities, examining strategies for assembling talent, crafting compelling stories, and navigating the business landscape of entertainment

Prerequisites: None**Offered:** Every year, Fall and Spring**FTM 550. Special Topics in Cinematic Production Management. 3 Credits.**

This course examines a specific topic or issue in production. Topics might focus on specific practice areas such as emerging technologies, or on industry issues and trends, such as the uses and impact of gaming platforms for virtual production pipelines, or the integrative relationship of talent management to production practices. Students may use this course to investigate a cross-listed course in a department such as Game Design, Talent Management, Public Relations, Business.

Prerequisites: None**Offered:** As needed**FTM 560. Production Practicum.****1 Credit.**

This course provides one-credit master workshops or classes on specific rotating and relevant topics in film producing, directing, AI, virtual production, casting, production management, VFX, etc. It broadens the practical hands-on education and expertise of students by providing valuable, real-world-master class targeted opportunities from successful professionals working in the field.

Prerequisites: None**Offered:** As needed**FTM 601. Graduate Thesis.****6 Credits.**

Students create a viable pitch package with supporting production management materials, or engage in a collaborative production-based project with specified parameters.

Prerequisites: None**Offered:** Summer**FTM 602. Production Internship/Apprenticeship.****3 Credits.**

Students seek and are engaged by a commercial, theatrical, episodic television or documentary for a professional production placement. Students must complete a minimum number of work hours as well as a reflection paper. Program director approval required.

Prerequisites: None**Offered:** As needed

Film, Television and Media Arts (FTM)

FTM 100. Special topics in Film, Television, and Media Arts. 3 Credits.

This course is only open to high school students in the QU Academy program. The content of this course is specialized and varies by semester and by section. A variety of topics in film, television, and media arts may be covered. Students should consult the course description in the schedule for details on specific offerings.

Prerequisites: None

Offered: As needed

FTM 102. Understanding Film. 3 Credits.

This survey of the art, industry and techniques of global cinema introduces students to the significance of film as an international medium. By exposing students to the work of outstanding filmmakers and to the major elements of film language, the course helps students develop their critical faculties and visual literacy. The course includes some weekly 2 1/2-hour screenings of full-length theatrical feature films and other short clip screenings and lecture/discussion sessions.

Prerequisites: None

Offered: Every year, All

UC: Fine Arts

FTM 110. Single Camera Production. 3 Credits.

This course gives students a thorough grounding in the basic techniques of audio and video storytelling. Students learn basic audio production, visual composition, field camera practice, lighting fundamentals and digital video editing. This is a hands-on course that requires students to produce a number of media projects throughout the semester.

Prerequisites: None

Offered: Every year, All

FTM 112. Multicamera Production. 3 Credits.

This second course introduces students to the techniques of designing and producing creative and effective audiovisual communications primarily in a studio setting. Students learn to develop creative concepts and to take them from script to screen. Lighting, and principles of good composition, structure and program design are emphasized.

Prerequisites: Take FTM 110.

Offered: Every year, All

FTM 230. Animation and Mobile Media. 3 Credits.

This course introduces the concepts and production techniques that prepare students for creative work in mobile media. Students completing this course learn how to produce animated and interactive content for the web and mobile devices or kiosks. Projects may include simple animations, interactive stories, photo and video viewers, web interfaces, green screen, animations for video, and video projects optimized for the web.

Prerequisites: None

Offered: As needed

FTM 240. Analysis of the Moving Image. 3 Credits.

How do we read images? This course explores the techniques used to create moving-image media from a formal, aesthetic, and theoretical perspective. Students learn to think and write critically about how the techniques of production work to communicate ideas and convey meaning and emotion to viewers. Students also learn critical and classical film theories to deepen their thinking and develop their own individual styles and purpose as filmmakers, media artists, and moving image analysts.

Prerequisites: Take FTM 102.

Offered: Every year, All

FTM 245. Intermediate Production. 3 Credits.

Media messages are created to meet a variety of goals, which are tailored to appeal to defined audiences. Media can be designed to entertain, to inform, to educate, to persuade or to sell. In this course, students are challenged to discern what makes a good story or project idea for each of several different content objectives. Students work through all phases of preproduction and production including scriptwriting, scheduling and budgeting as they complete a series of projects during the semester, with special emphasis on creative conceptualization, message and writing.

Prerequisites: Take FTM 110, FTM 112 and Sophomore status required.

Offered: Every year, All

FTM 280. Visual Effects (VFX) Techniques. 3 Credits.

This is a foundational course in the field of visual effects, involving intensive hands-on production and post-production training. Topics include compositing, keying, rotoscoping, tracking, retouching, color manipulation, matching, mattes and cinematography and lighting for VFX. Preproduction concepts and techniques specific to VFX creation also are covered.

Prerequisites: Take FTM 110 and FTM 112.

Offered: As needed, All

FTM 300. Special Topics. 3 Credits.

New or experimental courses on a variety of topics in film, television and media arts that in the past have ranged from the impact of social media to visual effects.

Prerequisites: None

Offered: As needed

FTM 320. History of Film I (to 1975). 3 Credits.

This course, the first in a two-semester sequence, provides a foundation in the history and aesthetics of moving image arts. Through individual films, clips, lectures and discussion, students analyze the major international film movements, their genres, directors and themes that have contributed to the development of narrative cinema. Organized thematically, films are chosen to showcase aesthetic, historical, technological and ideological concepts and their impact on the evolution of film from its inception to 1975. Sophomore status required.

Prerequisites: None

Offered: Every year, Fall

UC: Fine Arts

FTM 322. History of Film (and Television) II. 3 Credits.

This course explores the history and aesthetics of moving image arts in film and also television from 1975 to the present. Through individual films, excerpts from films and television clips, lectures and discussion, students analyze the evolution of global television and major international film movements, their genres, directors and themes to understand how they have contributed to the development of television entertainment and narrative cinema. Organized thematically, works of film and television are chosen to showcase aesthetic, historical, technological and ideological concepts and their impact on the evolution of film and television. Sophomore status required.

Prerequisites: None

Offered: Every year, Spring

UC: Fine Arts

FTM 330. Emerging Cinematography Techniques.**3 Credits.**

In this hands-on, workshop-driven course, students will learn digital, cutting-edge cinematography and lighting techniques within a virtual production environment. Utilizing the Unreal engine, students will create digital scenes and short film projects, generating digital sets, props, environments, and actors, which will come to life using Rokoko motion capture suits and hardware. From conceptualization to production, students will become familiar with camera and face-tracking technology, basic 3D design principles, and compositing techniques, allowing for the creation of exciting narrative projects.

Prerequisites: Take FTM 245.**Offered:** As needed, All**FTM 342. Directing Techniques.****3 Credits.**

This intensive, hands-on course explores the core elements of directing for the screen. Emphasis is placed on developing and understanding the role of the director, stressing techniques of pre-visualization, mise-en-scene, cinematography, and conceptualization of actors' performances, movements, and actions. Students will participate in various exercises, from exploration of acting methods, camera and lighting techniques, rehearsal techniques, and thorough script analysis and breakdown and professional production techniques. Over the course of the semester, students will direct various scenes and exercises, building a portfolio that showcases their creative voice and vision.

Prerequisites: Take FTM 245.**Offered:** Every year, Fall and Spring**FTM 355. Documentary Production.****3 Credits.**

This course challenges students to master the art of non-fiction visual storytelling. Through a combination of hands-on practical exercises and assignments, in-depth discussions, screenings, and critical analysis of documentary works, students will explore the creative and technical aspects of non-fiction and the emerging trend of documentary hybridity. From concept development and pre-production planning to directing, cinematography, sound, and post-production editing, this course will provide a comprehensive foundation for students to embark on their own creative non-fiction filmmaking journeys. Students will leave the course with a portfolio of a completed documentary short film or series pilot.

Prerequisites: Take FTM 245.**Offered:** Every year, Spring**FTM 372. Screenwriting.****3 Credits.**

Students learn to professionally develop, format, and write stories for the screen. Students are guided to gain fluency with the industry standard screenwriting software, write coverage on professional screenplays, acquire a deep knowledge of dramatic structure, learn character development strategies, and fully engage in the revision process. Writers are encouraged to connect to their material and begin to find their voices on the page. Final projects give students the opportunity to develop and write an original short screenplay, which may be produced as a Senior Capstone Project.

Prerequisites: Take FTM 245 or permission of the department chair.**Offered:** Every year, All**FTM 375. Cinematography and Lighting Techniques.****3 Credits.**

This in-depth, hands-on course offers a comprehensive dive into the work of a "director of photography." Students learn camera operation, lenses, visual composition, and lighting in great detail through multiple in-class projects and workshops. Using a range of lighting tools, equipment, instruments, and accessories, students explore the interconnectivity of light quality, camera controls, production design, color, image sensors, lens filters, and other devices to create beautiful and meaningful imagery. Other topics include electrical and set safety, gripping, and gaffing on set and on location, with all acquired knowledge culminating in a final project.

Prerequisites: Take FTM 110.**Offered:** Every year, Fall**FTM 380. Projects in Audio Production.****3 Credits.**

In this course, students learn the theory and technique behind audio capture, editing and mixing. With audio production, students learn how to record for voice, ambience and other film/radio/TV applications. In mixing, students learn how to combine disparate audio ideas in order to make meaningful expressions that can complicate and amplify visual media. Participants learn that audio storytelling goes beyond language and can be employed for emotional effect in surprising ways. Students learn the basics of working in a DAW (Digital Audio Workspace) and also learn how to "round trip" audio through the Adobe Creative Suite. Participants learn how to improve audio in their own projects while also learning about careers such as sound mixer and podcast producer. No previous musical or technical training is required to take this course.

Prerequisites: Take FTM 110.**Offered:** As needed, All**FTM 390. Projects in Multicamera Production.****3 Credits.**

Attracting and keeping the audience's attention is the first responsibility of the director. This course gives students the opportunity to explore the art and craft of directing in a multicamera, high-definition studio environment. Participants examine the roles and responsibilities of the director, including shot composition, crew motivation, calling a live production and ethics. Students are asked to visually design a television program from concept to completion in a number of genres, including news, sports, sitcoms, dramas and commercials.

Prerequisites: Take FTM 110, FTM 112.**Offered:** Every year, Fall**FTM 392. Post-Production Techniques.****3 Credits.**

In this course, students explore such topics as the expressive capability of the editing process; how editing functions to "create" time, tempo, and visual rhythm; the "building" of scenes in editing to achieve various dramatic goals; and telling the story through careful control of sound and image over time. Students gain experience in using the tools and techniques of modern digital post-production technology. Topics include post-production workflow, the art of the cut, the Rule of Six, audio mixing, sound design, foley, primary color grading, and secondary color grading. Software utilized includes the Adobe Creative Suite and DaVinci Resolve.

Prerequisites: Take FTM 110, FTM 112.**Offered:** As needed**FTM 393. Animation Techniques.****3 Credits.**

Students learn to create sophisticated 2D and 3D still and animated electronic graphics for video that are aesthetically pleasing, expressive and meaningful. Principles of good design, composition and color are stressed, as well as the ability to produce visual interest in support of communication goals.

Prerequisites: Take FTM 110, FTM 112.**Offered:** Every year, All

FTM 397. Summer Production Project.**3 Credits.**

This advanced production course is for upperclass students majoring in film, television and media arts. It either takes place on campus or on-location and involves the writing, shooting, and editing of a polished narrative, or documentary project that is then presented to a professional jury, or submitted to film festivals.

Prerequisites: Take FTM 245.**Offered:** As needed, Summer**FTM 399. Independent Study.****1-6 Credits.****Prerequisites:** Take FTM 110, FTM 112.**Offered:** As needed**FTM 450. Senior Seminar in Film and Television.****3 Credits.**

This seminar entails an in-depth examination of issues and research perspectives in film and television. Seminar titles vary each term and may cover subject areas such as film history, reality television, political documentaries, docudrama and contemporary trends in the media industry. Students should consult the School of Communications course bulletin for information about each semester's offerings. Senior status is usually required.

Prerequisites: None**Offered:** Every year, All**FTM 493. Senior Project Colloquy: Development and Pre-Production.****3 Credits.**

This required development and preproduction course must be taken in the semester prior to the student's undertaking of the Senior Project. Seniors that have decided to work in a production group and produce a short film for their Senior Project will prepare all preproduction materials as a crew over the course of the semester in preparation for principal photography. Seniors that have decided to individually write a feature-length film, or television/streaming pilot, for their Senior Project will professionally develop their film or show in preparation to write it during the spring semester.

Prerequisites: Take FTM 372.**Offered:** Every year, Fall**FTM 495. Senior Project Colloquy: Production.****3 Credits.**

In this capstone course, students are asked to create an individual thesis project that reflects the highest level of their abilities. From pitching their individual project ideas through writing, production and post-production, students are pushed to work at the peak of their skills. The creativity, quality and professionalism of the finished projects are judged by outside professionals and faculty and staff from the School of Communications FTM program, and give graduating seniors important portfolio material. Senior status in FTM is required.

Prerequisites: Take FTM 493.**Offered:** Every year, Spring**FTM 499. Independent Study.****3 Credits.****Prerequisites:** None

Graphic and Interactive Design (GID)

GID 100. Special Topics in Graphic + Interactive.**3 Credits.**

This course is only open to high school students in the QU Academy program. The content of this course is specialized and varies by semester and by section. A variety of topics in visual design may be covered. Students should consult the course description in the schedule for details on specific offerings.

Prerequisites: None**Offered:** As needed, All**GID 110. Design Research and Methods.****3 Credits.**

This foundation course in research methods for art and design introduces informed strategies for problem solving and prepares students for upper-level coursework in graphic and interactive design. Emphasis is placed on the role of critical thinking in the design process. Theoretical models of design analysis are introduced. Practical hands-on methods include visual research, design journals, thumbnail sketches, mind maps, storyboards, comprehensives, diagramming, prototyping, case studies, topic and content development and other forms of conceptualization.

Prerequisites: None**Offered:** Every year, Fall**GID 161. Web Design I.****3 Credits.**

This course extends the knowledge and practice of visual design using professional-level software for the creation of web design in preparation for advanced coursework. Students produce course projects that demonstrate creativity, design concepts, critical thinking, aesthetic principles and basic technical competence.

Prerequisites: Take GID 110; and COM 130.**Offered:** Every year, Fall**GID 200. Special Topics in Graphics and Interactive Design.****3 Credits.****Prerequisites:** None**Offered:** As needed**GID 205. Visual Thinking: Practice and Process.****4 Credits.**

This course builds a foundation in visual thinking practices and cultivates a better understanding of the creative process. Students examine the ways in which images communicate meaning and how visual thinking can be used as an alternative to and enhancement of verbal and quantitative thinking. Insights and applications to different fields including psychology, art, medicine, literature and business are explored throughout. The study and practice of a variety of visual thinking techniques build the foundation for generating innovative concepts and developing personal creative and visual thinking practices. No previous art, design or drawing experience necessary.

Prerequisites: None**Offered:** As needed**GID 210. Graphic Design History.****3 Credits.**

This course surveys the historical and cultural events, movements and achievements that laid the groundwork for the contemporary practices and products of graphic design. Through lecture, video, discussion, research and studio projects, students are introduced to the visual history, the innovators and the technologies that influenced and transformed the practices of visual communication.

Prerequisites: Take GID 110.**Offered:** As needed**GID 250. Web Design II.****3 Credits.**

This intermediate web design course provides further study in current industry standards for UX/UI design. User experience and user interface methods are explored and practiced in addition to a grounding in information architecture processes and techniques. Websites are developed using responsive design requirements.

Prerequisites: Take GID 110 and GID 161**Offered:** Every year, Spring

GID 270. Typography I. 3 Credits.

This course enables the student to both understand type and to use it as a design element. Using current computer graphics technology, topics explored include the use of type, page layout, color and the importing of graphics. Using professional page layout software, students create projects that demonstrate both design aesthetics and technical skills. Finished pieces are printed and become part of the student's portfolio.

Prerequisites: Take COM 130; and GID 110.

Offered: Every year, Spring

GID 300. Special Topics in GID. 3 Credits.

Prerequisites: Take GID 161 or COM 130.

Offered: As needed

GID 301. Motion Graphics I. 3 Credits.

This course explores aesthetic, critical and technical topics in motion graphics and 2D animation. Students produce projects that demonstrate knowledge and understanding of 2D animation and motion graphics used in the field of design.

Prerequisites: Take GID 110 and GID 161.

Offered: Every year, Fall

GID 305. Digital Photography. 3 Credits.

This course explores the aesthetic, critical and technical topics in the creation of photographic images. Through practice, research and critique, students develop the conceptual, technical and critical skills needed to create innovative photographic projects.

Prerequisites: None

Offered: As needed

GID 315. Mobile Interaction Design. 3 Credits.

This course covers practical techniques for researching, designing and prototyping mobile applications and experiences. Some of the topics covered include wireframe creation, user studies and paper and digital prototyping.

Prerequisites: Take GID 301.

Offered: Every year, Spring

GID 340. Italian Design and Visual Culture. 3 Credits.

This course examines how Italy become a world trendsetter in design and visual communication. Italian fashion, interior and industrial design, architecture, graphic design, advertising, and film have been highly recognizable around the globe. In this class, we will explore how Italian artistic and utilitarian trends evolved through the ages, paving the way to contemporary design. During the course, students will explore the difference between art and design, focusing on form and function and the messages the design conveys. During the spring break, the course will include a travel opportunity to Italy.

Prerequisites: None

Offered: Every other year, Spring

GID 370. Typography II. 3 Credits.

This course picks up where GID 270 leaves off by instructing in advanced typographic design; the use of grid structures; juxtapositions of type and image; and preparation for offset printing. Using the current computer technology, students create projects that demonstrate both an advanced knowledge of design/typography and current digital production processes. Finished pieces are printed and become part of the student's professional portfolio.

Prerequisites: Take GID 270.

Offered: As needed

GID 399. Advanced Independent Studio Work in Graphic and Interactive Design. 1-6 Credits.

Advanced independent studio work in graphic and interactive design.

Prerequisites: None

Offered: As needed

GID 400. Special Topics in GID. 3 Credits.

Prerequisites: Take GID 301.

Offered: As needed

GID 410. Web Design III. 3 Credits.

This course explores advanced aesthetic, critical and technical topics in website design, development, structure and information architecture. Students use problem-solving methods of design research and analysis combined with authoring and scripting environments to enhance design, interaction, usability and effective communication. Topics include current processes and technologies of web design and web standards. Senior status required.

Prerequisites: Take GID 250 and GID 301.

Offered: Every year, Fall

GID 416. Design Sprints. 3 Credits.

The Google Sprint and Design Thinking Sprints are proven processes for answering critical business questions through design, prototyping, and testing ideas with customers. Students will learn to facilitate product design sprints using these processes while experiencing a key role on an interdisciplinary, collaborative sprint team. This course covers facilitation best practices (remote, hybrid, and in-person) and a variety of sprint workshop methodologies and tools. Students complete a portfolio quality case-study of the sprint experience to use for employment purposes. All disciplines are welcome - you don't need to be a designer to become a great facilitator.

Prerequisites: None

Offered: Every year, Summer

GID 440. Motion Graphics II. 3 Credits.

This course explores advanced aesthetic, critical and technical topics in motion graphics and animation. Topics include typography and motion graphic design and layout, editing digital video, and audio. Students use problem-solving methods of design research and analysis to produce digital video animations that demonstrate both knowledge and understanding of motion graphics, and that provide them with professional entry into the field.

Prerequisites: Take GID 301.

Offered: As needed

GID 480. Senior Seminar and Portfolio. 3 Credits.

In this course, students consider critical issues in interactive design and prepare a portfolio, website, resume and other professional materials. For majors in graphic and interactive design. Senior status is required.

Prerequisites: Take GID 410.

Offered: Every year, Spring

GID 499. Advanced Independent Studio Work in Graphic and Interactive Design. 3 Credits.

Advanced independent studio work in graphic and interactive design.

Prerequisites: None

Offered: As needed

Interactive Media and Communications (ICM)

ICM 501. Foundations in Interactive Media Graduate Studies. 3 Credits.

A sequence of readings, practices and exercises introduces the students to the "focus" and "deep work" required of master's-level study. Through structured discussions, presentations, projects and readings within the interactive media field, students build the knowledge base and critical skills required to formulate methodological research and practice across media.

Prerequisites: None

Offered: Every year, Fall and Summer

ICM 502. Visual Design. 3 Credits.

This course covers the principles and practices associated with graphic design as a way to make complex information easier to understand and use. With a primary focus on typography as the fundamental means of conveying content, the course emphasizes the creative process of organizing and visualizing type and images through hierarchy, spatial organization of grid structures, positive and negative space, depth perception, transparency, and color theory. Readings locate design and typography within the larger history of visual art and graphic design and in relation to technology developments. Students who majored in GID at Quinnipiac as undergraduates, or those with professional graphic design experience should choose another course.

Prerequisites: None

Offered: As needed

ICM 504. Motion Across Media. 3 Credits.

This course offers a hands-on exploration of motion graphics and animation, emphasizing both creativity and technical proficiency. Key assignments include short motion graphic projects such as logo stingers, short narratives, user interface animations, and a final project, where students have the creative freedom to develop an advanced motion graphics piece of their choice, incorporating all the skills acquired throughout the semester. Students will develop an understanding of animation principles, motion design, and visual storytelling through a series of project-based assignments that can be delivered across multiple platforms.

Prerequisites: None

Offered: As needed

ICM 505. Website Technology and Publishing Basics. 3 Credits.

This course is a mix of guided learning and independent study, focusing on the foundations of web technology and the process of creating and managing a website. Students will develop a site, choosing one of several optional development paths, from no-coding site builders/Content Management System (CMSs) to VYSWIG editors, hand-coding, or a hybrid approach.

Prerequisites: None

Offered: As needed

ICM 506. Writing for Interactive Media. 3 Credits.

Good writing skills are vital for professional communication, especially in the continually changing interactive media landscape. In this course, students create, develop and hone a distinct written voice within varied media environments. Participants focus on how to accomplish (or enhance) this process using effective compositional techniques, artificial intelligence (AI), and best practices across digital mediums.

Prerequisites: None

Offered: Every year, Fall and Spring

ICM 508. Audio and Video Design. 3 Credits.

This project-based course is designed to provide students with skills in audio and video production, focusing on storytelling, technical proficiency, and creative expression. Students will explore the principles of sound design, video composition, and post-production techniques while working on hands-on projects such as audio podcasts, video montages, how-to videos, and mini documentaries. Emphasis will be placed on mastering editing software, developing effective production workflows, and understanding the nuances of multimedia communication.

Prerequisites: None

Offered: As needed, All

ICM 512. Principles of User Experience Design. 3 Credits.

This course explores the ever-changing processes and methods of user experience design. The Human-Centered Design and Design Thinking process are studied through readings and hands-on projects that cover empathy, the psychology of the user, problem definition, and ideation methods.

Prerequisites: None

Offered: As needed

ICM 513. Content Strategy. 3 Credits.

Content is critical in today's media landscape, but without a strategic plan, it can remain invisible to the audience you wish to reach. In this course, students learn the best ways to design and implement a content strategy to engage a targeted audience. They are immersed in the planning for the creation and distribution of engaging stories and information. Students become content strategy practitioners who know how to use words, pictures, video, and social and mobile media to build an audience and communicate value.

Prerequisites: None

Offered: As needed

ICM 514. Understanding Your Audience. 3 Credits.

Usability is the study of discrepancies between expected and actual user behavior. The course introduces students to empirical user research methods such as contextual inquiry, ethnographic studies, card sorting, and cognitive walkthroughs, that provide the foundation for user-centered interaction and communications design. In addition, students conduct effective usability tests, interviews, and surveys.

Prerequisites: None

Offered: As needed

ICM 516. Design Sprints. 3 Credits.

The Google Sprint and Design Thinking Sprints are proven processes for answering critical business questions through design, prototyping, and testing ideas with customers. Students will learn to facilitate product design sprints using these processes while experiencing a key role on an interdisciplinary, collaborative sprint team. This course covers facilitation best practices (remote, hybrid, and in-person) and a variety of sprint workshop methodologies and tools. Students complete a portfolio quality case-study of the sprint experience to use for employment purposes. All disciplines are welcome - you don't need to be a designer to become a great facilitator.

Prerequisites: None

Offered: As needed

ICM 517. Ideation, Prototyping and Testing.**3 Credits.**

Ideation, prototyping and testing teaches students how to use low and high-fidelity sketching, information architecture, flowcharts, wireframes, user interface design, and functional prototypes for a variety of design problems. Through a series of creative projects, students learn various methods for each of these steps in the development of design products.

Prerequisites: None**Offered:** As needed**ICM 518. Visual Storytelling.****3 Credits.**

The course provides an introduction to the concept of visual storytelling and immerses students in the theory and practice of creating and delivering visual narratives in digital environments. The course includes both the history of visual storytelling as well as contemporary approaches used in a variety of information related disciplines. Students analyze examples of work and apply that knowledge to create their own visual narratives.

Prerequisites: None**Offered:** As needed**ICM 522. Social Media Practice and Techniques.****3 Credits.**

The widespread use of social media in society has created a communications environment built on platforms that encourage contribution and collaboration through user-created media and interaction. This course explores the underlying concepts, development and management of social media platforms as well as the creation of effective approaches to facilitate a viable social media presence.

Prerequisites: None**Offered:** As needed**ICM 524. Social Media Analytics.****3 Credits.**

This course provides students with a comprehensive understanding of social media analytics, focusing on both organic strategies and paid advertising techniques. Through hands-on experience with tools and metrics, students will learn to track and optimize social media performance. They will explore the balance between content creation, audience engagement, and targeted paid campaigns. Using real-world case studies and data, students will develop strategies to achieve marketing goals through social media.

Prerequisites: None**Offered:** As needed**ICM 526. Social Media for the Public Good.****3 Credits.**

Social media has transformed the way individuals, groups, organizations, and cultures share information and relate to one another, and its potential harmful effects continue to be documented and studied. But are there ways social media could have a positive impact in our world? Students will dig deep into ways social media can help promote healthy movements, campaigns, relationships, and well-being. Through research and practice, students will begin to develop constructive steps for a more productive, values-based, and sensitive future for social media.

Prerequisites: None**Offered:** As needed**ICM 528. Content Creation.****3 Credits.**

In this course, we explore the creation of engaging content. Students are guided through the process of planning and creating a suite of related projects in the medium(s) of their choice (writing, video, audio, image making.) The focus is on the conceptual processes and practices used in developing a unique and persuasive body of work to be distributed across mediums. Areas of interest are researched and then developed into a series of related pieces.

Prerequisites: None**Offered:** As needed**ICM 529. Data Visualization.****3 Credits.**

This is a course in finding and telling visual stories from data. Students explore fundamental principles of data analysis and visual techniques, examine chart types and when to use them, and learn how to acquire, process and filter data. Through an understanding of data visualization best practices and audience analysis, students are able to identify and articulate what makes a successful information design. Industry-standard software tools are used to create static and interactive graphics—including charts, maps and diagrams—that make information more accessible to the intended audiences.

Prerequisites: None**Offered:** As needed**ICM 531. Graduate Internship.****3 Credits.**

This elective course provides interactive media students with the opportunity to work in a professional setting to acquire additional skills and insights into their chosen area of study. Students completing this course are required to work in a supervised environment. All internships must be approved by the graduate program director.

Prerequisites: None**Offered:** As needed, All**ICM 540. Interactive Communications Abroad.****3 Credits.**

This multi-section course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments, and specializations. Students conduct primary and secondary research on communications in a particular country or cross-cultural context. The topics can range from international visual arts through storytelling, global branding, and design, depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic of the course, where students will be able to expand their skills and knowledge in a new environment. An interactive communications graduate-level final project is required.

Prerequisites: None**Offered:** As needed**ICM 601. Master's Capstone.****3 Credits.**

Students create a professional quality web portfolio selected from the best work from their courses and experiences in the master's program. Each student is facilitated through the process of identifying and packaging works, creating a consistent message and image using the products of their research and practice.

Prerequisites: Take ICM 501 and ICM 506.**Offered:** Every year, Spring and Summer

Journalism (JRN)

JRN 100. Special Topics in Journalism.**3 Credits.**

This course is only open to high school students in the QU Academy program. The content of this course is specialized and varies by semester and by section. A variety of topics in journalism may be covered. Students should consult the course description in the schedule for details on specific offerings.

Prerequisites: None**Offered:** As needed

- JRN 106. Video Storytelling Techniques. 3 Credits.**
Students learn the fundamentals of video production, including the use of cameras, editing software, lights, microphones, and more to tell stories on TV, online, and on social media. Special emphasis is placed on video camera use, composition and lighting, capturing audio, continuity, interviewing, voiceovers, graphics, and shooting and editing action.
Prerequisites: None
Offered: Every year, All
- JRN 200. Special Topics in Journalism. 3 Credits.**
Students engage in a detailed examination of current issues in journalism in a format that may incorporate academic research, journalistic writing and multimedia presentations. Students should consult the School of Communications course bulletin for information about each semester's offerings.
Prerequisites: None
Offered: As needed
- JRN 205. Photojournalism Fundamentals. 3 Credits.**
This hands-on course focuses on creating compelling, original news photography using the latest DSLR and Mirrorless cameras that journalists in the field are using today. Students learn about the basics of photography in this course and how to shape those technical skills into competent photojournalism.
Prerequisites: None
Offered: Every year, All
UC: Fine Arts
- JRN 260. News Writing. 3 Credits.**
This course teaches the principles and practices of news writing for digital platforms and print. Journalists must acquire skills to identify a news story and its essential elements, gather information efficiently, place it in a meaningful context, and write concise and compelling accounts. The readings, discussions, exercises and assignments for this course are designed to help students acquire such skills and understand how to utilize them wisely.
Prerequisites: Take COM 140.
Offered: Every year, All
- JRN 263. Broadcast News Writing. 3 Credits.**
Students are introduced to the fundamentals of writing for the broadcast media in a professional environment. Topics include writing for audio and television, as well as integrating sound and video into news stories. The course also provides a basic understanding of primary journalistic values such as accuracy and fairness as they apply to broadcast news.
Prerequisites: Take COM 140.
Offered: Every year, All
- JRN 275. Reporting Fundamentals. 3 Credits.**
This course helps develop strong news reporting skills, including how to gather, analyze and use information for journalistic stories. Students learn to identify and use public records and documents, make FOIA requests, conduct thought-provoking interviews, and more in ethical and legal ways.
Prerequisites: Take JRN 260 or JRN 263.
Offered: Every year, All
- JRN 285. Mobile Journalism: The Future of News. 3 Credits.**
News consumption on smartphones and tablets has surpassed that of desktops and newspapers, making mobile devices key to the future of news. Students examine the impact of this trend on the future of journalism, learn about the technologies necessary to produce news on these devices, critique the user experience provided by various apps and mobile websites, and produce a news app of their own. They also learn how to cover news events using mobile technology, how to produce mobile news stories and how to work in a mobile newsroom.
Prerequisites: Take COM 140.
Offered: As needed, Spring
- JRN 300. Special Topics in Journalism. 3 Credits.**
Students engage in a detailed examination of current issues in journalism in a format that may incorporate academic research, journalistic writing and multimedia presentations. Students should consult the School of Communications course bulletin for information about each semester's offerings.
Prerequisites: Take COM 140.
Offered: As needed, All
- JRN 301. Special Topics. 4 Credits.**
Prerequisites: None
Offered: As needed
- JRN 302. Podcasting & Audio Storytelling. 3 Credits.**
This hands-on course explores creative audio storytelling via the podcast. Students learn how to research, write, record, edit and self-publish creative nonfiction and fictional stories that are both original, and emulate some of the most popular podcasts on the market. Special emphasis is placed on audio gathering techniques, storytelling techniques and interviewing for live and recorded shows. Students may not receive credit for both JRN 302 and JRN 280.
Prerequisites: None
Offered: Every year, All
- JRN 303. TV Reporting and Anchoring. 3 Credits.**
Students learn how to report, write, shoot, edit, and present news packages for TV and online streaming. Additional topics include news judgment, content selection, interviewing, use of voice, and creative performance in standups and newscast anchoring. Students may not receive credit for both JRN 303 and JRN 291.
Prerequisites: Take one from each group: JRN 106, SPS 106, SPCM 110 and JRN 260, JRN 263, SPCM 201.
Offered: Every year, Fall
- JRN 306. Social Media for Journalism. 3 Credits.**
Students are introduced to ways of sharing stories and reaching audiences on social media, the critical concepts of search engine optimization, and using industry recognized best practices for writing headlines, leads and URLs.
Prerequisites: None
Offered: Every year, All
- JRN 311. Advanced TV Reporting. 3 Credits.**
In this course, students produce in-depth television news, sports, entertainment, event and feature stories building on the skills learned in TV Reporting.
Prerequisites: Take JRN 291 or JRN 303.
Offered: As needed

JRN 315. The Art of Interviewing.**3 Credits.**

Compelling stories don't just happen. They come from strong interviewing skills. Students learn how to ask questions that lead to meaningful responses, emotion and expertise, using in-class and out-of-class exercises. Students also analyze and critique the interviewing techniques used by professional journalists.

Prerequisites: None**Offered:** As needed**JRN 325. Telling Global Stories.****3 Credits.**

Using multimedia to gather and present facts lets journalists expand the scope of their storytelling. Students in this course examine current international journalism trends and socioeconomic and political issues specific to a developing country, learn fact-gathering techniques, and travel to that country during spring break to put into practice what they have learned. After spring break, students work on an interdisciplinary multimedia project.

Prerequisites: None**Offered:** As needed, Spring**JRN 328. Data Visualization & Emerging Storytelling.****3 Credits.**

News audiences are adapting to more sophisticated storytelling across all screens. Data visualization engages those audiences by adding layers of comprehension and beauty to dense information. This course teaches students to enhance journalism through hands-on information design, both static and interactive.

Prerequisites: None**Offered:** Every year, Fall and Spring**JRN 360. Public Affairs Reporting.****3 Credits.**

In this course, students learn and practice watchdog journalism, helping to inform our communities and keeping public figures and institutions in check. Students cover in-depth news off campus, on topics such as crime, public health, politics, education and the environment. In conversations with working journalists, students learn both innovative and proven strategies for reporting. Students also work individually and in teams to publish stories and multimedia projects based on public data, documents and interviews.

Prerequisites: Take JRN 275.**Offered:** As needed**JRN 361. Sports Reporting (SPS 361).****3 Credits.**

This course introduces students to coverage of sports for the news media and includes event coverage, profiles and trend pieces.

Prerequisites: Take one of the following: JRN 260, JRN 263, or SPCM 201.**Offered:** Every other year, Fall**JRN 362. The Story of Football (SPS 362).****3 Credits.**

This course traces the historical trajectory of American football and the coaches, players and media portrayals that transformed the game from a 19th-century collegiate test of manliness to what it is today: a spectator sport of immense appeal whose popularity endures despite more than a century of concerns over the game's debilitating and sometimes lethal violence.

Prerequisites: None**Offered:** Every year, Fall**JRN 364. Sports Broadcasting.****3 Credits.**

This course introduces students to the concepts and content of what makes a good sports broadcaster. Aspects of sports broadcasting, both from inside the studio and outside on the field of play are explored. Students will learn and take on all the roles involved in sports broadcasting: that of a studio host, play by play, analyst, sideline reporter, interviewer and more.

Prerequisites: Take one from each group: JRN 263 or SPCM 201 and JRN 106 or SPS 106 or FTM 110.**Offered:** Every other year, Fall**JRN 365. Effective Copy Editing.****3 Credits.**

Students learn the basics of editing online text, magazines and newspapers, with an emphasis on copyediting, headline writing, composition and story packaging.

Prerequisites: Take JRN 275.**Offered:** As needed**JRN 372. Entrepreneurial Media (The MIC Project).****3 Credits.**

This course addresses the fiscal and distribution challenges faced by journalists and media professionals and empowers student teams to construct sustainable business models. Students experiment with the latest technology, exchange ideas with some of the industry's most prominent thinkers and developers, and create content or products for viable media business ventures. Open to all School of Communications students.

Prerequisites: Take COM 140**Offered:** Every year, Fall**JRN 375. Cultural and Entertainment Journalism.****3 Credits.**

Students learn how to write about arts and culture by reporting on local events and developing a theoretical framework for cultural reviewing. Topics include television, music, theater and film. In addition to hands-on reporting assignments, coursework includes readings, screenings and fieldwork.

Prerequisites: Take JRN 260.**Offered:** As needed**JRN 380. Multimedia Storytelling.****3 Credits.**

This course covers the principles and practices associated with researching and producing stories for digital media. Students are required to produce stories that include textual, audio, video and interactive elements.

Prerequisites: Take one from each group: JRN 106 or SPS 106 or FTM 110 and JRN 260 or JRN 263 or SPCM 201.**Offered:** Every year, Fall**JRN 388. The Stories of Business.****3 Credits.**

Students learn methods and tactics of writing about businesses for mass communication. The course covers why and how companies operate and how to write stories about corporate news from public records and other sources.

Prerequisites: None**Offered:** As needed

- JRN 395. Broadcast Performance.** 3 Credits.
This course explores the variety of skills required to communicate effectively through broadcasting. Students learn and practice on-air presentation techniques for effective delivery and interpretation. The course focuses on voice, voice control and the phrasing interpretation of copy and body language. Study focuses on performance techniques, creativity, writing and analytical skills needed to communicate effectively. Open to broadcast and print students.
Prerequisites: Take one from each group: JRN 106 or SPS 106 or FTM 110 and JRN 263 or SPCM 201.
Offered: Every other year, Spring
- JRN 400. Special Topics in Journalism.** 3 Credits.
Students should consult the School of Communications course bulletin for information regarding each semester's offerings.
Prerequisites: None
Offered: As needed
- JRN 450. Senior Seminar.** 3 Credits.
This seminar entails an in-depth examination of issues and research perspectives in journalism. Seminar titles vary each term and may include topics such as ethics in journalism, diversity in the newsroom, and international journalism practices. Students should consult the School of Communications course bulletin for information about each semester's offerings.
Prerequisites: None
Offered: Every year, All
- JRN 470. Narrative Journalism.** 3 Credits.
Students in this class learn to report and write long-form articles suitable for publication in online and print magazines. Over a series of major writing assignments, students apply their research and interviewing skills to produce exhaustively reported and elegantly written articles. Topics in the course include: lead writing, article structure, interviewing, the use of statistics and the application of narrative techniques to journalistic writing.
Prerequisites: Take JRN 275.
Offered: As needed
- JRN 480. Advanced Multimedia Storytelling.** 3 Credits.
Many newsrooms now combine multiple types of media to immerse readers and make complex stories more digestible. This course covers the reporting and production skills needed to build many of these new forms, including interactive graphics and maps, and advanced audio and video projects. Students also study past and present interactive journalism projects and meet with some of the professionals who designed them.
Prerequisites: Take JRN 380.
Offered: As needed
- JRN 495. Advanced Reporting.** 3 Credits.
Students will learn about advanced storytelling techniques across news distribution platforms (broadcast, video, audio, online, social media, photojournalism, etc.) and work on a series of long, in-depth pieces of journalism showing mastery of those techniques.
Prerequisites: Take JRN 275.
Offered: As needed
- JRN 496. The QNN Newscast.** 3 Credits.
In this course students act as producers, news and sports reporters, writers, editors and anchors as they put on a live weekly newscast. Newscasts are recorded and critiqued for student portfolios.
Prerequisites: Take one from each: JRN 106 or SPS 106 or FTM 110 and JRN 263 or SPCM 201.
Offered: As needed, Spring
- JRN 498. Journalism Capstone.** 4 Credits.
In this capstone course for the journalism major, students work on long, in-depth pieces of journalism across platforms. The stories include numerical or statistical information, multiple interviews from a variety of diverse sources, and show the students' command of the techniques used to produce and present news in print, broadcast and digital environments. Senior status required.
Prerequisites: None
Offered: Every year, All
- JRN 499. Independent Study.** 1-6 Credits.
Prerequisites: None
- JRN 500. Special Topics in Journalism.** 3 Credits.
This course consists of seminar-based classes that consider emerging areas of scholarly research or industry developments in journalism, with a particular focus on how a specific research activity or industry development illustrates issues regarding economic, gender and social groups.
Prerequisites: None
Offered: As needed
- JRN 501. Reporting and Fact-Checking.** 3 Credits.
Students are introduced to the basic practices and tools of journalism, which include interviewing, identifying and accessing public documents, writing leads and constructing organized, balanced stories.
Prerequisites: None
Offered: Every year, Fall
- JRN 504. Sports Writing, Reporting & Content Creation.** 3 Credits.
This course focuses on the fundamentals of sports writing, reporting, and creating video, online, and social content to present comprehensive sports stories.
Prerequisites: None
Offered: Every year, Fall
- JRN 506. Social Media for Journalism.** 3 Credits.
Students are introduced to ways of sharing stories and reaching audiences on social media, the critical concepts of search engine optimization, and using industry recognized best practices for writing headlines, leads and URLs.
Prerequisites: None
Offered: Every year, All
- JRN 521. Podcasting & Audio Storytelling.** 3 Credits.
This hands-on course explores creative audio storytelling via the podcast. Students learn how to research, write, record, edit and self-publish creative nonfiction and fictional stories that are both original, and emulate some of the most popular podcasts on the market. Special emphasis is placed on audio gathering techniques, storytelling techniques and interviewing for live and recorded shows.
Prerequisites: None
Offered: Every year, Fall
- JRN 524. Sports TV Reporting and Anchoring.** 3 Credits.
Students learn how to report, write, shoot, edit, and present sports news packages for TV and online streaming. Additional topics include news judgment, content selection, interviewing, use of voice, and creative performance in standups and sportscast anchoring.
Prerequisites: None
Offered: Every year, Fall

JRN 525. TV Reporting and Anchoring.**3 Credits.**

Students learn how to report, write, shoot, edit, and present news packages for TV and online streaming. Additional topics include news judgment, content selection, interviewing, use of voice, and creative performance in standups and newscast anchoring.

Prerequisites: None**Offered:** Every year, Fall**JRN 528. Data Visualization & Emerging Storytelling.****3 Credits.**

News audiences are adapting to more sophisticated storytelling across all screens. Data visualization engages those audiences by adding layers of comprehension and beauty to dense information. This course teaches students to enhance journalism through hands-on information design, both static and interactive.

Prerequisites: None**Offered:** Every year, All**JRN 530. Independent Study (ICM530).****3 Credits.**

This is a special course offered to accommodate students who seek advanced practical training or advanced research in an area not directly included in the curriculum. The topic and scope of the course is developed by the student in consultation with a faculty adviser, subject to approval by the dean.

Prerequisites: None**Offered:** Every year, All**JRN 531. Graduate Internship.****3 Credits.**

Experience in association with working professionals is essential to securing career opportunities. Students completing an elective internship to secure such experience are required to work in a supervised environment, approved by the graduate program director.

Prerequisites: None**Offered:** Every year, All**JRN 546. Advanced Multimedia Storytelling.****3 Credits.**

Many newsrooms now combine multiple types of media to immerse readers and make complex stories more digestible. This course covers the reporting and production skills needed to build many of these new forms, including interactive graphics and maps, and advanced audio and video projects. Students also study past and present interactive journalism projects and meet with some of the professionals who designed them.

Prerequisites: None**Offered:** Every year, Spring**JRN 552. Media Law and Ethics.****3 Credits.**

A thorough knowledge of laws and ethical behavior is essential to the professional practice of journalism. As such, this course covers the legal and ethical dimensions of media communications across platforms, with an emphasis on First Amendment, privacy and copyright issues.

Prerequisites: None**Offered:** Every year, Spring**JRN 561. TV Sports Game Coverage.****3 Credits.**

Play-by-play coverage, color commentary, pre-game, post-game and intermission reports are among the most important aspects of televised sports, as each reveals and promotes the storylines through which games are covered. This course introduces students to the concepts and content behind the production of studio shows.

Prerequisites: None**Offered:** Every year, Fall**JRN 562. Sports Law and Ethics.****3 Credits.**

Federal antitrust law and regulations show that college and professional sports are treated as special components of American culture. This course examines the legal structure that grants special privileges to sports and to the ethical challenges sports journalists confront in going beyond the games to find the story.

Prerequisites: None**Offered:** Every year, Spring**JRN 563. Sports Data Visualization & Analytics.****3 Credits.**

Sports audiences are adapting to more sophisticated storytelling across all screens. Data visualization engages those audiences by adding layers of comprehension and beauty to dense information. This course teaches students to enhance journalism through hands-on information design, both static and interactive.

Prerequisites: None**Offered:** Every year, Spring**JRN 564. Sports Audio & Podcasting.****3 Credits.**

Audio production and podcasting are important ways to engage with audiences. Students will learn how to produce, present, and distribute talk shows, news stories, opinion segments and sports narratives in a compelling way.

Prerequisites: None**Offered:** Every year, Fall**JRN 565. TV Sportscast Producing & Anchoring.****3 Credits.**

Students in this course write, produce and distribute a 30-minute sports program for broadcast featuring stories that illustrate intriguing and inspiring stories of a Division I college athletic department. Every student engages in shooting, editing, writing, interviewing, presenting and distributing the final product. Additionally, students originate and perform local and national style sports highlight segments along with live in-depth interviews.

Prerequisites: None**Offered:** Every year, Spring**JRN 567. Sports Social Media.****3 Credits.**

Students are introduced to the concepts of reporting sports stories on social media platforms, audience engagement, search engine optimization, and other techniques to ensure strong storytelling reaches targeted audiences.

Prerequisites: None**Offered:** Every year, Spring**JRN 574. Crafting the Sports Feature.****3 Credits.**

Feature writers capture athletes when they are most noble, frail or otherwise vulnerable or heroic. They also capture the moment when a game means more than that. This course teaches students to apply creative vitality to their ideas and writing on sports outside of game stories.

Prerequisites: None**Offered:** Every year, Spring**JRN 588. Business Reporting.****3 Credits.**

Students learn methods and tactics of writing about businesses for mass communication. The course covers why and how companies operate and how to write stories about corporate news from public records and other sources.

Prerequisites: None**Offered:** As needed

JRN 589. Critical Issues in Sports. 3 Credits.

This seminar-style course explores a current issues in sports and sports media in-depth from a variety of perspectives to provide a greater understanding of the role of sports in society.

Prerequisites: None

Offered: Every year, Fall

JRN 595. Sports Newsroom Clinical. 3 Credits.

In this course, students cover stories for a sports website, focusing on weekly assignments and longer form stories that include a variety of multimedia elements.

Prerequisites: None

Offered: Every year, Spring

JRN 600. Capstone Proposal. 3 Credits.

Students completing the journalism program conduct research and do preliminary reporting to write a capstone project proposal based on their area of inquiry. The faculty adviser and graduate program director must approve the topic.

Prerequisites: None

Offered: Every year, Fall

JRN 601. Capstone Project. 3 Credits.

Students completing the journalism program must complete a capstone project. Under the guidance of the their faculty adviser, students create an original, in-depth, professional-quality journalism project. This course is graded on a pass/fail basis.

Prerequisites: None

Offered: Every year, All

Media Studies (MSS)

MSS 131. Media Innovators. 3 Credits.

This course examines how media companies develop and refine media products and platforms. Learners examine how media companies anticipate and/or respond to different cultural, technological, and economic structures that create constraints and leave open the possibilities for media practitioners. Using a case study approach, the course explores how decision-makers have adapted to the dynamic media marketplace, the types of data they solicit, and the ways in which they confront the risks associated with creating and distributing media products.

Prerequisites: None

Offered: Every year

MSS 200. Special Topics. 0-3 Credits.

The subject considered varies each semester depending on faculty and student interests.

Prerequisites: None

Offered: As needed

MSS 220. Media, History and Memory. 3 Credits.

This course examines the relationship between media, history, and memory, focusing on how media shape both individual and collective memories of historical figures, events, and eras. Students learn how the past informs the present and how current media "re-present" the past. The course pays particular attention to who controls the historical narrative and the work done to recover forgotten/excluded voices and include their stories in U.S. history. In the major course project, students interview a family or community member about a specific historical event. The resulting essay, video, podcast analyzes the media's influence on both individual memory and collective memory.

Prerequisites: Take EN 102 or EN 103H

Offered: Every year, Fall and Spring

UC: Humanities

MSS 240. Is AI Taking Over? Disruption, Disinformation, and the Future Of Communication. 3 Credits.

This course helps students understand how technologies such as artificial intelligence, virtual and augmented reality, facial recognition, and location-based services are radically transforming the way we communicate in disparate fields, including the media, science, art, politics, and business. Through critical analysis of technology, communication and power, students will understand how the promises of new technologies can be seized and warped, yielding significant disruptive consequences. Students will also develop critical thinking, research and writing skills, including accessing, analyzing, and properly citing sources for research on technology and media.

Prerequisites: Take EN 102.

Offered: Every year, Fall and Spring

UC: Breadth Elective

MSS 300. Special Topics. 3 Credits.

Topics vary each semester depending on faculty and student interests.

Prerequisites: None

Offered: As needed

MSS 311. Diversity in the Media (WGS 311). 3 Credits.

This course examines the role of media in the construction of social categories such as gender, race, class and sexual orientation. Students learn about the media as one of a number of social institutions—including religion, education and family—that influence our understanding of cultural difference. The course presents a variety of perspectives that address diversity in relation to both print and electronic media, emphasizing popular culture. Media diversity issues are analyzed in relation to ownership, representation, audience reception and the media workforce. Junior status required.

Prerequisites: Take WGS 101 or COM 120.

Offered: Every other year

MSS 320. Communication Technologies: Evolution and Impact. 3 Credits.

This course explores the rapid spread of technology in the 21st century. Students examine the development, diffusion, and cultural impact of older technologies (e.g. the telephone, radio, television) for lessons that can be applied to more recent technological developments (e.g. the smartphone, streaming media, and social media). This blueprint is then used to predict, evaluate, and critique emerging technologies and the effects that they may have on culture, politics, economics, and everyday life in the next 10-20 years.

Prerequisites: Take COM 120.

Offered: As needed

MSS 332. Media Research Methods. 3 Credits.

The course introduces students to a variety of media research methods through readings and hands-on exercises. Goals include helping students become knowledgeable and critical readers of media-related research produced in both industry and academic settings, and teaching students fundamental aspects of conducting media research and leading-edge strategies for effectively communicating research findings. Students perform original research using techniques including interviews, focus groups, content analysis and surveys. They also learn about statistics, social media tracking and research ethics. Junior status required.

Prerequisites: Take COM 120, MSS 131.

Offered: Every year, Fall

MSS 340. Communications Law and Policy.**3 Credits.**

This course helps students to develop an awareness and understanding of laws, regulations and professional standards of practice that apply to the work of communications practitioners. Attention is given to First Amendment guarantees, libel, privacy, journalist's privilege, copyright, media and advertising regulation. Selected cases are highlighted as examples of opinions handed down by state and federal courts. Junior status is required.

Prerequisites: Take MSS 131 or ADPR 101 or ADPR 102.

Offered: Every year, Fall and Spring

MSS 345. Media Users and Audiences (WGS 345).**3 Credits.**

This course considers popular, institutional and academic perspectives on media users and audiences in the U.S. and abroad. Students develop an understanding of how people choose and interpret media content, how marketers and media producers perceive audiences, popular assumptions about media effects on audiences and how social media use blurs boundaries between audiences and producers. Students develop and apply critical thinking and written and oral communication skills in assignments that address contemporary debates surrounding audiences and media users.

Prerequisites: Take EN 102 or EN 103H; and COM 120 or WGS 101.

Offered: Every year

MSS 346. Global Communication.**3 Credits.**

The course analyzes the roles information media and popular culture play in modern debates about political power, global economy and cultural identity. The relative influences of different communication technologies in relationships among global, transnational and local cultures also are examined.

Prerequisites: Take COM 120.

Offered: Every other year

MSS 349. Political Communication (PO 349).**3 Credits.**

This course explores the relationship between media and politics in the U.S. Students learn about the history of political communication, the role of image-making and image-management in political communication, the impact of the media on public policy, and the current state of our mediated political culture. In the major course project, student teams develop a comprehensive campaign communication strategy for a political candidate.

Prerequisites: Take COM 120 or PO 101.

Offered: Every other year

MSS 400. Special Topics.**3 Credits.**

Topics vary each semester depending on faculty and student interests.

Prerequisites: None

Offered: As needed, Fall and Spring

MSS 420. Sports, Media and Society (SPS 420).**3 Credits.**

This course examines the social, political, economic and historical significance of the intersection of sports, media and society. Participants examine such questions as: What role have sports played in shaping cultures throughout history? What is the relationship between sports and media? How do sports, through the media, influence U.S. culture today? What is the role of sports media professionals in U.S. culture? Junior status required.

Prerequisites: Take COM 120 or SPS 101.

Offered: Every year, Spring

MSS 441. Celebrity Culture.**3 Credits.**

This seminar explores modern communication networks through the lens of celebrity. Through a variety of readings and videos, including pieces using media effects and cultural studies approaches, the course addresses the following questions: How, and by whom, is the idea of celebrity shaped? What cultural meanings are conveyed by celebrity? How does celebrity change the way we think about important social issues? What is the impact of celebrity on the industry? How is the concept of celebrity shifting? And just why are we so fascinated by celebrity? The final course project involves creating a plan for a celebrity to rehabilitate/reshape their public image.

Prerequisites: Take MSS 131.

Offered: Every other year

MSS 442. Media Critics and Influencers.**3 Credits.**

This course focuses on the impact of two types of content creators - professional media critics and social media influencers. Students explore what it takes to be a professional critic by analyzing and producing criticism of TV, movies, music, apps, games, etc. Students also study what makes today's top influencers so successful and create their own social media influencer content, including reviews, demos, and tutorials. Students develop their critical voice and brand while creating engaging content aimed at a target audience. In the final Content Creation Project, students create and promote content for their own public blog, vlog, or podcast.

Prerequisites: Take MSS 131.

Offered: Every other year

MSS 443. Crime, Media and Culture.**3 Credits.**

This course examines the role of industrialized media in the social construction of crime, criminals, victims, social order, and deviance. We also consider why crime is represented so frequently in a variety of mainstream media genres, including news, docudramas, video games, popular music, and fictional dramas in both television and film. The course also discusses ways in which social media and digital surveillance technologies have been harnessed in relation to crime. Central themes of the course include theoretical debates related to media effects and critical media consumers, as well as how crime narratives can either demonize or glamorize segments of society.

Prerequisites: Take MSS 131.

Offered: Every other year

MSS 444. Popular Music.**3 Credits.**

Despite its salience as a mass medium, popular music remains understudied in the discipline of media studies. Therefore, in order to provide students with a better understanding of popular music, this seminar involves the following: critically listening to and writing about popular music; considering music's role in identity (class, gender and sexuality, racial and ethnic, etc.) formation; examining the influence of media and technology on popular music; and understanding the music industry.

Prerequisites: Take MSS 131.

Offered: Every other year

MSS 445. TV and Society: From Sitcoms to Streaming. 3 Credits.

The relationship between television industries, audiences, and programming is constantly evolving. Yet what persists is television's power to critique, regulate, and transform societal values, norms, and identities. This seminar examines how major national events from the civil rights movement to 9/11 have been reflected in and shaped by television series such as *The Smothers Brothers*, *All in the Family*, and *Mad Men*, television's role in identity formation (class, gender and sexuality, racial and ethnic, etc.), and the influence of new technologies on television industries and content.

Prerequisites: Take MSS 131.

Offered: Every year, Spring

MSS 450. Media Studies Seminar. 3 Credits.

This seminar includes an in-depth examination of issues and research perspectives in media studies. Topics vary each term, focusing on the different media and current literature in the field.

Prerequisites: Take MSS 131.

Offered: Every year, Fall and Spring

MSS 491. Research Project. 3 Credits.

Students conduct an in-depth research project under faculty supervision.

Prerequisites: Take MSS 332.

Offered: As needed

MSS 495. Capstone: Media Forecasting and Strategy. 3 Credits.

In this media studies capstone course, students analyze the various forces impacting media industries, professionals, and users, tracking current trends and forecasting future influences. Students study the issues facing media producers/users and strategize creative responses to the challenges of operating in an ever-changing media environment, applying critical thinking, research and creative problem-solving skills to real-world situations in their capstone project, a Media Consultant Report. Students also are expected to demonstrate professional oral and written communication skills in their final project and a weekly Media Trends blog. Senior status required.

Prerequisites: Take MSS 131 and MSS 332 or ADPR 332

Offered: Every year, Spring

Public Relations (PRR)

PRR 501. Principles and Theories of Public. 3 Credits.

Students are introduced to the growing body of knowledge in the discipline and gain expertise that contributes to professional competence in public relations. Students examine the function of public relations in organizations and society, review contemporary and historical roles of public relations professionals and explore the practice of public relations in various public and private settings. Students also learn the latest theoretical approaches to public relations and apply these approaches to contemporary public relations management practices.

Prerequisites: None

Offered: Every year, Fall

PRR 502. Public Relations Research Methods. 3 Credits.

This course examines the applied use of research in public relations program development. Students learn methodologies appropriate for conducting secondary analyses and primary research. Both quantitative and qualitative methods are addressed, such as secondary analysis, content analysis, survey research, focus groups, participant observation, case study and experimentation.

Prerequisites: None

Offered: Every year, Fall

PRR 504. Law and Ethics in Public Relations. 3 Credits.

Students become familiar with legal and industry standards for legally and ethically practicing public relations. The course aims to instill an appreciation for freedom of expression and the First Amendment; to impart a functional understanding of legal rules and principles relevant to public relations practice in the U.S.; to enhance students' ability to identify the moral and ethical dimensions of issues that arise in public relations practice; and to develop analytical and critical thinking skills that encourage students to make and justify ethical decisions.

Prerequisites: None

Offered: Every year, Fall

PRR 505. Public Relations Writing. 3 Credits.

This course helps students develop professional-quality public relations writing skills. Students prepare a variety of public relations materials, such as news releases and other media materials; copy for internal magazines, reports, newsletters, brochures, institutional/advocacy advertising; video/audio scripts; web site copy; and speeches. Upon completion of this course, students have a professional portfolio of public relations writing samples.

Prerequisites: None

Offered: Every year, Spring

PRR 506. Public Relations Management. 3 Credits.

This course focuses on the business management aspects of public relations, such as policy formation, project direction, resource management, client relations, budgeting and counseling. Special emphasis is placed on public relations' contribution to an institution's mission and effectiveness.

Prerequisites: Take STC 501 or PRR 501

Offered: Every year, Spring

PRR 507. Strategic Planning in Public Relations. 3 Credits.

This course familiarizes students with the public relations strategic planning process. Students examine contemporary case studies that demonstrate the public relations planning process and apply what they have learned to the development and presentation of a public relations campaign plan for a client.

Prerequisites: Take PRR 501.

Offered: As needed

PRR 510. Crisis Management. 3 Credits.

This course examines institutional crisis communication from a management perspective with an emphasis on crisis prevention, planning and response. Students are required to read and discuss selected articles from the crisis management literature, research and develop case studies of contemporary crises, and participate in simulations designed to develop professional expertise and practical skills in crisis management, including the management of information, management of public communication, strategic planning, problem solving, message production and issues management.

Prerequisites: None

Offered: As needed

PRR 511. Global Strategy.**3 Credits.**

This course examines concepts, issues and practices in international public relations across the borders and focuses on the challenges, opportunities, and the worldwide development of public relations. The course aims to inform you about the variables that affect public relations practice in the international realm and assist you in understanding of other countries' domestic public relations given the various cultures, geopolitical and socio-economic systems. Participants look closely at how governments, corporations, multinationals and nongovernmental organizations employ international public relations strategies around the world. Students also examine similarities between international public relations and public diplomacy and the effects of international public relations on images of nations.

Prerequisites: None**Offered:** As needed**PRR 512. Investor Relations.****3 Credits.**

Students study the function of investor relations in corporations and examine the role of investor relations specialists charged with communicating financial information about companies to the financial media, SEC, financial analysts, shareholders and others in the financial community. Students learn how to integrate finance, communication, marketing and securities law compliance in efforts to maximize shareholder wealth.

Prerequisites: None**Offered:** As needed**PRR 513. Health & Strategic Communications.****3 Credits.**

In this course, students are exposed to the field of strategic health communications, with particular attention to analysis and practice of health communication relationships and messages. Issues to be discussed include, but are not limited to: history and current challenges of the health communication field; health campaign creation, implementation and evaluation; cultural issues related to health behavior change campaigns; translational research; traditional and social media training for health care professionals; and perspectives of media influence on health attitudes, norms and behaviors.

Prerequisites: None**Offered:** As needed**PRR 514. Public Relations and New Media.****3 Credits.**

This course addresses the impact of new media on public relations. It focuses on conducting public relations campaigns online and responding to public relations issues via new media, such as social media, artificial intelligence, augmented reality, virtual reality, and other interactive digital technologies. The course also explores how these platforms shape communication strategies, engagement, and public perception.

Prerequisites: None**Offered:** Every year, Fall**PRR 515. Special Topics in Public Relations.****3 Credits.**

This course examines a specific topic or issue in public relations theory and practice. Topics might focus on specific practice areas such as sports public relations, employee relations, political public relations, public diplomacy, nonprofit public relations, or on industry issues and trends, such as the uses and impact of new technologies, professional ethics and corporate social responsibility or the integration of communication practices.

Prerequisites: None**Offered:** As needed**PRR 516. Branding Strategies.****3 Credits.**

This course explores strategies used by planners, communicators, managers and consultants to create, develop, nurture, maintain and reenergize brands. This course helps students understand the main idea of branding: developing, defending and growing brands for companies, agencies or nonprofits. It explores the essential elements of branding, including target audiences and segmentation, brand benefits, brand personality, differentiation and key brand equities. It also surveys conceptual approaches for the diagnosis of brand growth opportunities and for planning integrated brand communications.

Prerequisites: None**Offered:** As needed**PRR 517. Strategic Comm for Health Professionals.****3 Credits.**

In this course, graduate students are exposed to the field of strategic health communication. In particular, students are asked to consider the role of health communication messages in internal, organizational settings, as well as outward-facing messages. Unique to this graduate-level strategic communication course, the students are expected to have minimal to no experience in the field of strategic communication. Instead, the overview of the field provided through this course seeks to encourage understanding of how the theories, practices and evaluations of health communication should be incorporated within their areas of health expertise.

Prerequisites: None**Offered:** As needed**PRR 518. Measurement & Evaluation.****3 Credits.**

This course focuses on the development of knowledge and skills to ensure that students are able to use data to make business decisions. Students consider key concerns of measurement to determine if measurement tools are effective and appropriate for a project's goals, as well as how to make sense of data to measure success of a project and how to display findings for various audiences. The course is focused on the principles and process of utilizing research to best serve your client's or organization's goals. Main topics for the course include measurement development and refinement, online data analytics, audience segmentation, data interpretation and data visualization.

Prerequisites: None**Offered:** As needed**PRR 519. Strategic Public Relations.****3 Credits.**

The focus of this course is reputation management and its importance to business success. Students analyze the function of corporate communications and examine a range of topics including organizational identity, image and reputation; issues and crisis management; institutional ethics and corporate social responsibility; strategic public relations planning; integrated marketing communication; public relations theories and best practices; and global public engagement. The class also explores specialty public relations practice areas such as media relations, investor relations, employee relations and government relations. Class discussions, case studies, in-class exercises, team projects and essay exams help students improve their critical thinking and reasoning skills, develop research and strategic planning skills and increase diversity awareness and sensitivities that are important to professional and business success.

Prerequisites: None**Offered:** As needed

PRR 520. Sports Public Relations. 3 Credits.

This class is a comprehensive review of sports promotion, sports management, and sports event planning. Students learn about building media relationships with sports journalists, planning sports promotion campaigns, and getting publicity for athletes, teams, and leagues through paid, earned, owned, and shared media channels, both online and offline.

Prerequisites: None

Offered: As needed

PRR 521. Corporate Public Relations. 3 Credits.

This course provides students with the knowledge and skills required for positions in the corporate sector. Topics include media relations, employee communication, community relations, investor relations, and crisis communication. Students hone their written communication and critical thinking skills in this class.

Prerequisites: None

Offered: As needed

PRR 522. Nonprofit Public Relations. 3 Credits.

This course is appropriate for students who want to learn how to develop and implement comprehensive public relations campaigns for nonprofit organizations. It highlights the structures and nuances of the various types of NPOs and examines case studies and present-day scenarios. The course requires the development of a public relations campaign, and culminates in crafting a case study assessing the effectiveness of an assigned NPO's public relations campaign.

Prerequisites: None

Offered: As needed

PRR 523. Media Systems and Planning. 3 Credits.

In this course, students learn about traditional as well as new and emerging technologies, with particular emphasis on their strengths and weaknesses as message carriers. Discussions include an overview of commonly used metrics and sources of data in the advertising and communications industries. Students then use this knowledge to plan and budget for integrated communication plans that capitalize on paid, earned and owned outlets.

Prerequisites: None

Offered: As needed

PRR 525. Financial Communications and Business. 3 Credits.

This course provides students with a holistic view of public relations and corporate communications management, as well as strategic planning for organizational change and growth. It covers various styles and functions of management and leadership theory and introduces key principles of marketing, branding, risk management, ethics, and finance. Throughout the course, students develop the ability to work between crucial agency organizational departments.

Prerequisites: None

Offered: As needed

PRR 531. Graduate Internship in Public Relations. 3 Credits.

Students complete a minimum of 90 hours of professional fieldwork supervised by the program director and a qualified field supervisor. Approval of the program director is required.

Prerequisites: None

Offered: Every year, All

PRR 540. Strategic Communications Abroad. 3 Credits.

This multi-section course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments, and specializations. Students conduct primary and secondary research on communications in a particular country or cross-cultural context. The topics can range from international strategic communication through storytelling, global branding, and design, depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic of the course, where students will be able to expand their skills and knowledge in a new environment. A strategic communication graduate-level final project is required.

Prerequisites: None

Offered: As needed

PRR 547. Entertainment Public Relations. 3 Credits.

This course reviews and applies the established Research, Planning, Implementation, and Evaluation (RPIE) process to the field of entertainment public relations in the context of such industries as music, movies, TV, theater, gaming, and sports. The distinctions between and among advertising, publicity, public relations, marketing, and promotion, in addition to how they can work together to support a specific goal, are highlighted.

Prerequisites: None

Offered: As needed

PRR 549. Media Relations. 3 Credits.

This course gives students an understanding of the priorities and expectations of various types of contemporary media and how to successfully engage them through research-based strategies and tactics designed to reach key audiences. At the conclusion of the course, students should be well-practiced in various forms of working with journalists and the public via multiple media.

Prerequisites: None

Offered: As needed

PRR 551. Social Media Analytics. 3 Credits.

This course familiarizes students with the role of analytics in digital communication strategies and social media account management. Students are introduced to the growing body of research on digital communication analytics, including social listening, social monitoring, attribution modeling, A/B testing, and data visualization. Key case examples of malicious data harvesting and data misuse are used to explore the importance of ethical data utilization in campaigns. Students finish this course with an understanding of the magnitude of social media on different elements of society and how social media analytics are used to recognize and solve problems across many industries.

Prerequisites: None

Offered: As needed

PRR 552. Access/Diversity/Inclusion in Soc Media. 3 Credits.

This course introduces best practices for creating social media content with optimized accessibility for disabled audiences, as well as improving diversity representation in the development and delivery of social media content. Students learn approaches for critically evaluating campaign strategies and individual social media messages for accessibility, diversity, and inclusion, and are empowered with knowledge of tools to improve campaign messages.

Prerequisites: None

Offered: As needed

PRR 553. Social Media Content Strategy. 3 Credits.

This course addresses the strategic development of content across various social media platforms to meet key publics where they're active with material that takes advantages of the specific affordances of each platform. The course will consider addressing issues and crises as they arise, pivoting in response to public concerns, and gaining management buy-in on response strategies.

Prerequisites: None

Offered: As needed

PRR 605. Public Relations Grad Capstone. 3 Credits.

Students develop a professional research project under the direction of program faculty. The project work should exhibit KSAs and/or serve as PRSA Readiness Review preparation. The capstone project is a personally designed, independently conducted activity, enabling students to further their knowledge/skill in one or more of the course topics that students have found especially interesting or beneficial. Permission of instructor required.

Prerequisites: None

Offered: Every year, Spring and Summer

PRR 606. Independent Study. 3 Credits.

Students develop and implement individual research projects that advance understanding of particular theoretical or practical aspects of public relations. Approval of the program director is required.

Prerequisites: None

Offered: As needed

Sports Communications (SPCM)

SPCM 101. Introduction to Sports Communications. 3 Credits.

This course will provide a thorough look at various disciplines in sports communications. Want to work in sports but don't know exactly which direction you want to take? This course will outline the different opportunities in the sports communications industry, how they function and the most effective strategies for each. It will touch on journalism, broadcasting, marketing, social media and more. Students will get an overview of sports communications through the lens of working professionals, fans and athletes who play the games.

Prerequisites: None

Offered: Every year, Fall and Spring

SPCM 201. Writing for Sports Communications. 3 Credits.

This course covers the principles and practices associated with writing for sports. Communication within sports takes on many forms - advertising, public relations, marketing, journalism and so much more. Want to work for a media outlet? You need to understand the who, what, what, where, why and how of journalism. Want to work for a sports team or league? You need to understand how to effectively message and disseminate information through news releases, via marketing campaigns and across social media channels. This course focus on all the types of writing necessary to effectively write for a professional career in sports.

Prerequisites: Take COM 140 and SPCM 101 or SPS 101.

Offered: Every year, Fall and Spring

SPCM 202. Sports Audiences and Fandom. 3 Credits.

Sports audiences and "fanatics" are viewed as some of the most passionate and loyal media consumers, utilizing a combination of traditional and digital media platforms to follow their favorite sports teams, athletes, and events. This varied media use by sports audiences has both social and economic impacts as fans seek meaningful connections to sports entities through media. To understand how and why sports audiences interact with media, we will explore how individuals become fans of sports, the differences among sports fans, and the strategies sports entities use to reach, attract, and maintain the attention of the fans through media.

Prerequisites: Take COM 120 or SPS 101 or SPCM 101.

Offered: Every year, Spring

SPCM 324. Sports TV Reporting and Anchoring. 3 Credits.

Students learn how to report, write, shoot, edit, and present sports news packages for TV and online streaming. Additional topics include news judgment, content selection, interviewing, use of voice, and creative performance in standups and sportscast anchoring.

Prerequisites: Take one of each: JRN 106 or SPS 106 and SPCM 201 or JRN 263.

Offered: Every year, Fall

SPCM 362. Sports Law and Ethics. 3 Credits.

Federal antitrust law and regulations show that college and professional sports are treated as special components of American culture. This course examines the legal structure that grants special privileges to sports and to the ethical challenges sports communications professionals confront in going beyond the games to find the story.

Prerequisites: None

Offered: Every year, Spring

SPCM 363. Sports Data Visualization and Analytics. 3 Credits.

Sports audiences are adapting to more sophisticated storytelling across all screens. Data visualization engages those audiences by adding layers of comprehension and beauty to dense information. This course teaches students to enhance sports journalism and communications through hands-on information design, both static and interactive.

Prerequisites: None

Offered: Every year, Spring

SPCM 364. Sports Audio and Podcasting. 3 Credits.

Audio production and podcasting are important ways to engage with audiences. Students will learn how to produce, present, and distribute talk shows, news stories, opinion segments and sports narratives in a compelling way.

Prerequisites: None

Offered: Every year, Fall

SPCM 367. Sports Social Media. 3 Credits.

Students are introduced to the concepts of sports storytelling and content creation on social media platforms, audience engagement, search engine optimization, and other techniques to reach targeted audiences.

Prerequisites: None

Offered: Every year, Spring

SPCM 374. Sports Feature Writing. 3 Credits.

Feature writers capture athletes when they are most noble, frail or otherwise vulnerable or heroic. They also capture the moment when a game means more than that. This course teaches students to apply creative vitality to their ideas and writing on sports outside of game stories.

Prerequisites: Take SPCM 201 or JRN 260.

Offered: Every year, Spring

SPCM 395. Sports Newsroom Clinical. 3 Credits.

In this course, students cover stories for a sports website, focusing on weekly assignments and longer form stories that include a variety of multimedia elements.

Prerequisites: Take SPCM 201 or JRN 260.

Offered: Every year, Spring