Department of Communication Studies

(University of Northern Iowa)

The Department of Communication Studies offers the following undergraduate and graduate programs and program certificates. Specific requirements for these programs are listed within this Department of Communication Studies section in the following order:

**Undergraduate Majors (B.A.)**

- Communication (Liberal Arts)
- Communication-Theatre-Teaching (also listed in Department of Theatre)
- Communication/Digital Media
- Communication/Public Relations
- Interactive Digital Studies
- Political Communication (also listed in Department of Political Science)

**Minors**

- Business Communication (also listed in Department of Marketing)
- Communication Studies (Liberal Arts)
- Communication-Theatre-Teaching (also listed in Department of Theatre)
- Communication/Digital Journalism (Liberal Arts)
- Communication/Digital Media Leadership
- Communication/Public Relations
- Interactive Digital Studies

**Graduate Major (M.A.)**

- Communication Studies

**Note:** Students majoring in Public Relations must achieve a minimum grade of C (2.00) in all courses to be applied toward departmental majors or minors. To graduate with a major in Communication (Liberal Arts), a student must earn a cumulative GPA of 2.50.

**Advisory Statement:** Requirements of a Communication Studies major or minor may also be used to meet the requirements of another major or minor; but electives may not be counted toward both the major and minor.

**Enrollment Management Policy**

*This policy applies to the following: Communication Liberal Arts Major, Communication/Public Relations Major, Communication/Digital Media Major, Interactive Digital Studies Major, Political Communication Major, Communication Liberal Arts Minor, Business Communication Minor, Communication/Digital Journalism Minor, Communication/Digital Media Leadership Minor, Communication/Public Relations Minor, and Interactive Digital Studies Minor.*

**Majors**

1. Students may indicate their interest in majoring in a communication program any time after their admission to UNI. Formal indication of interest shall be made via the Declaration of Curriculum form at which time the student will be considered a pre-major and will be assigned an advisor. (For freshmen, this shall be the UNI Academic Advising Office.)

2. A student's freshman year shall be devoted primarily to course work in the Liberal Arts Core. The Liberal Arts Core load shall include COMM 1000 (48C:001) (Oral Communication) and ENGLISH 1005 (620:005) or ENGLISH 2120 (620:034). First-year students may alternately complete Cornerstone (UNIV 1000 and UNIV 1010), which fulfills the requirement for COMM 1000 and ENGLISH 1005 or its alternatives. Major course work shall be limited to courses as recommended by her/his freshman advisor and program policy.

3. By the end of the fall term of a student's sophomore year, pre-majors shall have completed a course major component as designated by the advisor and program policy.

4. The following criteria shall be used for determination of admission:
   - a. 2.70 cumulative GPA in at least 24 hours of course work (to include COMM 1000 (48C:001) Oral Communication and ENGLISH 1005 (620:005) or ENGLISH 2120 (620:034) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010).
   - b. 2.70 average GPA in the designated major component for Communication - Liberal Arts majors (except Political Communication), and a 2.70 average GPA in the designated major component for Public Relations, Digital Media, and Interactive Digital Studies majors.
   - c. Upon satisfaction of the admission requirements (a and b above), a student shall be converted to major status after the student files a Declaration of Curriculum which will then be processed. The student shall be notified of her/his admission.
   - d. Students admitted to a major shall be able to continue course work toward their major.
   - e. Students unable to satisfy the admission requirements and consequently denied admission shall be notified in writing.

5. Transfer students entering UNI with an associate arts (A.A.) degree shall be admitted to major status if their cumulative GPA is 2.70 or better, and upon the condition that the requirements of both COMM 1000 (48C:001) (Oral Communication) and ENGLISH 1005 (620:005) or ENGLISH 2120 (620:015) or ENGLISH 2120 (620:034) were satisfied.

6. Transfer students entering UNI without an A.A. degree shall be subject to the admissions standards requirements of students beginning their higher education studies at UNI, i.e. #4.

**Designated Course Components**

1. Public Relations: COMM COR 1010 (48J:002), COMM PR 1811 (48P:005)
2. Digital Media: COMM COR 1010 (48J:002), COMM DM 1651

3. Communication-Liberal Arts: COMM 1000 (48C:001), and ENGLISH 1005 (620:005) or equivalent or both UNIV 1000 and UNIV 1010; COMM 2111 (48C:002); COMM 2344 (48C:004) or COMM 1205 (48C:031); COMM COR 2020 (48C:080).


5. Interactive Digital Studies: COMM COR 1010 (48J:002) and COMM 2555 (48C:025).

**Minors**

Admission to any Communication Minor (Liberal Arts, Business Communication, Digital Journalism, Digital Media Leadership or Public Relations) or Interactive Digital Studies Minor requires a 2.70 cumulative GPA in at least 24 hours of course work to include COMM 1000 (48C:001) Oral Communication and ENGLISH 1005 (620:005) or ENGLISH 2120 (620:034) or both UNIV 1000 and UNIV 1010. (Also, see 4c above.)

**Bachelor of Arts Degree Programs**

**Communication Major (Liberal Arts)**

The Communication (Liberal Arts) major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

**Required**

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<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
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<tr>
<td>COMM 2011</td>
<td>Exploring Communication Studies</td>
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<tr>
<td>or</td>
<td>COMM 2255 (48C:071) Public Speaking **</td>
<td>3</td>
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<td>or</td>
<td>COMM 2257 (48C:074) Argumentation and Debate **</td>
<td>3</td>
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<td>or</td>
<td>COMM 3455 (48C:146) Performing Stories, Narratives, and Identity</td>
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<td>COMM 2344 (48C:004) Interpersonal Communication **</td>
<td>3</td>
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<tr>
<td>or</td>
<td>COMM 1205 (48C:031) Group Communication Skills **</td>
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<td>COMM 2555 (48C:025) Interactive Digital Communication</td>
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<td>COMM 4155/5155 (48C:135g) Organizational Communication Assessment *</td>
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<tr>
<td>or</td>
<td>COMM 4021/5021 (48C:180g) Quantitative Research Methods</td>
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<td>or</td>
<td>COMM 4022/5022 (48C:183g) Qualitative Research Methods</td>
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<td>or</td>
<td>COMM 4023/5023 (48C:189g) Rhetorical Research Methods</td>
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<tr>
<td>COMM 4444/5444 (48C:155g) Communication, Community, and Change</td>
<td>3</td>
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<tr>
<td>or</td>
<td>COMM 4211/5211 (48C:123g) Rhetoric and Civic Culture</td>
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or COMM 4320 Leadership Communication and Citizenship

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<tr>
<th>Course Code</th>
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<tr>
<td>COMM COR 1010 (48J:002) Mass Communication and Society</td>
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<td>COMM COR 2020 (48C:080) Communication Research Methods **</td>
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<tr>
<td>COMM COR 4124 (48C:124) Communication Theories **</td>
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**Electives**

Select three from the following Theories and Concepts courses:

<table>
<thead>
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<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>COMM 3000/5000 (48C:166g) Selected Topics in Communication</td>
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<td>COMM 3055 (48C:132) Organizational Communication **</td>
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<td>COMM 3455 (48C:146) Performing Stories, Narratives, and Identity</td>
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<td>COMM 4111/5111 (48C:131g) Group Communication Theory and Analysis **</td>
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<td>COMM 4116/5116 (48C:138g) Health Communication</td>
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<td>COMM 4134/5134 (48C:134g) Organizational Cultures and Communication *</td>
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<tr>
<td>COMM 4216/5216 (48C:160g) Political Communication</td>
<td>3</td>
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<tr>
<td>COMM 4217/5217 (48C:176g) Freedom of Speech</td>
<td>3</td>
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<td>COMM 4218 (48C:178) Persuasion</td>
<td>3</td>
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<td>COMM 4236/CAP 3128 (CAP:128) Ethics in Communication</td>
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<td>COMM 4311/5311 (48C:121g) Nonverbal Communication</td>
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<tr>
<td>COMM 4316/5316 (48C:136g) Mediation Theory and Process *</td>
<td>3</td>
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<td>COMM 4322/5322 (48C:144g) Advanced Interpersonal Communication *</td>
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<td>COMM 4333/5333 (48C:148g) Communication and Conflict Management</td>
<td>3</td>
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<tr>
<td>COMM 4344/5344 (48C:151g) Intercultural Communication</td>
<td>3</td>
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<td>COMM 4346/5346 (48C:153g) Gender Issues in Communication</td>
<td>3</td>
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<td>COMM 4347/5347 (48C:142g) Family Communication *</td>
<td>3</td>
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<td>COMM 4411/5411 (48C:122g) Language and Communication</td>
<td>3</td>
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<tr>
<td>COMM 4446/5446 (48C:113g) Social Protest: Performance and Rhetoric</td>
<td>3</td>
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<td>COMM 4447/5447 (48C:108g) Performance and Social Change</td>
<td>3</td>
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<td>COMM 4448/5448 (48C:110g) Cultural Performance</td>
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<tr>
<td>COMM 4544/5544 (48C:120g) Digital Culture and Communication</td>
<td>3</td>
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<tr>
<td>COMM 4909/5909 (48C:119g) Readings in Performance Studies *</td>
<td>3</td>
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</table>
**Electives**
Any Communication Studies department course prefix (COMM xxxx, COMM COR xxxx, COMM DM xxxx, COMM PR xxxx)

Total Hours 43

* These courses have additional prerequisites as follows:
  - COMM 4155/5155 (48C:135g) has prerequisite of COMM 3055 (48C:132).
  - COMM 4909/5909 (48C:119g) has prerequisites of COMM 2256 (48C:011); COMM 4447/5447 (48C:108g) or COMM 4448/5448 (48C:110g).
  - COMM 4134/5134 (48C:134g) has prerequisites of MGMT 3153 (150:153) or COMM 3055 (48C:132).
  - COMM 4316/5316 (48C:136g), COMM 4347/5347 (48C:142g), and COMM 4322/5322 (48C:144g), and COMM 4333/5333 (48C:148g) have prerequisite of COMM 2344 (48C:004).

** These courses have the following prerequisites:
  - COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). These courses can be used to satisfy Liberal Arts Core Categories 1A and 1B.

** Communication-Theatre-Teaching Major

The Communication-Theatre-Teaching major requires a minimum of 121 total hours to graduate. This total includes Liberal Arts Core requirements, the Professional Education Requirements, and the following specified major requirements to complete the minimum of 121 hours.

The teaching major in communication and theatre is offered jointly by the Departments of Communication Studies and Theatre.

** Required

** Communication:

<table>
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<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>COMM 2256</td>
<td>Performing Texts</td>
<td>3</td>
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<tr>
<td>COMM 2257</td>
<td>Argumentation and Debate</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2344</td>
<td>Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2555</td>
<td>Interactive Digital Communication</td>
<td>3</td>
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<tr>
<td>COMM 4355/5355</td>
<td>Listening (48C:141g)</td>
<td>3</td>
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<tr>
<td>COMM 4559/5559</td>
<td>Methods of Teaching Speech (48C:187g)</td>
<td>3</td>
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<tr>
<td>COMM DM 1611</td>
<td>Digital Media Literacies</td>
<td>3</td>
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** Theatre:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM 2455</td>
<td>Skills for Making Performance</td>
<td>3</td>
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<tr>
<td>THEATRE 1010</td>
<td>Foundations of Theatre (THEATRE 1010 is a co-requisite with THEATRE 1011)</td>
<td>3</td>
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<tr>
<td>THEATRE 1012</td>
<td>Stagecraft: Scenery/Lights</td>
<td>3</td>
</tr>
<tr>
<td>THEATRE 1030</td>
<td>Acting</td>
<td>3</td>
</tr>
<tr>
<td>THEATRE 3020</td>
<td>Playscript Analysis and Interpretation</td>
<td>3</td>
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<tr>
<td>THEATRE 3070</td>
<td>History of the Theatre II</td>
<td>3</td>
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</table>

Total Hours 48

Other courses are available consult with your advisor.

* These three courses may be taken in any sequence; all prerequisites for THEATRE 3160 (490:161).

** Students may take any combination of the three Applied Activity courses. Any of the courses can be repeated up to three times. Activities for Communication-Theatre majors include UNI Theatre, UNI Interpreters Theatre, Sturgis Youth Theatre, SAVE (Students Advocating for Voices and Equality) Forum Actors, and UNI Forensics.
For the LAC Category Fine Arts requirement (Category 3A) we recommend that Communication-Theatre Education majors take THEATRE 1002 (490:002) Theatrical Arts and Society (3 hours). For the LAC Capstone Experience (Category 6), we recommend that Communication-Theatre Education majors take THEATRE 3100 (490:106) /CAP 3106 (CAP:106) Theatre in Education (3 hours).

Communication/Digital Media Major
The Communication/Digital Media major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

There are three major emphases in Communication/Digital Media: Digital Journalism, Digital Media Leadership, and Digital Media Production.

**Required**

**Communication:**
- COMM COR 2020 (48C:080) Communication Research Methods ** 3
- COMM COR 4124 (48C:124) Communication Theories ** 3

**Digital Media:**
- COMM DM 1650 Digital Media Seminar 1
- COMM DM 1651 Digital Media Production I 3
- COMM DM 1652 Writing for Digital Media 3
- COMM DM 3179 or COMM DM 3900 Cooperative Education Internship in Digital Media 3
- COMM DM 4632 Senior Seminar in Digital Media 3

Select one of the following three emphases: 27

**Total Hours**
49

**Emphasis 1: Digital Journalism**

**Required**

**Communication:**
- COMM 2555 (48C:025) Interactive Digital Communication 3

**Digital Media:**
- COMM DM 1620 Fundamentals of Journalism 3
- COMM DM 2653 News Writing for Media 3
- COMM DM 3659 Editing and Design 3
- COMM DM 4630/5630 Journalism, Law, and Ethics 3
- COMM DM 4650/5650 Advanced Reporting 3

**Electives (Select 9 hours from the following):**

**Digital Media:**
- COMM DM 2651 Digital Media Production II 3
- COMM DM 3651 Advanced Digital Media Production: Television News * 3
- COMM DM 3652 Advanced Digital Media Production: Documentary * 3
- COMM DM 3658 Digital Journalism: (Topic) 3

**Emphasis 2: Digital Media Leadership**

**Required**

**Digital Media:**
- COMM DM 3659 Advanced Applied Digital Journalism 1
- COMM DM 4611/5611 History of Mass Communication 3
- COMM DM 4641/5641 Critical Studies in Digital Media: (Topic) 3
- COMM DM 4644/5644 Global Mass Communication Systems 3
- COMM DM 4651 Digital Media Practicum: (Topic) * 3
- COMM DM 4655 Photojournalism 3
- COMM DM 4656/5656 Feature Writing 3

**Communication:**
- COMM 4556/5556 Interactive Digital Visualization

**Economics (3 hours chosen from the following):**
- ECON 1031 (920:024) Introduction to Economics 3
- ECON 1041 (920:053) Principles of Macroeconomics 3

**Marketing:**
- MKTG 2110 (130:101) Principles of Marketing 3
- MKTG 3113/5113 (130:106g) Consumer Behavior 3
- MKTG 3143 (130:150) Advertising and Promotion 3
- MKTG 3146 (130:160) Digital Advertising 3
- MKTG 3583/5583 Entrepreneurship * (130:170g) 3

**Emphasis 3: Digital Media Production**

**Required**

**Digital Media:**
- COMM DM 2651 Digital Media Production II 3
- COMM DM 4612/5612 Digital Media: Processes and Effects 3
- COMM DM 4621/5621 Digital Media Analysis 3
- COMM DM 4631/5631 Digital Media Law 3

Select 6 hours from the following: 6

**Digital Media:**
- COMM DM 3651 Advanced Digital Media Production: Television News * 3
- COMM DM 3652 Advanced Digital Media Production: Documentary * 3
- COMM DM 3653 Advanced Digital Media Production: Fiction * 3
### Electives (chosen from the following) 9

**Art (up to 6 hours can be counted as electives):**
- ART 2030 (600:025) Graphic Design I
- ART 2070 (600:032) Creative Photography I: Digital Photography
- ART 3035 (600:182) Graphic Design: Motion Graphics

**Communication (up to 6 hours can be counted as electives):**
- COMM DM 2654 Advanced Digital Media Production: Video Editing
- COMM DM 2655 Advanced Digital Media Production: Audio

**Computer Science (up to 6 hours can be counted as electives):**
- CS 1000 (810:021) Computing Skills and Concepts
- CS 1120 (810:056) Media Computation
- CS 3120/5120 (810:112g) User Interface Design
- CS 2880 (810:088) Topics in Computing

**Digital Media:**
- COMM DM 1620 Fundamentals of Journalism
- COMM DM 2652 Emerging Digital Media: (Topic)
- COMM DM 2653 News Writing for Media
- COMM DM 2950 Applied Digital Media
- COMM DM 3651 Advanced Digital Media Production: Television News
- COMM DM 3652 Advanced Digital Media Production: Documentary
- COMM DM 3653 Advanced Digital Media Production: Fiction
- COMM DM 3654 Advanced Digital Media Production: Video Editing
- COMM DM 3655 Advanced Digital Media Production: Audio
- COMM DM 3656 Digital Media Industries
- COMM DM 3657 Promotion of Digital Media
- COMM DM 3659 Editing and Design
- COMM DM 3950 Advanced Applied Digital Media
- COMM DM 4622/5622 Digital Media Audiences
- COMM DM 4641/5641 Critical Studies in Digital Media: (Topic)
- COMM DM 4653/5653 Digital Media Distribution
- COMM DM 4642/5642 Digital Technologies (Topic)
- COMM DM 4651 Digital Media Practicum: (Topic)
- COMM DM 4652 Digital Media Projects
- COMM DM 4654/5654 Digital Media Management
- COMM DM 4655 Photojournalism

**English (up to 6 hours can be counted as electives):**
- ENGLISH 2650 (620:035) Introduction to Film

**Marketing (up to 6 hours can be counted as electives):**
- MKTG 2110 (130:101) Principles of Marketing
- MKTG 3143 (130:150) Advertising and Promotion
- MKTG 3146 (130:160) Digital Advertising

* These courses have additional prerequisites as follows:
  - ART 3035 (600:182) has a prerequisite of ART 3030 (600:125).
  - COMM DM 4556/5556 has a prerequisite of COMM 2555 (48C:025).
  - COMM DM 2653 has a prerequisite of COMM DM 1620.
  - COMM DM 3651, COMM DM 3652, COMM DM 3653, COMM DM 3654, COMM DM 3655 all have the prerequisite of COMM DM 2651.
  - COMM DM 3659 and COMM DM 4655 have a prerequisite of COMM DM 2653.
  - COMM DM 4651 and COMM DM 4652 have the prerequisite of any of the following: COMM DM 3651, COMM DM 3652, COMM DM 3653, COMM DM 3654, or COMM DM 3655.
  - ECON 1031 (920:024) may be used to satisfy Category 5 B of the Liberal Arts Core.
  - ENGLISH 2650 (620:035) has a prerequisite of ENGLISH 1005 (620:005). ENGLISH 1005 (620:005) may be used to satisfy Category 1A of the Liberal Arts Core.
  - ENGLISH 4660/5660 (620:142g) has a prerequisite of ENGLISH 2650/5650 (620:142g) has a prerequisite of ENGLISH 2120 (620:034) or ENGLISH 2650 (620:035).
  - ENGLISH 2120 (620:034) may be used to satisfy Category 1A of the Liberal Arts Core.
  - MKTG 3583/5583 (130:170g) has a prerequisite of BUSINESS 2100 (100:040) or (ACCT 2120 (120:030); ACCT 2130 (120:031); prerequisite or corequisite FIN 3130/5130 (160:151g); STAT 1772 (800:072) or equivalent; and ECON 1011 (920:070)); MKTG 2110 (130:101); ECON 1031 (920:024) or (ECON 1041 (920:053) and ECON 1051 (920:054)); junior standing.

**These courses have the following prerequisites:**
  - COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). These courses can be used to satisfy Liberal Arts Core Categories 1A and 1B.

### Communication/Public Relations Major

The Communication/Public Relations major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

The Communication/Public Relations major requires the completion of 18 hours in public relations, 15 hours in communication, 15 hours in digital journalism and 12 hours in business. (The concentration of study in business is in keeping with the specific recommendations for public relations education as outlined in The Design for Undergraduate Public Relations Education: Report of the 1987 Commission on Undergraduate Public Relations Education, co-sponsored by the Public Relations Division of the Association for
Department of Communication Studies

Education in Journalism and Mass Communication, and Public Relations Society of America and the Educators Academy of PRSA.

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<tr>
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<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>COMM COR 1010 (48J:002)</td>
<td>Mass Communication and Society</td>
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<td>COMM COR 2020 (48C:080)</td>
<td>Communication Research Methods</td>
<td>3</td>
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<td>COMM COR 4124 (48C:124)</td>
<td>Communication Theories</td>
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<td>COMM PR 1811 (48P:005)</td>
<td>Principles of Public Relations</td>
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<td>COMM PR 3855 (48P:173)</td>
<td>Public Relations Writing</td>
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<td>COMM PR 4811/5811 (48P:188g)</td>
<td>Public Relations: Cases and Studies</td>
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<td>COMM PR 4855/5855 (48P:182g)</td>
<td>Public Relations Campaign Methods</td>
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<td>COMM PR 3179 (48P:179) or COMM PR 3900/5900 (48P:197g)</td>
<td>Cooperative Education or Internship in Public Relations</td>
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<td>COMM 3155 (48C:173)</td>
<td>Business and Professional Oral Communication</td>
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<td>COMM DM 1620</td>
<td>Fundamentals of Journalism</td>
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<td>COMM DM 2653</td>
<td>News Writing for Media</td>
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<td>COMM DM 3659</td>
<td>Editing and Design</td>
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<td>ACCT 2120 (120:030)</td>
<td>Principles of Financial Accounting</td>
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<td>MKTG 2110 (130:101)</td>
<td>Principles of Marketing</td>
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<td>COMM 2555 (48C:025)</td>
<td>Interactive Digital Communication</td>
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<td>COMM 4544/5544 (48C:120g)</td>
<td>Digital Culture and Communication</td>
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<td>COMM COR 1010 (48J:002)</td>
<td>Mass Communication and Society</td>
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<td>MKTG 3156 (130:178)</td>
<td>Services Marketing</td>
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<tr>
<td>MKTG 3166 (130:166)</td>
<td>Retail Management</td>
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** Emphasis 1: Strategic Public Relations **

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<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3055 (48C:132)</td>
<td>Organizational Communication</td>
<td></td>
</tr>
<tr>
<td>COMM DM 4630/5630</td>
<td>Journalism, Law, and Ethics</td>
<td></td>
</tr>
<tr>
<td>COMM PR 4822/5822 (48P:170g)</td>
<td>Global Public Relations</td>
<td></td>
</tr>
<tr>
<td>MGMT 3153 (150:153)</td>
<td>Organizational Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 3113/5113 (130:106g)</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
</tbody>
</table>

** Emphasis 2: Special Events **

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM PR 4856/5856</td>
<td>Public Relations Special Events Planning</td>
<td></td>
</tr>
<tr>
<td>COMM PR 4858/5858</td>
<td>Sports Public Relations</td>
<td></td>
</tr>
<tr>
<td>LYHS 4116/5116 (430:172g)</td>
<td>Festivals and Special Events Management</td>
<td></td>
</tr>
</tbody>
</table>

** Marketing **

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3146 (130:160)</td>
<td>Digital Advertising</td>
<td></td>
</tr>
<tr>
<td>MKTG 3153 (130:153)</td>
<td>Personal Selling</td>
<td></td>
</tr>
</tbody>
</table>

** Emphasis 3: Sports Public Relations **

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM PR 3844/5844 (48P:184g)</td>
<td>Public Relations: Integrated Communications</td>
<td></td>
</tr>
<tr>
<td>COMM PR 4858/5858</td>
<td>Sports Public Relations</td>
<td></td>
</tr>
<tr>
<td>PEMES 3186 &quot;Studies in Physical Education: Introduction in Sports Management&quot; (3 hrs.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PEMES 3186 &quot;Studies in Physical Education: Sports Marketing&quot; (3 hrs.)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** Marketing **

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3156 (130:178)</td>
<td>Services Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 3166 (130:166)</td>
<td>Retail Management</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours 57

* MKTG 2110 (130:101) and MKTG 3113/5113 (130:106g) have ECON 1031 (920:024) or ECON 1041 (920:053) as a prerequisite. ECON 1031 (920:024) will satisfy Category 5B of the Liberal Arts Core.

** These courses have the following prerequisites:

- COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 1015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). These courses can be used to satisfy Liberal Arts Core Categories 1A and 1B.

Interactive Digital Studies Major

The Interactive Digital Studies (IDS) major is interdisciplinary in nature and is under the jurisdiction of the Department of Communication Studies. The Interactive Digital Studies major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Students who are taking Interactive Digital Studies as a second major must take course emphasis areas that do not significantly overlap with the coursework of the first degree program. According to university requirements, students in a second major program must earn "not less than 32 hours of credit beyond the hours required for the degree the student chooses to declare as the first degree." Similarly, for students taking Interactive Digital Studies as a minor, we recommend that the course emphasis area for the minor does not significantly overlap with the coursework of the major degree program.

** Required **

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2555 (48C:025)</td>
<td>Interactive Digital Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 4544/5544 (48C:120g)</td>
<td>Digital Culture and Communication</td>
<td></td>
</tr>
<tr>
<td>COMM COR 1010 (48J:002)</td>
<td>Mass Communication and Society</td>
<td></td>
</tr>
</tbody>
</table>
Department of Communication Studies

Electives - select two bundles (emphases) from the following: 30-32

Total Hours 45-47

**EMPHASES**

1. Digital Visualization (15 hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3557</td>
<td>Advanced Digital Visualization</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4556/5556</td>
<td>Interactive Digital Visualization</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 1611</td>
<td>Digital Media Literacies</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 3659</td>
<td>Editing and Design</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4655</td>
<td>Photojournalism</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours 15

2. Digital Computation (17 hours)

Computer Science:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS 1510 (810:051)</td>
<td>Introduction to Computing</td>
<td>4</td>
</tr>
<tr>
<td>CS 1520 (810:052)</td>
<td>Data Structures</td>
<td>4</td>
</tr>
<tr>
<td>CS 2530 (810:053)</td>
<td>Intermediate Computing</td>
<td>3</td>
</tr>
<tr>
<td>CS 3110</td>
<td>Web Application Development</td>
<td>3</td>
</tr>
<tr>
<td>CS 3120/5120 (810:112g)</td>
<td>User Interface Design</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours 15

3. Digital Learning (15 hours)

Instructional Technology:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSTTECH 1031 (240:031)</td>
<td>Educational Technology and Design</td>
<td>3</td>
</tr>
<tr>
<td>INSTTECH 4131/5131 (240:131g)</td>
<td>Exploring Issues and Trends in Instructional Technology</td>
<td>3</td>
</tr>
<tr>
<td>INSTTECH 4138/5138 (240:138g)</td>
<td>Understanding Visual Literacy</td>
<td>3</td>
</tr>
<tr>
<td>INSTTECH 4139/5139 (240:139g)</td>
<td>Planning and Producing Instructional Media</td>
<td>3</td>
</tr>
<tr>
<td>INSTTECH 4153/5153 (240:153g)</td>
<td>Using Digital and Social Media in Education</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours 17

4. Digital Writing (15 hours)

English:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH 4785/5785 (620:177g)</td>
<td>Applied Writing: Projects, Grants and Careers</td>
<td>3</td>
</tr>
<tr>
<td>ENGLISH 4025/5025 (620:163g)</td>
<td>Theory and Practice of Writing</td>
<td>3</td>
</tr>
<tr>
<td>or ENGLISH 4040/5040 (620:164g)</td>
<td>Digital Writing: Theory and Practice</td>
<td>3</td>
</tr>
</tbody>
</table>

Select 3 from the following courses (9 units total)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH 4672/5672 (620:170g)</td>
<td>Electronic Literature</td>
<td></td>
</tr>
<tr>
<td>ENGLISH 4160/5160</td>
<td>Issues in Digital Humanities</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours 15

5. Digital Music (15 hours)

Music Theory (required):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUS THEO 1150 (580:015)</td>
<td>Aural Training I</td>
<td>1</td>
</tr>
<tr>
<td>MUS THEO 1300 (580:030)</td>
<td>Composition Class</td>
<td>2</td>
</tr>
<tr>
<td>MUS THEO 3220/5220 (580:122g)</td>
<td>Music and Technology</td>
<td>4</td>
</tr>
<tr>
<td>MUS THEO 3230/5230 (580:123g)</td>
<td>Music Technology, Advanced</td>
<td>4</td>
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</tbody>
</table>

Music Theory (select two of the following):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUS THEO 1100 (580:010)</td>
<td>Introduction to Music Theory</td>
<td>4</td>
</tr>
<tr>
<td>MUS THEO 1110 (580:011)</td>
<td>Theory I</td>
<td>4</td>
</tr>
<tr>
<td>MUS THEO 1120 (580:012)</td>
<td>Theory II</td>
<td>4</td>
</tr>
</tbody>
</table>

Theory class placement is determined by a diagnostic examination. Theory classes are a prerequisite for Music Technology and Music Composition courses.

Additionally, it is recommended that students taking this bundle elect to take MUSIC 1100 (520:010) as part of their LAC courses.

Total Hours 15

6. Digital Imaging (15 hours)

Graphic Technologies:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>TECH 1055 (330:055)</td>
<td>Graphic Communications Foundations</td>
<td>3</td>
</tr>
<tr>
<td>TECH 2070 (330:070)</td>
<td>Digital Pre-Media</td>
<td>3</td>
</tr>
<tr>
<td>TECH 3169 (330:169)</td>
<td>Digital Imaging</td>
<td>3</td>
</tr>
<tr>
<td>TECH 4158/5158 (330:158g)</td>
<td>Technical Visualization</td>
<td>3</td>
</tr>
<tr>
<td>or TECH 4161/5161 (330:161g)</td>
<td>Digital Graphic Communications</td>
<td>3</td>
</tr>
<tr>
<td>TECH 4184/5184</td>
<td>Digital Imaging II</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours 15

7. Digital Advertising (15 hours)

Economics:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 1031 (920:024)</td>
<td>Introduction to Economics</td>
<td>3</td>
</tr>
<tr>
<td>or ECON 1041 (920:053)</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
</tbody>
</table>

Marketing:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 2110 (130:101)</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3143 (130:150)</td>
<td>Advertising and Promotion</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3146 (130:160)</td>
<td>Digital Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3153 (130:153)</td>
<td>Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 3583/5583 (130:170g)</td>
<td>Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 4150</td>
<td>Advertising Campaign Development</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours 15
Department of Communication Studies

8. Digital History (15 hours)

Communication:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4412/5412</td>
<td>Performing History</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4556/5556</td>
<td>Interactive Digital Visualization</td>
<td>3</td>
</tr>
</tbody>
</table>

History:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 1010 (960:010)</td>
<td>Introduction to the Study of History</td>
<td>3</td>
</tr>
<tr>
<td>HIST 4010/5010 (960:106g)</td>
<td>Introduction to Public History</td>
<td>3</td>
</tr>
<tr>
<td>HIST 4020/5020 (960:125g)</td>
<td>Introduction to Museum Studies</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 15

Political Communication Major

The Political Communication major requires a minimum of 120 total hours to graduate. This total includes Liberal Arts Core requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Required core

Communication Studies:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4211/5211 (48C:123g)</td>
<td>Rhetoric and Civic Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4216/5216 (48C:160g) or POL AMER 4160/5160</td>
<td>Political Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4444/5444 (48C:155g)</td>
<td>Communication, Community, and Change</td>
<td>3</td>
</tr>
</tbody>
</table>

Political Science:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>POL AMER 1014 (942:014)</td>
<td>Introduction to American Politics *</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3112 (942:112)</td>
<td>Campaigns and Elections</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3150 (942:150)</td>
<td>Public Opinion and Voting Behavior</td>
<td>3</td>
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</tbody>
</table>

Methodology:

Select one of the following from Communication Studies/Political Science:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM COR 2020 (48C:080)</td>
<td>Communication Research Methods *</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4023/5023 (48C:189g)</td>
<td>Rhetorical Research Methods *</td>
<td>3</td>
</tr>
<tr>
<td>POL GEN 2010 (940:010)</td>
<td>Analyzing Politics</td>
<td>3</td>
</tr>
</tbody>
</table>

Internship in Communication Studies/Political Science:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3900/5900 (48C:197g)</td>
<td>Internship in Communication</td>
<td>3</td>
</tr>
<tr>
<td>POL GEN 3181 (940:181)</td>
<td>Internship in Politics *</td>
<td>3</td>
</tr>
</tbody>
</table>

Electives (choose two courses from Communication Studies and two courses from Political Science from the following list):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2257 (48C:074)</td>
<td>Argumentation and Debate *</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3055 (48C:132)</td>
<td>Organizational Communication *</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4217/5217 (48C:176g)</td>
<td>Freedom of Speech</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4218 (48C:178)</td>
<td>Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4333/5333 (48C:148g)</td>
<td>Communication and Conflict Management *</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4344/5344 (48C:151g)</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4446/5446 (48C:113g)</td>
<td>Social Protest: Performance and Rhetoric</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4544/5544 (48C:120g)</td>
<td>Digital Culture and Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 1611</td>
<td>Digital Media Literacies</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4612/5612</td>
<td>Digital Media: Processes and Effects</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4630/5630</td>
<td>Journalism, Law, and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4644/5644</td>
<td>Global Mass Communication Systems</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 1811 (48P:005)</td>
<td>Principles of Public Relations *</td>
<td>3</td>
</tr>
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</table>

Political Science:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>POL AMER 2131 (942:131)</td>
<td>American State Politics</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3132 (942:132)</td>
<td>Community Politics</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3134 (942:134)</td>
<td>Legislative Politics *</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3144 (942:144)</td>
<td>Civil Rights and Liberties</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3151 (942:151)</td>
<td>Modern Presidency *</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3166 (942:166)</td>
<td>Political Parties and Interest Groups *</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 4143/5143 (942:143g)</td>
<td>Citizen Participation and Civic Engagement</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 4177/5177 (942:177g)</td>
<td>Political Psychology</td>
<td>3</td>
</tr>
<tr>
<td>POL INTL 3126 (943:126)</td>
<td>Human Rights</td>
<td>3</td>
</tr>
<tr>
<td>POL INTL 3143 (943:143)</td>
<td>International Law</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 39
*Choice of courses and subsequent prerequisites may increase the length of this program. These courses have additional prerequisites as follows:

POL AMER 1014 (942:014) satisfies Category 5B of the Liberal Arts Core.

COMM COR 2020 (48C:080), COMM 2257 (48C:074), and COMM 3055 (48C:132) have prerequisite of COMM 1000 (48C:001). COMM 1000 (48C:001) satisfies Category 1B of the Liberal Arts Core.

POL GEN 3181 (940:181) has prerequisites of POL GEN 2010 (940:010); 15 hours of Political Science, Political Communication, or Public Administration major.

COMM 4023/5023 (48C:189g) has prerequisite of COMM COR 2020 (48C:080) but will be waived for Political Communication majors.

COMM 4333/5333 (48C:148g) has a prerequisite of COMM 2344 (48C:004).

COMM DM 4612/5612 has prerequisite of COMM COR 2020 or consent of instructor.

COMM 4644/5644 has prerequisite of COMM COR 1010 (48J:002).

COMM PR 1811 (48P:005) has prerequisites of COMM 1000 (48C:001) and ENGLISH 1005 (620:005). COMM 1000 (48C:001) satisfies Category 1B of the Liberal Arts Core.

POL AMER 3134 (942:134), POL AMER 3151 (942:151), and POL AMER 3166 (942:166) have prerequisite of POL AMER 1014 (942:014). POL AMER 1014 (942:014) satisfies Category 5B of the Liberal Arts Core.

**Minors**

See Enrollment Management Policy for Communication minors.

**Business Communication Minor**

The Business Communication minor is interdisciplinary in nature and offered jointly by the College of Humanities, Arts and Sciences and the College of Business Administration. It is under the jurisdiction of the Department of Marketing and the Department of Communication Studies. The minor requires a 12-hour core plus 9 hours from one of three emphases.

**Required**

<table>
<thead>
<tr>
<th>Communication:</th>
<th>Business and Professional Oral Communication</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3155 (48C:173)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Communication or English: |

<table>
<thead>
<tr>
<th>Interactive Digital Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2555 (48C:025) or ENGLISH 2770 (620:077)</td>
</tr>
</tbody>
</table>

| Communication or Management: |

<table>
<thead>
<tr>
<th>Organizational Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3055 (48C:132) or MGMT 3153 (150:153)</td>
</tr>
</tbody>
</table>

**Marketing:**

<table>
<thead>
<tr>
<th>Principles of Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 2110 (130:101)</td>
</tr>
</tbody>
</table>

Required: 3 hours from each of three emphases below: 9

Total Hours 21

**EMPHASES**

**1. Applied Writing Skills**

Select one course from the following:

**ENGLISH:**

| 4765/5765 (620:102g) | Applied Writing: Workplace Communication |
| 4770/5770 (620:104g) | Applied Writing: Proposals and Grants |
| 4775/5775 (620:105g) | Applied Writing: Technical Communication |

**2. Communication Skills**

Select one course from the following:

<table>
<thead>
<tr>
<th>Group Communication Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1205 (48C:031)</td>
</tr>
</tbody>
</table>

| Mediation Theory and Process (48C:136g) |
| COMM 4316/5316 |

| Communication and Conflict Management (48C:148g) |
| COMM 4333/5333 |

| Listening (48C:141g) |
| COMM 4355/5355 |

| Principles of Public Relations (48P:005) |
| COMM PR 1811 |

**3. Business and Professional Communication Contexts and Applications**

Select one of the following:

| Organizational Cultures and Communication (48C:134g) |
| COMM 4134/5134 |

| Public Relations: Integrated Communications (48P:184g) |
| COMM PR 3844/5844 |

| Advertising and Promotion |
| MKTG 3143 (130:150) |

| Digital Advertising |
| MKTG 3146 (130:160) |

| Personal Selling |
| MKTG 3153 (130:153) |

Note: When declaring this minor students must:

- have a 2.70 cumulative GPA.
- have satisfactorily completed Categories 1A and 1B of the Liberal Arts Core.

Available to all UNI majors.

**Communication Studies Minor (Liberal Arts)**

**Required**

<table>
<thead>
<tr>
<th>Oral Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1000 (48C:001)</td>
</tr>
</tbody>
</table>

| Exploring Communication Studies |
| COMM 2011 (48C:002) |

| Performing Texts ** |
| COMM 2256 (48C:011) or COMM 2255 (48C:071) |

| Public Speaking |
| COMM 2257 (48C:074) or COMM 2257 (48C:074) |

| Argumentation and Debate ** |
| COMM 2344 (48C:004) |

**Available to all UNI majors.**
Department of Communication Studies

or COMM 1205 (48C:031)  Group Communication Skills
COMM 2555 (48C:025)  Interactive Digital Communication
COMM COR 2020 (48C:080)  Communication Research Methods

Select one of the following:  3
COMM 4111/5111  Group Communication Theory and Analysis
(48C:131g)
COMM 4211/5211  Rhetoric and Civic Culture
(48C:123g)
COMM 4218  Persuasion
(48C:178)
COMM 4322/5322  Advanced Interpersonal Communication *
(48C:144g)
COMM 4411/5411  Language and Communication
(48C:122g)
COMM COR 4124  Communication Theories
(48C:124)

Electives in COMM courses:  6
Total Hours  25

Communication/Theatre-Teaching Minor

The Communication/Theatre-Teaching minor is offered jointly by the Departments of Communication Studies and Theatre.

Required
COMM 2255 (48C:071)  Public Speaking  3
COMM 2256 (48C:011)  Performing Texts  3
COMM 2257 (48C:074)  Argumentation and Debate  3
COMM DM 1611  Digital Media Literacies  3
THEATRE 3160 (490:161)  Directing  3
COMM 4559/5559 (48C:187g)  Methods of Teaching Speech or THEATRE 3115
(490:109)  Methods of Teaching Drama and Theatre  3

Electives (Select 6 hours)  6
COMM 1940 (48C:091)  Applied Forensics & Advanced Applied Forensics
& COMM 3940 (48C:191)  
& COMM 3941 (48C:193)  
COMM 2455 (48C:015)  Skills for Making Performance
THEATRE 1010 (490:010)  Foundations of Theatre & THEATRE 1011 (490:011)  Foundations of Theatre Lab **
THEATRE 1030 (490:024)  Acting **
THEATRE 2050 (490:050)  Theatre Practicum *

Total Hours  24

* Any of these courses can be repeated up to three times.
** These classes must be taken before THEATRE 3160 (490:161).

Communication/Digital Journalism Minor (Liberal Arts)

Required
Digital Media:  COMM DM 1620  Fundamentals of Journalism  3
COMM DM 2653  News Writing for Media  3
COMM DM 3659  Editing and Design  3
COMM DM 4630/5630  Journalism, Law, and Ethics  3
COMM DM 4650/5650  Advanced Reporting  3

Electives
Select two of the following:  6
COMM DM 3900  Internship in Digital Media
COMM DM 3658  Digital Journalism: (Topic)
COMM DM 4611/5611  History of Mass Communication
COMM DM 4644/5644  Global Mass Communication Systems
COMM DM 4655  Photojournalism
COMM DM 4656/5656  Feature Writing

Total Hours  24

Communication/Digital Media Leadership

The minor in Digital Media Leadership will train students to analyze the structures and practice of the media industries, focusing on digital media production, distribution, promotion and management.

Required:
Digital:  COMM DM 3656  Digital Media Industries  3
COMM DM 3657  Promotion of Digital Media  3
COMM DM 4622/5622  Digital Media Audiences or COMM DM 4653/5653  Digital Media Distribution
COMM DM 4654/5654  Digital Media Management  3
Management:  MGMT 3153 (150:153)  Organizational Management  3
Marketing:  MKTG 2110 (130:101)  Principles of Marketing *  3

Total Hours  21

* MKTG 2110 (130:101) have ECON 1031 (920:024) or ECON 1041 (920:053) as a prerequisite. ECON 1031 (920:024) will satisfy Category 5B of the Liberal Arts Core.

Communication/Public Relations Minor

Required
Communication:  COMM COR 4124 (48C:124)  Communication Theories *  3
## Interactive Digital Studies Minor

The Interactive Digital Studies minor is interdisciplinary in nature and is under the jurisdiction of the Department of Communication Studies. This minor requires a 9-hour core plus 15-17 hours from one of the eight emphases.

### Required

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2555</td>
<td>Interactive Digital Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4544</td>
<td>Digital Culture and Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4555</td>
<td>Business and Professional Oral Communication</td>
<td>3</td>
</tr>
<tr>
<td>CS 1120</td>
<td>Media Computation</td>
<td>3</td>
</tr>
</tbody>
</table>

### Electives - select one bundle (emphasis) from the following:

#### 1. Digital Visualization (15 hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3557</td>
<td>Advanced Digital Visualization: (Topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4556</td>
<td>Interactive Digital Visualization</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 1611</td>
<td>Digital Media Literacies</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 3659</td>
<td>Editing and Design</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4655</td>
<td>Photojournalism</td>
<td>3</td>
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</table>

Total Hours: 15

#### 2. Digital Computation (17 hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CS 1510</td>
<td>Introduction to Computing</td>
<td>4</td>
</tr>
<tr>
<td>CS 1520</td>
<td>Data Structures</td>
<td>4</td>
</tr>
<tr>
<td>CS 2530</td>
<td>Intermediate Computing</td>
<td>3</td>
</tr>
<tr>
<td>CS 3110</td>
<td>Web Application Development</td>
<td>3</td>
</tr>
<tr>
<td>CS 3120</td>
<td>User Interface Design</td>
<td>3</td>
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</table>

Total Hours: 17

#### 3. Digital Learning (15 hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSTTECH 1031</td>
<td>Educational Technology and Design</td>
<td>3</td>
</tr>
<tr>
<td>INSTTECH 4131/5131</td>
<td>Exploring Issues and Trends in Instructional Technology</td>
<td>3</td>
</tr>
<tr>
<td>INSTTECH 4138/5138</td>
<td>Understanding Visual Literacy</td>
<td>3</td>
</tr>
<tr>
<td>INSTTECH 4139/5139</td>
<td>Planning and Producing</td>
<td>3</td>
</tr>
<tr>
<td>INSTTECH 4153/5153</td>
<td>Using Digital and Social Media in Education</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 15

#### 4. Digital Writing (15 hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH 4025/5025</td>
<td>Theory and Practice of Writing</td>
<td>3</td>
</tr>
<tr>
<td>ENGLISH 4040/5040</td>
<td>Digital Writing: Theory and Practice</td>
<td>3</td>
</tr>
<tr>
<td>ENGLISH 4785/5785</td>
<td>Applied Writing: Projects, Grants and Careers</td>
<td>3</td>
</tr>
</tbody>
</table>

Select 3 from the following courses (9 units total)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH 4672/5672</td>
<td>Electronic Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENGLISH 4765/5765</td>
<td>Applied Writing: Workplace Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGLISH 4775/5775</td>
<td>Applied Writing: Technical Communication</td>
<td>3</td>
</tr>
<tr>
<td>ENGLISH 4160/5160</td>
<td>Issues in Digital Humanities</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 15

#### 5. Digital Music (15 hours)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUS THEO 1150</td>
<td>Aural Training I</td>
<td>1</td>
</tr>
<tr>
<td>MUS THEO 1300</td>
<td>Composition Class</td>
<td>2</td>
</tr>
</tbody>
</table>

Total Hours: 15
Master of Arts Degree Program
Major in Communication Studies

Students interested in this major must submit a completed Application for Admission to Graduate Study and should refer to their MyUNIverse Student Center To-Do list or contact the Department of Communication Studies for any other application requirements. Detailed information on the major, including directions for procedures to follow for applying, in planning a program, and requesting assignment of an advisor, may be obtained from the Head of the Department of Communication Studies, the Director of Graduate Studies, or on the department’s Web page at the following address: www.uni.edu/commstudies/graduate-program. Other graduate information and the application for graduate admission may be found at www.grad.uni.edu/admission.

The Graduate Record Examination (General Test) is not required for admission to the program.

Only graduate courses (course numbers 5000 or above) will apply to a graduate degree, even if the undergraduate course number (4999 or less) is listed. No exceptions will be made.

A student may seek a General Communication Program or specialize in Communication Education, Mass Communication, Organizational Communication, Performance Studies, or Public Relations. The major is available on the thesis and non-thesis options. A minimum of 30 semester hours for the thesis option and 33 hours for the non-thesis option are required. A minimum of 18 semester hours of 200/6000-level course work is required for the thesis option, including 6 hours of thesis credit. A minimum of 12 semester hours of 200/6000-level course work is required for the non-thesis option.

Of the 30 or 33 hours required:

- 20 hours of course work must be in Communication Studies (no more than 10 hours outside the department and/or by transfer).
- No more than 6 hours of independent work: readings, projects, or specialized individual instruction.
- No more than 3 hours of workshop credit.

Communication Education Emphasis
Non-thesis Option

<table>
<thead>
<tr>
<th>Required Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6001 (48C:201.48E:201.48P:201)</td>
</tr>
<tr>
<td>COMMGRAD 6011 (48C:224)</td>
</tr>
<tr>
<td>COMMGRAD 6022 (48C:236)</td>
</tr>
<tr>
<td>COMMGRAD 6045 (48C:282)</td>
</tr>
</tbody>
</table>
# Electives (select 18 hours from the following):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSTSEC 6256 (170:256)</td>
<td>The Two-Year College</td>
</tr>
<tr>
<td>COMM 4111/5111 (48C:131g)</td>
<td>Group Communication Theory and Analysis</td>
</tr>
<tr>
<td>COMM 4134/5134 (48C:134g)</td>
<td>Organizational Cultures and Communication</td>
</tr>
<tr>
<td>COMM 4211/5211 (48C:123g)</td>
<td>Rhetoric and Civic Culture</td>
</tr>
<tr>
<td>COMM 4311/5311 (48C:121g)</td>
<td>Nonverbal Communication</td>
</tr>
<tr>
<td>COMM 4316/5316 (48C:136g)</td>
<td>Mediation Theory and Process</td>
</tr>
<tr>
<td>COMM 4322/5322 (48C:144g)</td>
<td>Advanced Interpersonal Communication</td>
</tr>
<tr>
<td>COMM 4333/5333 (48C:148g)</td>
<td>Communication and Conflict Management</td>
</tr>
<tr>
<td>COMM 4344/5344 (48C:151g)</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>COMM 4346/5346 (48C:153g)</td>
<td>Gender Issues in Communication</td>
</tr>
<tr>
<td>COMM 4347/5347 (48C:142g)</td>
<td>Family Communication</td>
</tr>
<tr>
<td>COMM 4355/5355 (48C:141g)</td>
<td>Listening</td>
</tr>
<tr>
<td>COMM 4411/5411 (48C:122g)</td>
<td>Language and Communication</td>
</tr>
<tr>
<td>COMM 4544/5544 (48C:120g)</td>
<td>Digital Culture and Communication</td>
</tr>
<tr>
<td>COMMGRAD 6014 (48C:251)</td>
<td>Seminar in Organizational Communication</td>
</tr>
<tr>
<td>COMMGRAD 6041 (48C:232)</td>
<td>Seminar in Communication</td>
</tr>
<tr>
<td>COMMGRAD 6042 (48C:222)</td>
<td>Seminar in Performance Studies</td>
</tr>
<tr>
<td>COMMGRAD 6044 (48C:212)</td>
<td>Seminar in Performance Studies</td>
</tr>
</tbody>
</table>

Total Hours: **18**

### Thesis Option

#### Required Core:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>COMMGRAD 6001 (48C:201,48E:201,48P:201)</td>
<td>Introduction to Graduate Study and Research</td>
</tr>
<tr>
<td>COMMGRAD 6011 (48C:224)</td>
<td>Communication Theory</td>
</tr>
<tr>
<td>COMMGRAD 6016 (48E:224)</td>
<td>Mass Communication Theory</td>
</tr>
<tr>
<td>COMMGRAD 6022 (48C:236)</td>
<td>Communication Research Methodology</td>
</tr>
</tbody>
</table>

#### Select one of the following 200/6000-level seminars:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6027 (48P:282)</td>
<td>Seminar in Public Relations</td>
</tr>
<tr>
<td>COMMGRAD 6041 (48C:232)</td>
<td>Seminar in Organizational Communication</td>
</tr>
<tr>
<td>COMMGRAD 6042 (48C:222)</td>
<td>Seminar in Communication</td>
</tr>
<tr>
<td>COMMGRAD 6044 (48C:212)</td>
<td>Seminar in Performance Studies</td>
</tr>
<tr>
<td>COMMGRAD 6045 (48C:282)</td>
<td>Seminar in Communication Education</td>
</tr>
<tr>
<td>COMMGRAD 6046 (48E:222)</td>
<td>Seminar in Mass Communication</td>
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</tbody>
</table>

Total Hours: **30**

### General Communication Emphasis

#### Non-thesis Option

#### Required Core:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6001 (48C:201,48E:201,48P:201)</td>
<td>Introduction to Graduate Study and Research</td>
</tr>
<tr>
<td>COMMGRAD 6011 (48C:224)</td>
<td>Communication Theory</td>
</tr>
<tr>
<td>COMMGRAD 6016 (48E:224)</td>
<td>Mass Communication Theory</td>
</tr>
<tr>
<td>COMMGRAD 6022 (48C:236)</td>
<td>Communication Research Methodology</td>
</tr>
</tbody>
</table>

#### Electives (select 12 hours from the following):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>COMM 4111/5111 (48C:131g)</td>
<td>Group Communication Theory and Analysis</td>
</tr>
<tr>
<td>COMM 4134/5134 (48C:134g)</td>
<td>Organizational Cultures and Communication</td>
</tr>
<tr>
<td>POSTSEC 6256 (170:256)</td>
<td>The Two-Year College</td>
</tr>
</tbody>
</table>

Total Hours: **12**

#### Electives (select 21 hours from the following):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4211/5211 (48C:123g)</td>
<td>Rhetoric and Civic Culture</td>
</tr>
<tr>
<td>COMM 4311/5311 (48C:121g)</td>
<td>Nonverbal Communication</td>
</tr>
<tr>
<td>COMM 4316/5316 (48C:136g)</td>
<td>Mediation Theory and Process</td>
</tr>
<tr>
<td>COMM 4322/5322 (48C:144g)</td>
<td>Advanced Interpersonal Communication</td>
</tr>
<tr>
<td>COMM 4333/5333 (48C:148g)</td>
<td>Communication and Conflict Management</td>
</tr>
<tr>
<td>COMM 4344/5344 (48C:151g)</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>COMM 4346/5346 (48C:153g)</td>
<td>Gender Issues in Communication</td>
</tr>
<tr>
<td>COMM 4347/5347 (48C:142g)</td>
<td>Family Communication</td>
</tr>
<tr>
<td>COMM 4355/5355 (48C:141g)</td>
<td>Listening</td>
</tr>
<tr>
<td>COMM 4411/5411 (48C:122g)</td>
<td>Language and Communication</td>
</tr>
<tr>
<td>COMM 4544/5544 (48C:120g)</td>
<td>Digital Culture and Communication</td>
</tr>
<tr>
<td>COMMGRAD 6014 (48C:251)</td>
<td>Seminar in Organizational Communication</td>
</tr>
<tr>
<td>COMMGRAD 6041 (48C:232)</td>
<td>Seminar in Communication</td>
</tr>
<tr>
<td>COMMGRAD 6042 (48C:222)</td>
<td>Seminar in Performance Studies</td>
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</table>

Total Hours: **21**
## Thesis Option

**Required Core**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study and Research</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6011</td>
<td>Communication Theory (or COMMGRAD 6016: Mass Communication Theory)</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology (COMMGRAD 6299: Research)</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6046</td>
<td>Seminar in Mass Communication (first course/topic counts toward core requirement)</td>
<td>3</td>
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</table>

**Electives (select 21 hours from the following):**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6014</td>
<td>Critical and Cultural Studies in Communication</td>
<td>12</td>
</tr>
<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology (additional section/s of this besides what is required)</td>
<td>12</td>
</tr>
<tr>
<td>COMMGRAD 6027</td>
<td>Seminar in Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6041</td>
<td>Seminar in Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6042</td>
<td>Seminar in Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6044</td>
<td>Seminar in Performance Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6045</td>
<td>Seminar in Communication Education</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6046</td>
<td>Seminar in Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6046</td>
<td>Other 200/6000-level or 100g/5000-level (approved by advisor and submitted through student request)</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 33

*First seminar course/topic counts toward core requirement, additional course(s)/topic(s) count as electives.

## Non-thesis Option

**Required Core**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study and Research</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6016</td>
<td>Mass Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6046</td>
<td>Seminar in Mass Communication</td>
<td>3</td>
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</tbody>
</table>

**Electives (select 21 hours from the following):**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM GRAD 6014</td>
<td>Critical and Cultural Studies in Communication</td>
<td>12</td>
</tr>
<tr>
<td>COMMGRAD 6042</td>
<td>Seminar in Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4612/5612</td>
<td>Digital Media: Processes and Effects</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4621/5621</td>
<td>Digital Media Analysis</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4622/5622</td>
<td>Digital Media Audiences</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4631/5631</td>
<td>Digital Media Law</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4641/5641</td>
<td>Critical Studies in Digital Media: (Topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4642/5642</td>
<td>Digital Technologies (Topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4654/5654</td>
<td>Digital Media Management</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6046</td>
<td>Seminar in Mass Communication (first course/topic counts toward core requirement; additional course(s)/topic(s) count as electives)</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6285 (Readings)</td>
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<tr>
<td>COMMGRAD 6286 (Studies in)</td>
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</table>

Total Hours: 30
Department of Communication Studies

COMM PR 3844/5844 (48P:184g)  
Public Relations: Integrated Communications

COMM DM 4611/5611  
History of Mass Communication

COMM DM 4630/5630  
Journalism, Law, and Ethics

COMM DM 4644/5644  
Global Mass Communication Systems

COMM DM 4650/5650  
Advanced Reporting

COMM DM 4656/5656  
Feature Writing

COMM PR 4811/5811 (48P:188g)  
Public Relations: Cases and Studies

COMM PR 4822/5822 (48P:170g)  
Global Public Relations

COMM PR 4855/5855 (48P:182g)  
Public Relations Campaign Methods

COMMGRAD 6027  
Seminar in Public Relations

Total Hours 33

* First seminar course/topic counts toward core requirement, additional course(s)/topic(s) count as electives.

Thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)  
Introduction to Graduate Study and Research 3

COMMGRAD 6016 (48E:224)  
Mass Communication Theory 3

COMMGRAD 6022 (48C:236)  
Communication Research Methodology 3

COMMGRAD 6046 (48E:222)  
Seminar in Mass Communication 3

COMMGRAD 6299 (48C:299,48E:299,48P:299)  
Research (6 hrs.) 6

Select 12 hours of electives from the following: * 12

COMMGRAD 6014 (48C:251)  
Critical and Cultural Studies in Communication

COMMGRAD 6027 (48P:282)  
Seminar in Public Relations

COMMGRAD 6042 (48C:222)  
Seminar in Communication

COMM DM 4612/5612  
Digital Media: Processes and Effects

COMM DM 4621/5621  
Digital Media Analysis

COMM DM 4622/5622  
Digital Media Audiences

COMM DM 4631/5631  
Digital Media Law

COMM DM 4641/5641  
Critical Studies in Digital Media: (Topic)

COMM DM 4642/5642  
Digital Technologies (Topic)

COMM DM 4654/5654  
Digital Media Management

COMMGRAD 6046 (48E:222)  
Seminar in Mass Communication (first course/topic counts toward core requirement; additional course(s)/topic(s) count as electives)

COMMGRAD 6285 (Readings)

Organizational Communication Emphasis

Non-thesis Option

Required Core

COMMGRAD 6001 (48C:201,48E:201,48P:201)  
Introduction to Graduate Study and Research 3

COMMGRAD 6011 (48C:224)  
Communication Theory

COMMGRAD 6016 (48E:224)  
Mass Communication Theory

COMMGRAD 6022 (48C:236)  
Communication Research Methodology 3

COMMGRAD 6041 (48C:232)  
Seminar in Organizational Communication 3

COMMGRAD 6045 (48C:282)  
Seminar in Communication Education 3

Department Electives (select 15 hours from the following): * 15

COMM 4116/5116 (48C:138g)  
Health Communication

COMM 4134/5134 (48C:134g)  
Organizational Cultures and Communication

COMM 4155/5155 (48C:135g)  
Organizational Communication Assessment

COMM 4333/5333 (48C:148g)  
Communication and Conflict Management

COMM 4344/5344 (48C:151g)  
Intercultural Communication

COMM 4346/5346 (48C:153g)  
Gender Issues in Communication

COMMGRAD 6014 (48C:251)  
Critical and Cultural Studies in Communication

COMMGRAD 6027 (48P:282)  
Seminar in Public Relations
### Department of Communication Studies

**COMMGRAD 6041** *(48C:232)*  
Seminar in Organizational Communication (first and second courses/topics count toward core requirement; additional course(s)/topic(s) count as electives)

**COMMGRAD 6042** *(48C:222)*  
Seminar in Communication

**COMMGRAD 6044** *(48C:212)*  
Seminar in Performance Studies

**COMMGRAD 6045** *(48C:282)*  
Seminar in Communication Education (first course/topic counts toward core requirement; additional course(s)/topic(s) count as electives)

**COMMGRAD 6046** *(48E:222)*  
Seminar in Mass Communication

**Total Hours**: 30

*First and second seminar COMMGRAD 6041 (48C:232) course/topics count toward core requirement; additional course(s)/topic(s) count as electives.

Elective courses outside the department may also be taken with advisor approval (e.g., courses in business, education, sociology, psychology, etc.) and submitted through a student request on MyUNIverse, with no more than 6 hours taken outside the department.

### Thesis Option

**Required Core**

**COMMGRAD 6001** *(48C:201,48E:201,48P:201)*  
Introduction to Graduate Study and Research 3

**COMMGRAD 6011** *(48C:224)*  
Communication Theory 3  
**or COMMGRAD 6016** *(48E:224)*  
Mass Communication Theory

**COMMGRAD 6022** *(48C:236)*  
Communication Research Methodology 3

**COMMGRAD 6041** *(48C:232)*  
Seminar in Organizational Communication 3

**COMMGRAD 6045** *(48C:282)*  
Seminar in Communication Education 3

**COMMGRAD 6299** *(48C:299,48E:299,48P:299)*  
Research 6

**Electives (select 6 hours from the following):**  
*6*  
**COMM 4116/5116** *(48C:138g)*  
Health Communication  
**COMM 4134/5134** *(48C:134g)*  
Organizational Cultures and Communication  
**COMM 4155/5155** *(48C:135g)*  
Organizational Communication Assessment  
**COMM 4333/5333** *(48C:148g)*  
Communication and Conflict Management  
**COMM 4344/5344** *(48C:151g)*  
Intercultural Communication  
**COMM 4346/5346** *(48C:153g)*  
Gender Issues in Communication

**COMMGRAD 6014** *(48C:251)*  
Critical and Cultural Studies in Communication  
**COMMGRAD 6027** *(48P:282)*  
Seminar in Public Relations  
**COMMGRAD 6041** *(48C:232)*  
Seminar in Organizational Communication (first and second courses/topics count toward core requirement; additional course(s)/topic(s) count as electives)

**COMMGRAD 6042** *(48C:222)*  
Seminar in Communication  
**COMMGRAD 6044** *(48C:212)*  
Seminar in Performance Studies  
**COMMGRAD 6045** *(48C:282)*  
Seminar in Communication Education (first course/topic counts toward core requirement; additional course(s)/topic(s) count as electives)

**COMMGRAD 6046** *(48E:222)*  
Seminar in Mass Communication

**Total Hours**: 27

*First and second COMMGRAD 6041 (48C:232) courses/topics count toward core requirement; additional course(s)/topic(s) count as electives.

Elective courses outside the department may also be taken with advisor approval (e.g., courses in business, education, sociology, psychology, etc.) and submitted through a student request on MyUNIverse, with no more than 3 hours taken outside the department.

### Performance Studies Emphasis

**Non-thesis Option**

**Required Core**

**COMMGRAD 6001** *(48C:201,48E:201,48P:201)*  
Introduction to Graduate Study and Research 3

**COMMGRAD 6011** *(48C:224)*  
Communication Theory 3  
**or COMMGRAD 6016** *(48E:224)*  
Mass Communication Theory

**COMMGRAD 6022** *(48C:236)*  
Communication Research Methodology 3

**COMMGRAD 6044** *(48C:212)*  
Seminar in Performance Studies 3

**Electives (select 21 hours from the following):**  
*21*  
**COMM 4344/5344** *(48C:151g)*  
Intercultural Communication  
**COMM 4346/5346** *(48C:153g)*  
Gender Issues in Communication  
**COMM 4411/5411** *(48C:122g)*  
Language and Communication  
**COMM 4412/5412** *(48C:113g)*  
Social Protest: Performance and Rhetoric

**COMMGRAD 6022** *(48C:236)*  
Communication Research Methodology 3

**COMMGRAD 6044** *(48C:212)*  
Seminar in Performance Studies 3

**Electives (select 21 hours from the following):**  
*21*  
**COMM 4344/5344** *(48C:151g)*  
Intercultural Communication  
**COMM 4346/5346** *(48C:153g)*  
Gender Issues in Communication  
**COMM 4411/5411** *(48C:122g)*  
Language and Communication  
**COMM 4412/5412** *(48C:113g)*  
Social Protest: Performance and Rhetoric
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tr>
<td>COMM 4447/5447</td>
<td>Performance and Social Change</td>
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<tr>
<td>COMM 4448/5448</td>
<td>Cultural Performance</td>
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<tr>
<td>COMM 4490/5490</td>
<td>Interpreters Theatre Production</td>
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<td>COMM 4544/5544</td>
<td>Digital Culture and Communication</td>
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<tr>
<td>COMM 4909/5909</td>
<td>Readings in Performance Studies</td>
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<tr>
<td>COMMGRAD 6014</td>
<td>Critical and Cultural Studies in Communication</td>
</tr>
<tr>
<td>COMMGRAD 6042</td>
<td>Seminar in Communication</td>
</tr>
<tr>
<td>COMMGRAD 6046</td>
<td>Seminar in Mass Communication</td>
</tr>
<tr>
<td>COMM DM 4612/5612</td>
<td>Digital Media: Processes and Effects</td>
</tr>
<tr>
<td>COMM DM 4621/5621</td>
<td>Digital Media Analysis</td>
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<tr>
<td>COMM DM 4622/5622</td>
<td>Digital Media Audiences</td>
</tr>
<tr>
<td>COMM DM 4641/5641</td>
<td>Critical Studies in Digital Media: (Topic)</td>
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<tr>
<td>COMM DM 4642/5642</td>
<td>Digital Technologies (Topic)</td>
</tr>
<tr>
<td>THEATRE 3125/5125</td>
<td>Acting Studio</td>
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<td>THEATRE 3180/5180</td>
<td>Theatre Management</td>
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<tr>
<td>THEATRE 3195/5195</td>
<td>Playwriting</td>
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<tr>
<td>ENGLISH 3715/5715</td>
<td>Craft of Poetry</td>
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<td>ENGLISH 3725/5725</td>
<td>Craft of Fiction</td>
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<tr>
<td>ENGLISH 4740/5740</td>
<td>Poetry Workshop</td>
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<td>ENGLISH 4750/5750</td>
<td>Fiction Workshop</td>
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**Total Hours**: 33

* With no more than 9 hours taken outside the department.

**Thesis Option**

**Required Core**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study and Research</td>
</tr>
<tr>
<td>COMMGRAD 6011 (48C:224)</td>
<td>Communication Theory</td>
</tr>
<tr>
<td>or COMMGRAD 6016 (48E:224)</td>
<td>Mass Communication Theory</td>
</tr>
<tr>
<td>COMMGRAD 6022 (48C:236)</td>
<td>Communication Research Methodology</td>
</tr>
<tr>
<td>COMMGRAD 6044 (48C:212)</td>
<td>Seminar in Performance Studies</td>
</tr>
<tr>
<td>COMMGRAD 6299 (48C:299,48E:299,48P:299)</td>
<td>Research (6 hrs.)</td>
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**Electives (select 12 hours from the following):**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMM 4344/5344</td>
<td>Intercultural Communication</td>
</tr>
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</table>

**Total Hours**: 30

* With no more than 9 hours taken outside the department.

**Public Relations Emphasis**

**Non-thesis Option**

**Required Core**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study and Research</td>
</tr>
<tr>
<td>COMMGRAD 6011 (48C:224)</td>
<td>Communication Theory</td>
</tr>
</tbody>
</table>

**Total Hours**: 30

* With no more than 9 hours taken outside the department.
## Department of Communication Studies

**Mass Communication Theory**

- COMMGRAD 6016 (48E:224)  
- COMMGRAD 6022 (48C:236)  
- COMMGRAD 6027 (48P:282)  
- COMM PR 3844/5844 (48P:184g)  

**Communication Research Methodology**

- COMMGRAD 6014 (48C:251)  
- COMMGRAD 6041 (48C:232)  
- COMMGRAD 6042 (48C:222)  
- COMMGRAD 6044 (48C:212)  
- COMMGRAD 6046 (48E:222)  
- COMMGRAD 6285 (Readings)  
- COMMGRAD 6286 (Studies in)  
- COMM 3000/5000 (48C:166g)  
- COMM PR 4811/5811 (48P:188g)  
- COMM PR 4822/5822 (48P:170g)  
- COMM PR 4855/5855 (48P:182g)  

**Seminar in Public Relations**

- COMMGRAD 6027 (48P:282)  
- COMM PR 3844/5844 (48P:184g)  

**Seminar in Organizational Communication**

- COMMGRAD 6027 (48P:282)  
- COMM PR 3844/5844 (48P:184g)  

**Seminar in Communication Education**

- COMMGRAD 6027 (48P:282)  
- COMM PR 3844/5844 (48P:184g)  

**Seminar in Mass Communication**

- COMMGRAD 6027 (48P:282)  
- COMM PR 3844/5844 (48P:184g)  

**Selected Topics in Communication**

- COMM 3000/5000 (48C:166g)  
- COMM PR 4811/5811 (48P:188g)  
- COMM PR 4822/5822 (48P:170g)  
- COMM PR 4855/5855 (48P:182g)  

**Public Relations Campaign Methods**

- COMM 3000/5000 (48C:166g)  
- COMM PR 4811/5811 (48P:188g)  
- COMM PR 4822/5822 (48P:170g)  
- COMM PR 4855/5855 (48P:182g)  

**Public Relations: Cases and Studies**

- COMM 3000/5000 (48C:166g)  
- COMM PR 4811/5811 (48P:188g)  
- COMM PR 4822/5822 (48P:170g)  
- COMM PR 4855/5855 (48P:182g)  

**Public Relations: Integrated Communications**

- COMM 3000/5000 (48C:166g)  
- COMM PR 4811/5811 (48P:188g)  
- COMM PR 4822/5822 (48P:170g)  
- COMM PR 4855/5855 (48P:182g)  

**Public Relations Campaign Methods**

- COMM 3000/5000 (48C:166g)  
- COMM PR 4811/5811 (48P:188g)  
- COMM PR 4822/5822 (48P:170g)  
- COMM PR 4855/5855 (48P:182g)  

**Total Hours**

- 33

* COMMGRAD 6022 (48C:236) counts toward core requirement; additional seminar course(s)/topic(s) count as electives.

### Communication Studies Core Courses

**COMM COR 1010 (48J:002). Mass Communication and Society — 3 hrs.**

Survey of basic mass communication processes, including history and structure of media and media-related industries and sales, audiences, effects, careers, and future directions. (Fall and Spring)

**COMM COR 2020 (48C:080). Communication Research Methods — 3 hrs.**

Introduction to the process of research and inquiry across the discipline of communication studies. Includes the three units qualitative, quantitative, and rhetorical (critical). Introduction to the normative expectations of the research process. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 1505 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

**COMM COR 4124 (48C:124). Communication Theories — 3 hrs.**

Investigation of theories and concepts used to explain human communication. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 1505 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

### Communication Studies Graduate Courses

**COMMGRAD 6001 (48C:201). Introduction to Graduate Study and Research — 3 hrs.**

Exploration of communication research methodologies and resources. (Fall and Spring)

**COMMGRAD 6011 (48C:224). Communication Theory — 3 hrs.**

In-depth exposure to historical and contemporary scholarship that informs and constitutes theories of communication. Interdisciplinary with focus on social scientific and critical research on human communication, media studies, and rhetorical and performance theories. (Spring)
Examines contemporary theories of how performance, culture, identity, visual rhetoric, and bodies are communicatively constructed. Emphasizes connections among theories, communication practices, and students' creative/scholarly projects. Prerequisite(s): COMMGRAD 6001 (48C:201) or approval of instructor. (Fall and Spring)

For beginning graduate students to explore mass communication inquiry. Provides working knowledge of some of the major literature on mass communication theory and research. (Fall)

Introduction to various research methods used in the study of communication. May be repeated for maximum of 9 hours if different section. Prerequisite(s): graduate standing; COMMGRAD 6001 (48C:201) or approval of instructor.

COMMGRAD 6022 (48C:236)-01 Quantitative Methods.
Introduction to the quantitative methods employed in the study of communication, including experimental and survey techniques.

COMMGRAD 6022 (48C:236)-02 Qualitative Methods.
Introduction to the qualitative research methods employed in the study of communication, including interpretive and ethnographic techniques.

COMMGRAD 6022 (48C:236)-03 Critical Methods.
Introduction to the elements of critical, rhetorical, and performance methods, as well as alternative methods of textual criticism, and analysis and preparation of examples of textual criticism. (Fall and Spring)

Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Variable)

COMMGRAD 6041 (48C:232). Seminar in Organizational Communication — 3 hrs.
Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Fall)

COMMGRAD 6042 (48C:222). Seminar in Communication — 3 hrs.
Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Variable)

Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Variable)

COMMGRAD 6045 (48C:282). Seminar in Communication Education — 3 hrs.
Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Fall)

Various topics will be offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Variable)

COMMGRAD 6299 (48C:299). Research.
Prerequisite(s): consent of department. (Fall, Spring, Summer)

May be repeated for maximum of 3 hours. Consent of departmental committee must be obtained before registration. (Variable)

Communication Studies: Digital Media Courses

COMM DM 1611. Digital Media Literacies — 3 hrs.
Analysis and critique of the production and consumption of media messages to develop students as ethical and active digital citizens. Prerequisite(s): COMM COR 1010 (48J:002). (Fall)

Emphasis on news gathering techniques for journalists, including examination of search strategies, sources, and news values, the technologies of news gathering and their application, and fact-checking and writing news stories. (Fall and Spring)

COMM DM 1650. Digital Media Seminar — 1 hr.
An exploration of the Digital Media major and career opportunities in journalism, media leadership, and media production. Through professional speakers, field trips, and presentations, the course provides information about curriculum, learning resources, academic and professional expectations, and opportunities for professional networking. Corequisite(s): COMM DM 1651. (Fall and Spring)

COMM DM 1651. Digital Media Production I — 3 hrs.
Introduction to creative storytelling across digital formats and platforms, including basic concepts video, audio, and multimedia technologies. Emphasis on understanding the aesthetics and application of production techniques for multiple audiences and users. Corequisite(s): COMM DM 1650. This co-requisite is waived for Communication-Theatre Teaching majors. (Fall and Spring)

COMM DM 1652. Writing for Digital Media — 3 hrs.
Introduction to concepts and techniques of creative script writing used for digital media content in multiple formats and platforms. Topics include writing for fiction, news, television, and advertising. Prerequisite(s): COMM DM 1600 (48J:002). (Fall and Spring)

COMM DM 2651. Digital Media Production II — 3 hrs.
Building on the concepts of COMM DM 1651: Digital Media I, further exploration of creative storytelling using digital video, audio, live studio, and web concepts and technologies for multiple formats. Special emphasis on aesthetic and technical skills in post-production, including motion graphics, image manipulation, video, and sound editing. Also includes delivery of content over multiple platforms. Prerequisite(s): COMM DM 1651 and COMM DM 1652. (Fall and Spring)

COMM DM 2652. Emerging Digital Media: (Topic) — 3 hrs.
Explores the aesthetic concepts and creation of interactive media content for multiple platforms. Topics include web technologies, interactive storytelling, and emerging media content. Topics indicated in Schedule of Classes. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM DM 1651 or consent of instructor. (Fall and Spring)

COMM DM 2653. News Writing for Media — 3 hrs.
Principles and practice of reporting, writing, and editing news for multiple media platforms. Prerequisite(s): COMM COR 1010 (48J:002); COMM DM 1620. (Fall and Spring)
COMM DM 2950. Applied Digital Media — 1 hr.
Practical project experience for qualified students who work for KULT Radio, Cedar River Productions, UNI Cable, or on other authorized radio/TV/film-multimedia projects. May be repeated for maximum of 4 hours of applied digital media credit. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)

COMM DM 3000Z. Communication Studies: Digital Media Courses — 1-3 hrs.
Communication Studies: Digital Media Courses

COMM DM 3179. Cooperative Education — 1-6 hrs. (Fall, Spring, Summer)

Production of multi-camera content in a studio context, including news, sports, or talk shows. The course explores concepts and aesthetics, production workflow, application of journalistic methods, and delivery of content over multiple platforms. Students produce programs for broadcast. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

Creates innovative documentary stories from idea development to post-production. Students explore theories of documentary realism, current and emerging documentary forms, and the ethics of documentary practice. Students produce a short documentary as a final project. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

Development of fictional stories, including script development, production planning, directing actors, and the aesthetics of camera, lighting, sound, and editing as creative tools. Current and emerging forms of fiction programming for multiple platforms are explored. Students produce a short fiction video as a final project. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

Advanced training in digital post-production, including editing techniques, color correction, titles, and sound design. Through screenings and projects, students explore the history and aesthetics of editing, styles for different formats, and delivering content to multiple platforms. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

Advanced training in the theory and practice of audio recording and editing for multiple formats, including field and studio content. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

COMM DM 3656. Digital Media Industries — 3 hrs.
Examines media development, production, and distribution in response to technological changes, audience expectations, new competition and other industrial forces. Prerequisite(s): COMM COR 1010 (48J:002) or consent of instructor. (Fall)

COMM DM 3657. Promotion of Digital Media — 3 hrs.
Explores the art of promoting film, television, games and other digital media products and services. Attention to media planning and multi-platform campaigns to reach audiences. Prerequisite(s): COMM COR 1010 (48J:002). (Variable)

COMM DM 3658. Digital Journalism: (Topic) — 3 hrs.
Writing and developing online journalism, including web pages, social media, interactive timelines, motion graphics, video, virtual reality storytelling, and podcasts. Prerequisite(s): COMM DM 1651; COMM DM 2653. May be repeated for up to 6 hours if different topic. (Variable)

COMM DM 3659. Editing and Design — 3 hrs.
Immersion in layout, design and photography for news or feature publication. Students use digital tools, including InDesign, Photoshop and Illustrator to create finished pieces for publication, including editorial and advertorial content. Prerequisite(s): COMM DM 2653 or consent of instructor. (Fall and Spring)

COMM DM 3900. Internship in Digital Media — 1-6 hrs.
Students complete internships with off-campus professional media organizations, focusing on intensive work in a specialized area of digital media in conjunction with academic assignments. May be repeated for maximum of 6 hours. Prerequisite(s): junior standing; internship coordinator approval. See the internship coordinator for additional departmental requirements. (Fall, Spring, Summer)

COMM DM 3950. Advanced Applied Digital Media — 1 hr.
Practical project experience for qualified students who work for KULT Radio, Cedar River Productions, UNI Cable, or on other authorized radio/TV/film-multimedia projects. May be repeated for maximum of 4 hours of applied digital media credit. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)

Practical project experience for qualified students who work for the Northern Iowan or other qualified journalism organizations. May be repeated for maximum of 4 hours of applied digital journalism credit. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)

Development of the structure, economics, and content of mass communication in the United States; examination of significant persons and events contributing to the technological, economic, and social development of mass media. Equal emphasis on print and digital media. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Spring)

Critically examines the processes, functions, and effects of digital media on audiences/users. Special attention to the impact of digital media in political, social, economic, and cultural contexts. Prerequisite(s): COMM COR 2020 (48C:080); junior standing. (Spring)

COMM DM 4621/5621. Digital Media Analysis — 3 hrs.
Critically examines multiple theoretical and methodological approaches to the analysis and criticism of digital media content, including fiction, documentary, video games, transmedia, web, and other formats. Prerequisite(s): COMM COR 2020 (48C:080); junior standing. (Fall)

COMM DM 4622/5622. Digital Media Audiences — 3 hrs.
Examination of characteristics and behaviors of audiences/users of digital media content. Special attention to audience research methodologies and impact of new communication technologies on audience behavior. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Fall)
COMM DM 4630/5630. Journalism, Law, and Ethics — 3 hrs.
Origins and contemporary issues in mass communication law and ethics, including those in journalism and public relations. Libel, fair trial, law, and self-regulation in journalism and public relations. Prerequisite(s): junior standing. (Fall and Spring)

COMM DM 4631/5631. Digital Media Law — 3 hrs.
Explores regulation of digital media industries and the effects of political, economic, and cultural dynamics on media policy and media content. Critical analysis of how citizens, consumers, and media companies are impacted by media ownership rules and consolidation; copyright laws and remix culture; Internet access; sex and violence in media; invasion of privacy; regulation of advertising and political ads; and free speech for media producers. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Spring)

COMM DM 4632. Senior Seminar in Digital Media — 3 hrs.
Preparation for a professional career in digital media, including development of interview skills, resumes, portfolios, and cover letters. Exploration of ethical foundations for production, distribution, and consumption of digital media. Prerequisite(s): COMM DM 1650; senior standing. (Fall and Spring)

Advanced examination of theory, and aesthetic forms of digital media content and creators. Topics indicated in Schedule of Classes. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM COR 2020 (48C:080); junior standing. (Variable)

Examination of theories and practices of past, current, and developing technologies used for multiple platforms of digital media content. Topics may include script development, software applications, web technologies, virtual reality, games, digital cultures, and mobile media. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM COR 1010 (48J:002); junior standing or consent of instructor. (Variable)

Media practices and philosophies in the major regions of the world. Government and economic structures of global communications processes and practices. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Fall)

COMM DM 4650/5650. Advanced Reporting — 3 hrs.
Writing and producing news stories for multiple news platforms, based on beat reporting, coverage of business and current events, and investigative journalism. Prerequisite(s): COMM DM 2653; junior standing. (Fall and Spring)

COMM DM 4651. Digital Media Practicum: (Topic) — 3 hrs.
Advanced media production for multiple platforms of digital media. Topics indicated in Schedule of Classes. May be repeated for maximum of 6 hours if different topic. Prerequisite(s): COMM DM 3651, or COMM DM 3652, or COMM DM 3653, or COMM DM 3654, or COMM DM 3655. (Variable)

COMM DM 4652. Digital Media Projects — 1-6 hrs.
An advanced project for digital video, audio, or interactive media beyond the scope of existing courses. Students are selected through a competitive process and work under the supervision of faculty. May be repeated for maximum of 6 hours. Prerequisite(s): COMM DM 3651, COMM DM 3652, COMM DM 3653, COMM DM 3654, COMM DM 3655, or COMM DM 2652; junior standing; consent of instructor. (Variable)

COMM DM 4653/5653. Digital Media Distribution — 3 hrs.
Examines digital distribution strategies for film, television, music, gaming, and other media content across delivery systems. Topics include transmedia development, monetizing intellectual property, and innovative platforms. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Variable)

Explores how media managers oversee the financing, production, marketing and distribution of their media products and services. Examines innovative principles and practices of digital media management, with attention to leadership case studies from companies across media and technology sectors. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Variable)

COMM DM 4655. Photojournalism — 3 hrs.
In-depth feature writing for beats including arts, entertainment, leisure, and travel for multiple news platforms. Prerequisite(s): COMM DM 2653 or ENGLISH 2015 (620:015) or consent of instructor; junior standing. (Variable)

COMM DM 4656/5656. Feature Writing — 3 hrs.
Introduction to theories, processes, and techniques involved in photojournalism through photo assignments, image editing, presentation in a variety of formats, and critical reviews of work. Prerequisite(s): COMM DM 2653 or ENGLISH 2015 (620:015) or consent of instructor; junior standing. (Variable)

**Communication Studies: Public Relations Courses**

Introduction to theories, processes, and techniques involved in researching, planning, and implementing programs designed to influence public opinion and human behavior. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

Credit for approved work in public relations (e.g., problems of campaign on campus or in the community). May be repeated for maximum of 2 hours. Prerequisite(s): consent of instructor. (Fall and Spring)

(Variable)

Study of integrated approaches in PR practices including use of advertisement, IMC, promotion, and event techniques for relationship building and understanding of public behaviors. Prerequisite(s): junior standing. (Spring)

Conceptualization and multi-media adaptation of copy for public relations campaigns. Prerequisite(s): COMM DM 1620. (Fall and Spring)
COMM PR 3900/5900 (48P:197g). Internship in Public Relations — 1-6 hrs.
Students complete academic assignments in conjunction with intensive work in a specialized area on-site at an organization. May be repeated for a maximum of 6 hours. Prerequisite(s): junior standing; internship coordinator approval. See the internship coordinator for additional departmental requirements. (Fall, Spring, Summer)

Credit for approved advanced work in public relations (e.g., problems of campaign on campus or in the community). May be repeated for a maximum of 2 hours. Prerequisite(s): consent of instructor. (Fall and Spring)

Study of PR theories and academic research and application of theoretical understanding through analyses of recent PR cases. Prerequisite(s): senior standing or consent of instructor. (Fall and Spring)

COMM PR 4822/S822 (48P:170g). Global Public Relations — 3 hrs.
Examination of PR research and practices in diverse countries and transnational organizations. Development of PR professionalism and ethics in intercultural/international contexts. Prerequisite(s): junior standing. (Fall)

Analysis and production of public relations tools; techniques to gain reaction and support from specialized groups. Planning and preparation of public relations communications materials and use of controlled (public) media to reach target audiences. Prerequisite(s): COMM PR 1811 (48P:005); junior standing. (Fall and Spring)

COMM PR 4856/S856. Public Relations Special Events Planning — 3 hrs.
Special events planning provides the opportunity to unite global human society through large and small events. Sustainable and environmentally responsible strategies will be discussed and implemented in various activities. Sustainable event leadership will be highlighted as a best practice. Prerequisite(s): junior standing. (Fall)

COMM PR 4857/S857. Crisis Communication — 3 hrs.
Crisis communication is a critical component to the successful operation of many organizations. Many organizations and individuals are forced to confront some type of crisis at some point in their lifetime. This course is interested in defining and discussing crisis communication strategies and theories that can help protect organizations faced with a crisis. This course studies crisis communication from a wide variety of perspectives including: public relations, leadership, media theory, and interpersonal communication. Prerequisite(s): junior standing. (Variable)

Sports public relations is a management function that builds beneficial relationships with athletes, managers, media, stakeholders, fans, and constituencies. This course focuses on team, league and organizational management and the building of brand, corporate, media, and fan relationships through creative communications. Prerequisite(s): junior standing. (Spring)

Communication Studies Courses

COMM 1000 (48C:001). Oral Communication — 3 hrs.
Development of speaking and listening skills by studying the process and theory of communication and by applying communication principles to various speaking situations. (Fall, Spring, Summer)

COMM 1205 (48C:031). Group Communication Skills — 3 hrs.
Study of how people use their communication to create and perpetuate effective groups; experiential exploration of the dynamics and processes involved in group communication including the pitfalls and struggles faced by students when they work in groups. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

COMM 1940 (48C:091). Applied Forensics — 1 hr.
Credit for approved participation in competitive speech and debate activities. May be repeated for maximum of 4 hours. Prerequisite(s): consent of instructor. (Fall and Spring)

Credit for approved participation in Performance Studies (e.g., participation in Interpreters Theatre, performance in community, campus, or festival settings; or related activity). May be repeated for maximum of 8 hours. Prerequisite(s): consent of instructor. (Fall and Spring)

Overview of the communication discipline; investigation of career paths as a communication studies major. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall, Spring, Summer)

COMM 2255 (48C:071). Public Speaking — 3 hrs.
Teaches students to prepare, adapt, present, and critique a variety of speeches in a public setting. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall, Spring, Summer)

Introduction to the performance, analysis, and criticism of literary and aesthetic texts. (Spring)

COMM 2257 (48C:074). Argumentation and Debate — 3 hrs.
Training in the basics of academic debate and policy analysis. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall, Spring, Summer)

COMM 2344 (48C:004). Interpersonal Communication — 3 hrs.
Study of communication in relationships; exploration and experience with concepts and processes involved in one-to-one communication. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall, Spring, Summer)

Adapting and staging texts for live and electronic group performances. Work in narrative adaptation, montage scripting, and ethnodrama. Prerequisite(s): COMM 2256 (48C:011). (Spring)
COMM 2456. Performance of Popular Culture — 3 hrs.
Introduction to the critical analysis, study, and performance of popular culture artifacts, phenomenon and texts. Special emphasis given to the socio-political implications and technological advances affecting popular culture consumption in U.S. culture. (Variable)

Examines introductory digital studies topics, including visual grammar, design history, 21st century literacy practices and aspects of writing and designing for the Web. (Fall and Spring)

COMM 3000/5000 (48C:166g). Selected Topics in Communication — 3 hrs.
Intensive work in specialized communication concepts, processes and approaches. No single emphasis may be repeated although the course may be repeated for maximum of 6 hours. Prerequisite(s): junior standing. (Variable)

COMM 3055 (48C:132). Organizational Communication — 3 hrs.
Study of communication theories and practices in organizational settings. Students explore the role of communication in workplace processes such as newcomer socialization, conflict management, leadership and technology. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 1015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Variable)

Exploration of theories and experiences in business and professional dyadic, small group, and public communication situations, with emphasis on developing individual communication skills and professionalism. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

Synthesis of theory and practice of leadership; examination of case studies and research on leadership issues and ethics; preparation of career plans that include service component. Prerequisite(s): HUM 3110; junior standing. [Same as HUM 3188 (680:188)] (Variable)

COMM 3179 (48C:179). Cooperative Education — 1-6 hrs.
(Fall, Spring, Summer)

Methods of collecting, analyzing, theorizing, and performing stories, narratives, and identity. Applications for communication research and performance, including projects in museums, public relations campaigns, organizational settings, and community media. (Fall)

COMM 3557. Advanced Digital Visualization: (Topic) — 3 hrs.
Intensive work in specialized digital visualization concepts and practices. No single topic may be repeated although the course may be repeated for maximum of 6 hours, with only 3 hours applied to the Interactive Digital Studies major or minor. Prerequisite(s): COMM 2555 (48C:025), junior standing or consent of instructor. (Fall)

COMM 3900/5900 (48C:197g). Internship in Communication — 1-6 hrs.
Students complete academic assignments in conjunction with intensive work in a specialized area on-site at an organization. May be repeated for maximum of 6 hours. Prerequisite(s): junior standing; internship coordinator approval. See the internship coordinator for additional departmental requirements. (Fall, Spring, Summer)

Credit for approved advanced participation in competitive speech and debate activities. May be repeated for maximum of 4 hours. Prerequisite(s): consent of instructor. (Fall and Spring)

Credit for approved advanced work in Performance Studies (e.g., participation in Interpreters Theatre, performance in community, campus, or festival settings; or related activity). May be repeated for maximum of 8 hours. Prerequisite(s): consent of instructor. (Fall and Spring)

COMM 4021/5021 (48C:180g). Quantitative Research Methods — 3 hrs.
Examination of principles and procedures of communication research with emphasis on experimental and survey methods and techniques. Students will complete research projects. Prerequisite(s): COMM COR 2020 (48C:080) or equivalent; junior standing. (Fall)

COMM 4022/5022 (48C:183g). Qualitative Research Methods — 3 hrs.
Examination of principles and procedures of communication research with emphasis on interpretive and ethnographic techniques. Students complete research projects. Prerequisite(s): COMM COR 2020 (48C:080) or equivalent; junior standing. (Spring)

COMM 4023/5023 (48C:189g). Rhetorical Research Methods — 3 hrs.
Examination of principles and procedures of communication research with emphasis on the critical analysis and interpretation of persuasive messages. Students complete research projects. Prerequisite(s): COMM COR 2020 (48C:080) or ENGLISH 2120 (620:034) or equivalent; junior standing. (Spring)

COMM 4111/5111 (48C:131g). Group Communication Theory and Analysis — 3 hrs.
In-depth study of theories and research in group communication. Prerequisite(s): junior standing; COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Spring)

COMM 4116/5116 (48C:138g). Health Communication — 3 hrs.
Theories of communication in health care settings, current issues in health communication, types of applications in interpersonal, organizational, and public communication contexts; literature and performance methods in health education. Prerequisite(s): junior standing. (Odd Springs)

COMM 4134/5134 (48C:134g). Organizational Cultures and Communication — 3 hrs.
Study of how cultural ideologies and forms such as symbols, rituals, language, and narratives are created, maintained, and changed in organizations. Emphasis on interpretive and critical theory and research. Prerequisite(s): MGMT 3153 (150:153) or COMM 3055 (48C:132); COMM COR 2020 (48C:080); junior standing. (Fall)

COMM 4155/5155 (48C:135g). Organizational Communication Assessment — 3 hrs.
Investigation of communication behavior and effectiveness in organizations. Students act in groups to design and conduct a consulting intervention in an actual organization. Prerequisite(s):
COMM COR 2020 (48C:080); COMM 3055 (48C:132); junior standing. (Spring)

COMM 4211/5211 (48C:123g). Rhetoric and Civic Culture — 3 hrs.
Exploration of theories explaining how symbolic action creates, maintains, and transforms social reality, plays a role in social/political/cultural orders, differs between groups, and affects social change. Particular attention paid to the role of rhetoric in civic culture. Prerequisite(s): senior standing. (Spring)

Analysis of visual communication and how visual forms (e.g., bodies, photographs, memorials, image events) construct, maintain, and alter social reality. Prerequisite(s): COMM COR 1010 (48J:002) or COMM COR 2020 (48C:080) or COMM 2555 (48C:025) or COMM DM 1611 or ENGLISH 2120 (620:034) or ART HIST 1004 or ART 1002 (600:002). (Variable)

COMM 4216/5216 (48C:160g). Political Communication — 3 hrs.
Study of the elements of national and/or local political communication, including the rhetoric of political campaigns, and/or the rhetoric of elected officials. Prerequisite(s): junior standing. (Same as POL AMER 4160/5160) (Even Falls)

COMM 4217/5217 (48C:176g). Freedom of Speech — 3 hrs.
Development of laws and social attitudes that have attempted to regulate communication in the United States; relation of free speech to national security, to regulation of the public forum, and to artistic expression; analysis of doctrines and tests used by the Supreme Court in interpreting the limits to free expression. Prerequisite(s): junior standing. (Variable)

Examination of the dynamics involved in the creation, reception, and exchange of effective persuasive messages, episodes, and campaigns with a primary focus on social science theory and research regarding processes of human influence. (Variable)

Exploration of ethical dimensions and dilemmas in communication. Prerequisite(s): junior standing. (Same as CAP 3128 (CAP:128)) (Spring)

COMM 4311/5311 (48C:121g). Nonverbal Communication — 3 hrs.
Study of practices, theories, and concepts related to patterns of human expression apart from the spoken or written word. Prerequisite(s): junior standing. (Same as HUM 3102/5102 (680:102g)) (Fall)

Analysis of mediation concepts and processes involving third party intervention in a conflict context. Prerequisite(s): COMM 2344 (48C:004); junior standing. (Variable)

COMM 4320. Leadership Communication and Citizenship — 3 hrs.
Exploration of the types of communication people use to give direction to the groups that matter most to them such as a team, community, organization, or social or political movement. Prerequisite(s): senior standing. (Fall)

COMM 4322/5322 (48C:144g). Advanced Interpersonal Communication — 3 hrs.
Advanced study of theories and research in interpersonal communication. Prerequisite(s): COMM 2344 (48C:004); junior standing. (Fall)

Exploration of the processes involved in managing conflict in various communication contexts. Prerequisite(s): COMM 2344 (48C:004); junior standing. (Spring)

COMM 4344/5344 (48C:151g). Intercultural Communication — 3 hrs.
Critical analysis of the multiple ways culture, perception, and communication influence each other. Offers a blend of theory, research, and hands-on application. Prerequisite(s): junior standing. (Spring)

COMM 4346/5346 (48C:153g). Gender Issues in Communication — 3 hrs.
Critical examination of how communication creates, maintains and challenges diverse gender identities and of how gendered communication in and about social institutions can be sources of liberation and subordination. Prerequisite(s): junior standing. (Fall)

COMM 4347/5347 (48C:142g). Family Communication — 3 hrs.
Study of communication phenomena in the family setting. Examination of how communication influences the development, maintenance, and enhancement of family relationships. Prerequisite(s): COMM 2344 (48C:004); junior standing. (Fall)

COMM 4355/5355 (48C:141g). Listening — 3 hrs.
Study of theory and process of listening, methods of improving skills, and career applications. Prerequisite(s): junior standing. (Spring)

COMM 4411/5411 (48C:122g). Language and Communication — 3 hrs.
Language theories and analysis approaches, including sociolinguistics, pragmatics, conversation analysis, discourse analysis, and ethnography of speaking, with applications for interpersonal, organizational, and public contexts. Prerequisite(s): junior standing. (Spring)

COMM 4421/5412. Performing History — 3 hrs.
Theoretical and practical introduction to the critical analysis, study, and performance of history. Construction and representation of history using performance techniques and perspectives in innovative digital storytelling. Prerequisite(s): COMM 2555 (48C:025); junior standing. (Spring)

COMM 4444/5444 (48C:155g). Communication, Community, and Change — 3 hrs.
Study of communication practices in the construction, enhancement, and maintenance of communities. Theoretical and experiential applications through civic engagement, case study analysis, and applied critique of specific communities. Includes community projects, presentations, or simulations. Prerequisite(s): senior standing. (Fall and Spring)

Study of rhetorical and performance texts in social protest, public awareness, identity formation, and rhetorical movements. Special attention to issues of race, sex and sexuality, age, and/or class. Prerequisite(s): junior standing. (Variable)

Study of creation and theory of interactive performances as a method to create dialog and promote civic engagement related to social justice issues. Prerequisite(s): junior standing. (Spring)
COMM 4448/5448 (48C:110g). Cultural Performance — 3 hrs.
Advanced study of verbal art, texts, and aesthetic traditions in community, cultural, and political contexts. Emphasis on the roles narrative, ritual, and ceremony play in creating and contributing to cultural identity and social advocacy. Prerequisite(s): junior standing. (Fall)

COMM 4490/5490 (48C:117g). Interpreters Theatre Production — 1-2 hrs.
Advanced study and practice in preparing scripts, directing group performance for public presentation, and designing and implementing technical elements of productions. Usually involves directing, scripting, designing, or researching for an Interpreters Theatre production. Prerequisite(s): COMM 2455 (48C:015); approved Performance Studies project application; junior standing; consent of instructor. (Fall and Spring)

COMM 4544/5544 (48C:120g). Digital Culture and Communication — 3 hrs.
Investigation of the relationships between technology and communication and their impact on social behavior, thought, and culture. Prerequisite(s): junior standing. (Fall and Spring)

COMM 4555/5555 (48C:168g). Message Design and Delivery — 3 hrs.
Advanced course that teaches students to prepare, adapt, and deliver messages in a variety of settings. Special attention is paid to analysis for making choices and integrating presentation technology into the communication process. Prerequisite(s): junior standing; COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Variable)

COMM 4556/5556. Interactive Digital Visualization — 3 hrs.
Study the visualization of ideas using interactive, digital tools. Creatively apply 2D, 3D digital tools and theories to various forms of communication: academic, journalistic, narrative, and performance. Prerequisite(s): COMM 2555 (48C:025); junior standing. (Variable)

COMM 4559/5559 (48C:187g). Methods of Teaching Speech — 3 hrs.
Teaching strategies for grades 5-12; application of educational principles to the communication classroom. Strongly recommended to precede student teaching. Prerequisite(s): 12 hours of COMM (48C) course work; TEACHING 2017; EDPSYCH 2030 (200:030); junior standing. (Fall)

COMM 4909/5909 (48C:119g). Readings in Performance Studies — 1-3 hrs.
Extensive individual study of special topics in performance studies theory, history, or research. Prerequisite(s): COMM 2256 (48C:011); COMM 4447/5447 (48C:108g) or COMM 4448/5448 (48C:110g); junior standing. (Variable)