

COMMUNICATION (COMM)

◆COMM 1307

Introduction to Mass Communication

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course is a survey of basic content and structural elements of mass media and their functions and influences on society.

Prerequisite: TSI complete in Reading and Writing, or equivalent.

◆COMM 2305

Editing and Layout

CRT HRS:3 LEC HRS:2 LAB HRS:2 OTH HRS:0

This is a course in the editing and layout processes, with emphasis on accuracy and fairness, including the principles and techniques of design.

Prerequisite: Completion of COMM 1307, COMM 2327, COMM 2330, and ENGL 1301.

◆COMM 2311

Media Writing

CRT HRS:3 LEC HRS:2 LAB HRS:4 OTH HRS:0

This course focuses on the fundamentals of writing for the mass media. This course includes instruction in professional methods and techniques for gathering, processing and delivering content.

Prerequisite: TSI complete in Reading and Writing, or equivalent.

◆COMM 2315

News Reporting

CRT HRS:3 LEC HRS:2 LAB HRS:4 OTH HRS:0

This course focuses on advanced news-gathering and writing skills. It concentrates on the three-part process of producing news stories: discovering the news, reporting the news, and writing the news in different formats.

Prerequisite: COMM 2311.

◆COMM 2327

Introduction to Advertising

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course covers the fundamentals of advertising, including marketing theory and strategy, copy writing, design, and selection of media.

Prerequisite: Completion of ENGL 1301.

◆COMM 2330

Introduction to Public Relations

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course explores the history and development of public relations. Presentation of the theory behind and process of public relations, including the planning, implementation, and evaluation of PR campaigns.

Prerequisite: Completion of ENGL 1301.

◆COMM 2339

Writing for Radio, Television, and Film

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course is an introduction to basic script formats, terminology, and writing techniques, including the writing of commercials, public service announcements, promotions, news, documentary, and fictional materials.

Prerequisite: ENGL 1302 and completion of or concurrent enrollment in COMM 2305.

◆COMM 2389

Academic Cooperative

CRT HRS:3 LEC HRS:3 LAB HRS:0 OTH HRS:0

This course is an instructional program designed to integrate on-campus study with practical hands-on work experience. In conjunction with class seminars, the individual student will set specific goals and objectives in the study of communication.

Prerequisite: Completion of COMM 1307, COMM 2327, COMM 2330, COMM 2305, and COMM 2339.