Department of Communication and Media

(The College of Humanities, Arts and Sciences)

cm.uni.edu

The Department of Communication and Media offers the following programs:

Undergraduate Majors (B.A.)

• Communication (Liberal Arts) (p. 1)
• Communication-Theatre-Teaching (p. 2) (also listed in Department of Theatre)
• Communication/Digital Media (p. 3)
• Communication/Public Relations (p. 4)
• Interactive Digital Studies (p. 5)
• Political Communication (p. 6) (also listed in Department of Political Science)

Minors

• Business Communication (p. 7) (also listed in Department of Marketing and Entrepreneurship)
• Communication (p. 8)
• Communication-Theatre-Teaching (p. 8) (also listed in Department of Theatre)
• Communication/Digital Journalism (Liberal Arts) (p. 8)
• Communication/Digital Media Leadership (p. 9)
• Digital Media Production (p. 9)
• Communication/Public Relations (p. 9)
• Interactive Digital Studies (p. 9)

Graduate Major (M.A.)

• Communication and Media (p. 11)

Program Certificates

• Communication Education and Training (graduate certificate) (p. 12)
• Communication, Community, and Public Advocacy (p. 12)
• Conflict Resolution (p. 12)
• Organizational Communication and Inclusive Leadership (p. 13)
• Organizational Communication and Training (p. 14)
• Performance, Rhetoric, and Advocacy (graduate certificate) (p. 14)
• Public Relations in Entertainment (p. 14)
• Strategic Communication (graduate certificate) (p. 14)

• Visual Communication and Digital Media (graduate certificate) (p. 14)

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), Digital Media, Interactive Digital Studies, or Public Relations, a student must earn a cumulative GPA of 2.50.

Advisory Statement: Requirements of a Communication and Media 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.

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 UNIFI/General Education requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours. Students may choose to take a certificate to facilitate their path through the major.

Required

Department Core:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>CM CORE 1001</td>
<td>Digital Toolbox</td>
<td>3</td>
</tr>
<tr>
<td>CM CORE 2020</td>
<td>Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3155</td>
<td>Professional and Public Communication</td>
<td>3</td>
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<tr>
<td>CM CORE 3255</td>
<td>Advocacy Campaigns</td>
<td>3</td>
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<tr>
<td>COMM 3455</td>
<td>Creativity, Storytelling and Identity</td>
<td>3</td>
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<td>CM CORE 4124</td>
<td>Communication and Media Theories</td>
<td>3</td>
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<td>COMM 3900/5900</td>
<td>Internship in Communication</td>
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Communication:

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<tr>
<td>COMM 2256</td>
<td>Performing Texts</td>
<td>3</td>
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<tr>
<td>or COMM 2257</td>
<td>Argumentation and Debate</td>
<td></td>
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<tr>
<td>COMM 2344</td>
<td>Interpersonal Communication</td>
<td>3</td>
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<tr>
<td>or COMM 2205</td>
<td>Group Communication</td>
<td></td>
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<tr>
<td>or COMM 4344/5344</td>
<td>Intercultural Communication</td>
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<tr>
<td>COMM 4155/5155</td>
<td>Organizational Communication Assessment</td>
<td>3</td>
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<tr>
<td>or COMM 4021/5021</td>
<td>Quantitative Research Methods</td>
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<tr>
<td>or COMM 4022</td>
<td>Qualitative Research Methods</td>
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<tr>
<td>or COMM 4023/5023</td>
<td>Rhetorical Research Methods</td>
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<tr>
<td>COMM 3001</td>
<td>Seminar in Communication: (Topic)</td>
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Select three from the following Theories and Concepts courses:

<table>
<thead>
<tr>
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<th>Course Title</th>
<th>Hours</th>
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Department of Communication and Media

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM 2456</td>
<td>Communication and Popular Culture</td>
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<tr>
<td>COMM 3000/5000</td>
<td>Selected Topics in Communication</td>
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<tr>
<td>COMM 3236/CAP 3128</td>
<td>Ethics in Communication</td>
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<tr>
<td>COMM 3055</td>
<td>Organizational Communication</td>
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<tr>
<td>COMM 3456</td>
<td>Practicing Public Advocacy</td>
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<tr>
<td>COMM 4116/5116</td>
<td>Health Communication</td>
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<tr>
<td>COMM 4120/5120</td>
<td>Inclusive Leadership in the Workplace</td>
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<tr>
<td>COMM 4134/5134</td>
<td>Organizational Cultures and Communication</td>
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<tr>
<td>COMM 4211/5211</td>
<td>Rhetoric and Civic Culture</td>
<td></td>
</tr>
<tr>
<td>COMM 4213/5213</td>
<td>Visual Rhetoric</td>
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</tr>
<tr>
<td>COMM 4216/5216</td>
<td>Political Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 4217/5217</td>
<td>Freedom of Speech</td>
<td></td>
</tr>
<tr>
<td>COMM 4218</td>
<td>Persuasion</td>
<td></td>
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<tr>
<td>COMM 4311</td>
<td>Nonverbal Communication</td>
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<tr>
<td>COMM 4320</td>
<td>Leadership Communication and Citizenship</td>
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</tr>
<tr>
<td>COMM 4322/5322</td>
<td>Advanced Interpersonal Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 4333/5333</td>
<td>Communication and Conflict Management</td>
<td></td>
</tr>
<tr>
<td>COMM 4344/5344</td>
<td>Intercultural Communication</td>
<td></td>
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<tr>
<td>COMM 4346/5346</td>
<td>Gender Issues in Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 4347/5347</td>
<td>Family Communication *</td>
<td></td>
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<tr>
<td>COMM 4412/5412</td>
<td>Performing History</td>
<td></td>
</tr>
<tr>
<td>COMM 4444/5444</td>
<td>Communication, Community, and Change</td>
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<tr>
<td>COMM 4446/5446</td>
<td>Voices from the Margin: Performance, Rhetoric, 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 4544/5544</td>
<td>Digital Culture and Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 4559</td>
<td>Communication Education and Training</td>
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</tr>
<tr>
<td>COMM 4909/5909</td>
<td>Readings in Performance Studies *</td>
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</table>

**Total Hours:** 42

* These courses have additional prerequisites as follows:
  - COMM 4115/5115 has prerequisites of COMM 3055; junior standing.
  - COMM 4909/5909 has prerequisites of COMM 2256; COMM 4448/5448; junior standing.
  - COMM 4347/5347 and COMM 4322/5322 have prerequisite of COMM 2344.

Communication-Theatre-Teaching Major

The Communication-Theatre-Teaching major requires a minimum of 121 total hours to graduate. This total includes UNIFI/General Education 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 and Media and Theatre.

This major leads to endorsement #168 5-12 Speech Communications/Theatre.

**Required**

Communication and Media:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM 2257</td>
<td>Argumentation and Debate</td>
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<tr>
<td>COMM 3155</td>
<td>Professional and Public Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 3455</td>
<td>Creativity, Storytelling and Identity</td>
<td></td>
</tr>
<tr>
<td>COMM 4559</td>
<td>Communication Education and Training</td>
<td></td>
</tr>
<tr>
<td>CM CORE 1001</td>
<td>Digital Toolbox</td>
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<tr>
<td>CM CORE 4124</td>
<td>Communication and Media Theories</td>
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<tr>
<td>COMM DM 1611 or CM CORE 2020</td>
<td>Media and Power Communication Research Methods and CM CORE 1010</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>THEATRE 1010</td>
<td>Foundations of Theatre (THEATRE 1010 is a co-requisite with THEATRE 1011)</td>
<td></td>
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<tr>
<td>or COMM 2256</td>
<td>Performing Texts</td>
<td></td>
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<tr>
<td>THEATRE 1012</td>
<td>Stagecraft: Scenery/Lights</td>
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<tr>
<td>THEATRE 1022</td>
<td>Playscript Analysis *</td>
<td></td>
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<tr>
<td>THEATRE 1030</td>
<td>Acting *</td>
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<tr>
<td>THEATRE 3070</td>
<td>History of the Theatre II</td>
<td></td>
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<tr>
<td>THEATRE 3115</td>
<td>Methods of Teaching Drama and Theatre</td>
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<tr>
<td>THEATRE 3160</td>
<td>Directing</td>
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**Applied Activity Option:**

Select 3 of the following 1 credit hour courses:

<table>
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<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM 1940 &amp; COMM 3940</td>
<td>Applied Forensics and Advanced Applied Forensics (each course is 1 hr.)</td>
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<tr>
<td>COMM 1941 &amp; COMM 3941</td>
<td>Applied Performance Studies and Advanced Applied Performance Studies (each course is 1-2 hrs.)</td>
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<tr>
<td>THEATRE 1011</td>
<td>Foundations of Theatre Lab (1 hr.) (This course is a co-requisite for THEATRE 1010)</td>
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<tr>
<td>THEATRE 2050</td>
<td>Theatre Practicum (1 hr.) **</td>
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**Electives**

Select one of the following:

<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></td>
</tr>
<tr>
<td>COMM 2456</td>
<td>Communication and Popular Culture (3 hrs.)</td>
<td></td>
</tr>
<tr>
<td>Course Code</td>
<td>Course Title</td>
<td>Credits</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>COMM 4218</td>
<td>Persuasion (3 hrs.)</td>
<td></td>
</tr>
<tr>
<td>COMM 4322/5322</td>
<td>Advanced Interpersonal Communication (3 hrs.)</td>
<td></td>
</tr>
<tr>
<td>COMM 4346/5346</td>
<td>Gender Issues in Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 4446/5446</td>
<td>Voices from the Margin: Performance, Rhetoric, and Social Change</td>
<td></td>
</tr>
<tr>
<td>COMM 4448/5448</td>
<td>Cultural Performance (3 hrs.)</td>
<td></td>
</tr>
<tr>
<td>CM CORE 3255</td>
<td>Advocacy Campaigns</td>
<td></td>
</tr>
<tr>
<td>COMM DM 1620</td>
<td>Fundamentals of Journalism</td>
<td></td>
</tr>
<tr>
<td>COMM PR 1811</td>
<td>Principles of Public Relations (3 hrs.)</td>
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</tr>
<tr>
<td>THEATRE 1050</td>
<td>Creative Drama</td>
<td></td>
</tr>
<tr>
<td>THEATRE 3050</td>
<td>Theatre Production (1-4 hrs.)</td>
<td></td>
</tr>
<tr>
<td>THEATRE 3080/5080</td>
<td>Advanced Theatre Studies (3 hrs.)</td>
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</table>

**Total Hours**: 48

Other courses are available consult with your advisor.

* These courses may be taken in any sequence; all prerequisites for THEATRE 3160.

** 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.

**Communication/Digital Media Major**

The Communication/Digital Media major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General Education 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

#### Department Core:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>CM CORE 1001</td>
<td>Digital Toolbox</td>
<td>3</td>
</tr>
<tr>
<td>CM CORE 1010</td>
<td>Mass Communication and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3155</td>
<td>Professional and Public Communication</td>
<td>3</td>
</tr>
<tr>
<td>CM CORE 3255</td>
<td>Advocacy Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3455</td>
<td>Creativity, Storytelling and Identity</td>
<td>3</td>
</tr>
<tr>
<td>CM CORE 4124</td>
<td>Communication and Media Theories</td>
<td>3</td>
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<tr>
<td>COMM DM 3900</td>
<td>Internship in Digital Media</td>
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#### Digital Media:

<table>
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<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>COMM DM 1652</td>
<td>Writing for Digital Media</td>
<td>3</td>
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<tr>
<td>COMM DM 2950</td>
<td>Applied Digital Media</td>
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<tr>
<td>or COMM DM 3950</td>
<td>Advanced Applied Digital Media</td>
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**Total Hours**: 48

### Emphasis 1: Digital Journalism

**Required**

#### Communication:

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<th>Course Code</th>
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<td>COMM 3555</td>
<td>Interactive Digital Communication</td>
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#### Digital Media:

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<tbody>
<tr>
<td>COMM DM 1620</td>
<td>Fundamentals of Journalism</td>
<td>3</td>
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<tr>
<td>COMM DM 2653</td>
<td>News Writing and Reporting</td>
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<tr>
<td>COMM DM 3659</td>
<td>Editing and Design</td>
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<tr>
<td>COMM DM 4650</td>
<td>Advanced News Writing and Reporting</td>
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**Electives (Select 6 hours from the following):**

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<tbody>
<tr>
<td>COMM DM 2651</td>
<td>Digital Media Production II</td>
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<tr>
<td>COMM DM 2950</td>
<td>Applied Digital Media</td>
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<tr>
<td>COMM DM 3651</td>
<td>Advanced Digital Media Production: Television News</td>
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</tr>
<tr>
<td>COMM DM 3652</td>
<td>Advanced Digital Media Production: Documentary</td>
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<tr>
<td>COMM DM 3658</td>
<td>Digital Journalism: (Topic)</td>
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<td>COMM DM 3660</td>
<td>Sports Journalism</td>
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<tr>
<td>COMM DM 3950</td>
<td>Advanced Applied Digital Media</td>
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<tr>
<td>COMM DM 4644/5644</td>
<td>Global Media: (Topic)</td>
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<tr>
<td>COMM DM 4651</td>
<td>Digital Media Practicum: (Topic)</td>
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<tr>
<td>COMM DM 4655</td>
<td>Photojournalism</td>
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<tr>
<td>COMM DM 4656/5656</td>
<td>Feature Writing</td>
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#### Communication:

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<th>Course Title</th>
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<td>COMM 4558/5558</td>
<td>Interactive Digital Visualization: (Topic)</td>
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### Emphasis 2: Digital Media Leadership

**Required**

#### Digital Media:

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<tbody>
<tr>
<td>COMM DM 2651</td>
<td>Digital Media Production II</td>
<td>3</td>
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<tr>
<td>COMM DM 2656</td>
<td>Digital Media Industries</td>
<td>3</td>
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<tr>
<td>COMM DM 4653/5653</td>
<td>Digital Media Distribution</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4654/5654</td>
<td>Digital Media Management</td>
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#### Economics (3 hours chosen from the following):

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<tr>
<td>ECON 1031</td>
<td>Introduction to Business Economics</td>
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<td>ECON 1041</td>
<td>Principles of Macroeconomics</td>
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#### Marketing:

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<th>Course Title</th>
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<td>MKTG 2110</td>
<td>Principles of Marketing</td>
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<td>MKTG 3153</td>
<td>Organizational Management</td>
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<tr>
<td>MKTG 3113/5113</td>
<td>Consumer Behavior</td>
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<td>MKTG 3143</td>
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**Total Hours**: 49
# Emphasis 3: Digital Media Production

## Required

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<td>COM 2651</td>
<td>Digital Media Production II</td>
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Select 6 hours from the following:

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<tr>
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<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COM 3651</td>
<td>Advanced Digital Media Production: Television News</td>
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<tr>
<td>COM 3652</td>
<td>Advanced Digital Media Production: Documentary</td>
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<tr>
<td>COM 3653</td>
<td>Advanced Digital Media Production: Fiction</td>
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<tr>
<td>COM 3654</td>
<td>Advanced Digital Media Production: Fiction</td>
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<tr>
<td>COM 3655</td>
<td>Advanced Digital Media Production: Video Editing</td>
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Select 3 hours from the following:

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<tr>
<td>COM 4653/5653</td>
<td>Digital Media Distribution</td>
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<tr>
<td>COM 4645/5645</td>
<td>Digital Media Management</td>
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## Electives (Chosen from the following)

9 hours

<table>
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<tr>
<td>ART 2070</td>
<td>Creative Photography I: Digital Photography</td>
<td></td>
</tr>
</tbody>
</table>

## Communication

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 3555</td>
<td>Interactive Digital Communication</td>
<td></td>
</tr>
</tbody>
</table>

## Computer Science (up to 3 hours can be counted as electives):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS 1120</td>
<td>Media Computation</td>
<td></td>
</tr>
<tr>
<td>CS 3120/5120</td>
<td>User Interface Design</td>
<td></td>
</tr>
</tbody>
</table>

## Digital Media:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 1620</td>
<td>Fundamentals of Journalism</td>
<td></td>
</tr>
<tr>
<td>COM 2652</td>
<td>Emerging Digital Media: (Topic)</td>
<td></td>
</tr>
<tr>
<td>COM 2653</td>
<td>News Writing and Reporting *</td>
<td></td>
</tr>
<tr>
<td>COM 2654</td>
<td>Scriptwriting for Digital Media</td>
<td></td>
</tr>
<tr>
<td>COM 2950</td>
<td>Applied Digital Media</td>
<td></td>
</tr>
<tr>
<td>COM 3651</td>
<td>Advanced Digital Media Production: Television News</td>
<td></td>
</tr>
<tr>
<td>COM 3652</td>
<td>Advanced Digital Media Production: Documentary</td>
<td></td>
</tr>
<tr>
<td>COM 3653</td>
<td>Advanced Digital Media Production: Fiction</td>
<td></td>
</tr>
<tr>
<td>COM 3654</td>
<td>Advanced Digital Media Production: Video Editing</td>
<td></td>
</tr>
<tr>
<td>COM 3655</td>
<td>Advanced Digital Media Production: Audio</td>
<td></td>
</tr>
<tr>
<td>COM 3656</td>
<td>Digital Media Industries</td>
<td></td>
</tr>
<tr>
<td>COM 3659</td>
<td>Editing and Design *</td>
<td></td>
</tr>
<tr>
<td>COM 3950</td>
<td>Advanced Applied Digital Media</td>
<td></td>
</tr>
</tbody>
</table>

## English:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 4660/5660</td>
<td>Film History *</td>
<td></td>
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</tbody>
</table>

## Marketing:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3146/5146</td>
<td>Digital Advertising *</td>
<td></td>
</tr>
</tbody>
</table>

* These courses have additional prerequisites as follows:
  
  - COM 2653 has a prerequisite of COM 1620.
  - COM 3651 and COM 3652 have a prerequisite of COM 2651.
  - COM 3659 and COM 4655 have a prerequisite of COM 2653.
  - COM 4651 and COM 4652 have the prerequisite of any of the following: COM 3651, COM 3652, COM 3653, COM 3654, or COM 3655.
  - ENGL 4660 has prerequisite of ENGL 2120 or ENGL 2650.
  - MKTG 3146 has prerequisites of MKTG 2110; ECON 1031 or ECON 1041

**ECON 1031 may be used to satisfy the Quantitative Reasoning requirement in the UNIFI/General Education program.**

## Communication/Public Relations Major

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

### Required

<table>
<thead>
<tr>
<th>Department Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>CM CORE 1001</td>
</tr>
<tr>
<td>CM CORE 2020</td>
</tr>
<tr>
<td>CM 3155</td>
</tr>
<tr>
<td>CM CORE 3255</td>
</tr>
<tr>
<td>CM 3455</td>
</tr>
<tr>
<td>CM CORE 4124</td>
</tr>
<tr>
<td>COMM PR 3900/5900</td>
</tr>
<tr>
<td>COMM PR 1811</td>
</tr>
<tr>
<td>COMM PR 3855</td>
</tr>
<tr>
<td>COMM PR 4811/5811</td>
</tr>
<tr>
<td>COMM PR 4857/5857</td>
</tr>
</tbody>
</table>

### Digital Media:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 1620</td>
<td>Fundamentals of Journalism</td>
<td></td>
</tr>
<tr>
<td>COM 2652</td>
<td>Emerging Digital Media: (Topic)</td>
<td></td>
</tr>
<tr>
<td>COM 2653</td>
<td>News Writing and Reporting *</td>
<td></td>
</tr>
<tr>
<td>COM 2654</td>
<td>Scriptwriting for Digital Media</td>
<td></td>
</tr>
<tr>
<td>COM 2950</td>
<td>Applied Digital Media</td>
<td></td>
</tr>
<tr>
<td>COM 3651</td>
<td>Advanced Digital Media Production: Television News</td>
<td></td>
</tr>
<tr>
<td>COM 3652</td>
<td>Advanced Digital Media Production: Documentary</td>
<td></td>
</tr>
<tr>
<td>COM 3653</td>
<td>Advanced Digital Media Production: Fiction</td>
<td></td>
</tr>
<tr>
<td>COM 3654</td>
<td>Advanced Digital Media Production: Video Editing</td>
<td></td>
</tr>
<tr>
<td>COM 3655</td>
<td>Advanced Digital Media Production: Audio</td>
<td></td>
</tr>
<tr>
<td>COM 3656</td>
<td>Digital Media Industries</td>
<td></td>
</tr>
<tr>
<td>COM 3659</td>
<td>Editing and Design *</td>
<td></td>
</tr>
</tbody>
</table>

*These courses have additional prerequisites as follows:

- COM 2653 has a prerequisite of COM 1620.
- COM 3651 and COM 3652 have a prerequisite of COM 2651.
- COM 3659 and COM 4655 have a prerequisite of COM 2653.
- COM 4651 and COM 4652 have the prerequisite of any of the following: COM 3651, COM 3652, COM 3653, COM 3654, or COM 3655.
- ENGL 4660 has prerequisite of ENGL 2120 or ENGL 2650.
- MKTG 3146 has prerequisites of MKTG 2110; ECON 1031 or ECON 1041

**ECON 1031 may be used to satisfy the Quantitative Reasoning requirement in the UNIFI/General Education program.**
COMM DM 2653  News Writing and Reporting  3
COMM DM 3659  Editing and Design  3

Business:
ACCT 2120  Principles of Financial Accounting  3
ECON 1031  Introduction to Business Economics  3
or ECON 1041  Principles of Macroeconomics  3
MKTG 2110  Principles of Marketing  3

Select one of the following three emphases  9

**Emphasis 1: Strategic Public Relations**
COMM PR 4822/5822  Global Public Relations  3
or COMM PR 4858/5858  Sports Public Relations  3
COMM 3055  Organizational Communication  3
MGMT 3965/5965  Organizational Behavior  3

**Emphasis 2: Special Events**
COMM PR 4856/5856  Public Relations Special Events Planning  3
COMM PR 4858/5858  Sports Public Relations  3
MKTG 3146/5146  Digital Advertising  3
or MKTG 3153  Professional Selling  3

**Emphasis 3: Sports Public Relations**
COMM PR 4858/5858  Sports Public Relations  3
COMM PR 4822/5822  Global Public Relations  3
KINES 3125  Introduction to Sport Administration  3
or COMM DM 3660  Sports Journalism  3

**Total Hours**  60

### Interactive Digital Studies Major

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

#### Required

**Communication and Media:**
CM CORE 1001  Digital Toolbox  3
COMM 4544/5544  Digital Culture and Communication  3
or CM CORE 1010  Mass Communication and Society  3
COMM 3155  Professional and Public Communication  3
COMM 3555  Interactive Digital Communication  3
COMM 3900/5900  Internship in Communication  3

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

**Total Hours**  45-47

**Emphases**

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

**Communication and Media:**
COMM 4558/5558  Interactive Digital Visualization: (Topic)  6
("*Repeat for 6 hours"
COMM DM 1611  Media and Power  3
or COMM 4213/5213  Visual Rhetoric  3
COMM DM 3659  Editing and Design  3
COMM DM 4655  Photojournalism  3
or COMM 3455  Creativity, Storytelling and Identity  3

**Total Hours**  15

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

**Computer Science:**
CS 1510  Introduction to Computing  4
CS 1520  Data Structures  4
CS 2530  Intermediate Computing  3
CS 3110  Web Application Development  3
CS 3120/5120  User Interface Design  3

**Total Hours**  17

* CS 2530 has the following prerequisites:
  CS 1510; CS 1520; CS 1800; or department approval. The prerequisite CS 1800 not included in requirements for this bundle is waived for Interactive Digital Studies majors and minors.

3. **Digital Writing (15 hours)**

**English:**
ENGLISH 2770  Introduction to Workplace Writing  3
ENGLISH 4785/5785  Applied Writing: Projects, Grants and Careers  3
or ENGLISH 4770/5770  Applied Writing: Proposals and Grants  3
ENGLISH 4025/5025  Theory and Practice of Writing  3
or ENGLISH 4040/5040  Digital Writing: Theory and Practice  3
Select 2 from the following courses (6 units total)  6
ENGLISH 4672/5672  Electronic Literature  3
ENGLISH 4160/5160  Issues in Digital Humanities  3
ENGLISH 4765/5765  Applied Writing: Specialized Documents  3

**Total Hours**  15

* Prerequisite(s): CM CORE 1001 or ENGLISH 2120 or consent of instructor; junior standing.

4. **Digital Music (15 hours)**

**Music Theory (required):**
MUS THEO 1300  Topics in Music Composition  2
(or Electronic composition section)
MUS THEO 3220/5220  Music and Technology  4
Music Technology, Advanced

- MUS THEO 3230/5230 (4)
- MUS THEO 1100 (4)
- MUS THEO 1110 (4)
- MUS THEO 1120 (4)

Music Theory class placement is determined by a diagnostic examination.

Music elective (1)

Total hours: 15

Additionally, it is recommended that students taking this bundle elect to take MUSIC 1100 as part of their UNIFI/General Education courses.

5. Digital Imaging (15 hours)

- TECH 1055 Graphic Communications Foundations (3)
- TECH 2070 Digital Pre-Media (3)
- TECH 3150/5150 Graphic Communications Imaging (3)
- TECH 3169 Digital Imaging (3)
- TECH 4184/5184 Digital Imaging II (3)

Total Hours: 15

6. Digital Advertising (15 hours)

- ECON 1031 Introduction to Business Economics (3) or ECON 1041 Principles of Macroeconomics
- MKTG 2110 Principles of Marketing (3)
- MKTG 3143 Advertising and Promotion (3)
- MKTG 3146/5146 Digital Advertising (3)
- MKTG 3148/5148/5150 Digital Customer Experience (3)

Total Hours: 15

* ENTR 3583/5583 has a prerequisite of ENTR 2010 or (ACCT 2120; ACCT 2130; prerequisite or corequisite FIN 3130/5130; STAT 1772 or equivalent; ECON 1011; MKTG 2110; ECON 1031 or (ECON 1041 and ECON 1051)); junior standing.

7. Digital History (15 hours)

- COMM 4558/5558 Interactive Digital Visualization: (Topic) (3)
- COMM 4412/5412 Performing History (3)
- HIST 1010 Introduction to Historical Skills (3)
- HIST 4010/5010 Introduction to Public History (3)

8. Web Development (15 hours)

- COMM 4558/5558 Interactive Digital Visualization: (Topic) (3)
- CS 1100 Web Development: Client-Side Coding (3)
- CS 2100 Web Development: Server-side Coding (3)
- CS 3120/5120 User Interface Design (3)
- MKTG 3148/5148 Digital Customer Experience* (3)

Total Hours: 15

* MKTG 3148/5148 has a prerequisite of MKTG 2110 or consent of instructor. This prerequisite is waived for all Interactive Digital Studies majors and minors.

9. Digital Video (15 hours)

- COMM DM 1652 Writing for Digital Media (3) or COMM 3455 Creativity, Storytelling and Identity (3)
- COMM DM 2651 Digital Media Production II (3)
- COMM DM 2653 News Writing and Reporting (3) or COMM DM 4650 Advanced News Writing and Reporting (3)
- COMM DM 3658 Digital Journalism: (Topic) (3)
- COMM DM 4630/5630 Digital Media Law and Ethics (3) or COMM DM 4644/Global Media: (Topic) (3)

Total Hours: 15

10. Digital Mapping (15 hours)

- GEOG 1310 Digital Earth (3)
- GEOG 2320 Drones for Mapping and Communication (3)
- GEOG 2410 Geographic Information Systems I (3)
- GEOG 4335/5335 Web Mapping and Data Visualization (3)
- GEOG 4360/5360 Cartographic Design (3)

Total Hours: 15

Political Communication Major

The Political Communication major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General Education requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Required core

Communication and Media:
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4211/5211</td>
<td>Rhetoric and Civic Culture</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4216/5216</td>
<td>Political Communication</td>
<td>3</td>
</tr>
<tr>
<td>or POL AMER 4160/Political Communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 4444/5444</td>
<td>Communication, Community, and Change</td>
<td>3</td>
</tr>
<tr>
<td>CM CORE 1010</td>
<td>Mass Communication and Society</td>
<td>3</td>
</tr>
</tbody>
</table>

**Political Science:**

- POL AMER 1014 | Power & Politics in the U.S. *                  | 3     |
- POL AMER 3112 | Campaigns and Elections                         | 3     |
- POL AMER 3150 | Public Opinion and Voting Behavior               | 3     |

**Methodology:**

Select one of the following from Communication and Media/Political Science:

- CM CORE 2020 | Communication Research Methods *                |       |
- COMM 4023/5023 | Rhetorical Research Methods *                |       |
- POL GEN 2010 | Analyzing Politics                             |       |

**Internship in Communication and Media/Political Science:**

- COMM 3900/5900 | Internship in Communication                     | 3     |
- POL GEN 3181 | Internship in Politics *                        |       |

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

- COMM 3155 | Professional and Public Communication           | 3     |
- COMM 3055 | Organizational Communication *                  |       |
- COMM 4217/5217 | Freedom of Speech                                 |       |
- COMM 4218 | Persuasion                                      |       |
- COMM 4333/5333 | Communication and Conflict Management *         |       |
- COMM 4344/5444 | Intercultural Communication                      |       |
- COMM 4446/5446 | Voices from the Margin: Performance, Rhetoric, and Social Change |       |
- COMM 4544/5544 | Digital Culture and Communication                |       |
- COMM DM 1611 | Media and Power                                  |       |
- COMM DM 4630/56:Digital Media Law and Ethics   |       |
- COMM DM 4644/56:Digital Media: (Topic)         |       |
- COMM PR 1811 | Principles of Public Relations *                |       |

**Political Science:**

- POL AMER 2131 | American State Politics                         |       |
- POL AMER 3132 | Community Politics                               |       |
- POL AMER 3134 | Congress: The First Branch *                    |       |
- POL AMER 3144 | Civil Rights and Liberties                      |       |
- POL AMER 3151 | Modern Presidency *                             |       |
- POL AMER 3166 | Political Parties and Interest Groups *         |       |
- POL AMER 4143/51-Citizen Participation and Civic Engagement |       |

**Business Communication Minor**

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

**Required**

- Communication:
  - COMM 3155 | Professional and Public Communication           | 3     |

- Communication or English:
  - CM CORE 1001 | Digital Toolbox                                  | 3     |
  - or ENGLISH 2770 | Introduction to Workplace Writing                |       |

- Communication or Management:
  - COMM 3055 | Organizational Communication                      | 3     |
  - or MGMT 3965/596:Organizational Behavior       |       |

- Marketing:
  - MKTG 2110 | Principles of Marketing                          | 3     |

**Total Hours**

- **21**

**EMPHASES**

1. **Applied Writing Skills**
Select one course from the following: 3

**ENGLISH:**
- ENGLISH 4765/5765 Applied Writing: Workplace Communication *
- ENGLISH 4770/5770 Applied Writing: Proposals and Grants *
- ENGLISH 4775/5775 Applied Writing: Specialized Documents *

2. Communication Skills

Select one course from the following: 3

Communication and Media:
- COMM 4333/5333 Communication and Conflict Management
- COMM PR 1811 Principles of Public Relations

3. Business and Professional Communication Contexts and Applications

Select one of the following: 3

Communication and Media:
- COMM 4134/5134 Organizational Cultures and Communication
- COMM PR 3844/5844 Public Relations: Integrated Communications

Marketing:
- MKTG 3143 Advertising and Promotion
- MKTG 3146/5146 Digital Advertising
- MKTG 3153 Professional Selling

**Note:** When declaring this minor students must:
- have a 2.50 cumulative GPA.
- have satisfactorily completed the Written and Oral requirements of the UNIFI/General Education program.

Available to all UNI majors.

* These courses have pre or co-requisite of MGMT 2080 or ENGLISH 2770 or consent of instructor.

### Communication Minor

**Required**

Communication:
- COMM 2256 Performing Texts 3
  - or COMM 2257 Argumentation and Debate
  - or COMM 3455 Creativity, Storytelling and Identity
- COMM 2344 Interpersonal Communication 3
  - or COMM 2205 Group Communication
  - or COMM 4344/5344 Intercultural Communication
- CM CORE 3255 Advocacy Campaigns 3
- CM CORE 2020 Communication Research Methods 3
  - or CM CORE 1010 Communication Research
  - or COMM DM 1611 Mass Communication and Society

Electives in any COMM courses: 9

Total Hours 21

### Communication-Theatre-Teaching Minor

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

This minor leads to endorsement #168 5-12 Speech Communications/Theatre.

**Required**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3155</td>
<td>Professional and Public Communication</td>
</tr>
<tr>
<td>COMM 2257</td>
<td>Argumentation and Debate</td>
</tr>
<tr>
<td>COMM 3455</td>
<td>Creativity, Storytelling and Identity</td>
</tr>
<tr>
<td>COMM DM 1611</td>
<td>Media and Power</td>
</tr>
<tr>
<td>or CM CORE 2020</td>
<td>Communication Research Methods</td>
</tr>
<tr>
<td>or CM CORE 1010</td>
<td>Mass Communication and Society</td>
</tr>
<tr>
<td>THEATRE 3160</td>
<td>Directing</td>
</tr>
<tr>
<td>COMM 4559</td>
<td>Communication Education and Training</td>
</tr>
<tr>
<td>or THEATRE 3115</td>
<td>Methods of Teaching Drama and Theatre</td>
</tr>
</tbody>
</table>

**Electives (Select a total of 6 credit hours)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
</table>
| COMM 1940 & COMM 3940 | Applied Forensics and Advanced Applied Forensics *
| COMM 1941 & COMM 3941 | Applied Performance Studies and Advanced Applied Performance Studies *
| COMM 2256 | Performing Texts |
| THEATRE 1010 & THEATRE 1011 | Foundations of Theatre and Foundations of Theatre Lab **
| THEATRE 1030 | Acting **
| THEATRE 2050 | Theatre Practicum *

Total Hours 24

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

### Communication/Digital Journalism Minor (Liberal Arts)

**Required**

**Department Core:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CM CORE 1010</td>
<td>Mass Communication and Society</td>
</tr>
<tr>
<td>or CM CORE 2020</td>
<td>Communication Research Methods</td>
</tr>
<tr>
<td>or COMM DM 1611</td>
<td>Media and Power</td>
</tr>
</tbody>
</table>

**Digital Media:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM DM 1620</td>
<td>Fundamentals of Journalism</td>
</tr>
<tr>
<td>COMM DM 2653</td>
<td>News Writing and Reporting</td>
</tr>
<tr>
<td>COMM DM 3659</td>
<td>Editing and Design</td>
</tr>
</tbody>
</table>

**Electives**

Select two of the following: 6
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM DM 3900</td>
<td>Internship in Digital Media</td>
<td></td>
</tr>
<tr>
<td>COMM DM 3658</td>
<td>Digital Journalism: (Topic)</td>
<td></td>
</tr>
<tr>
<td>COMM DM 4630/56:</td>
<td>Digital Media Law and Ethics</td>
<td></td>
</tr>
<tr>
<td>COMM DM 4644/56:</td>
<td>Global Media: (Topic)</td>
<td></td>
</tr>
<tr>
<td>COMM DM 4650</td>
<td>Advanced News Writing and Reporting</td>
<td></td>
</tr>
<tr>
<td>COMM DM 4655</td>
<td>Photojournalism</td>
<td></td>
</tr>
<tr>
<td>COMM DM 4656/56:</td>
<td>Feature Writing</td>
<td></td>
</tr>
</tbody>
</table>

**Total Hours: 18**

**Communication/Digital Media Leadership Minor**

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:**
- Department Core:
  - CM CORE 1010 Mass Communication and Society *3*
  - or CM CORE 2020 Communication Research Methods
  - or COMM DM 1611 Media and Power
- Digital Media:
  - COMM DM 3656 Digital Media Industries *3*
  - COMM DM 4653/5653 Digital Media Distribution *3*
  - COMM DM 4654/5654 Digital Media Management *3*
- Management:
  - MGMT 3153 Organizational Management *3*

**Total Hours: 15**

**Digital Media Production Minor**

The Digital Media Production minor will provide students with a strong foundation in the theory and practice of script development, video production, and video editing.

**Required Courses:**
- CM CORE 1001 Digital Toolbox *3*
- COMM DM 1652 Writing for Digital Media *3*
- COMM DM 2651 Digital Media Production II *3*
- COMM DM 2950 Applied Digital Media *1*
  - or COMM DM 3950 Advanced Applied Digital Media

**Electives - Choose two from the following:**
- CM CORE 2652 Emerging Digital Media: (Topic) *3*
- COMM DM 2654 Scriptwriting for Digital Media *3*
- COMM DM 2950 Applied Digital Media (up to 3 credits)
- COMM DM 3950 Advanced Applied Digital Media (up to 3 credits)
- COMM DM 4621/56: Digital Media Analysis
- COMM DM 4641/56: Critical Studies in Digital Media: (Topic)
- COMM DM 4642/56: Digital Technologies: (Topic) *

**Total Hours: 21**

**Interactive Digital Studies Minor**

The Interactive Digital Studies minor is interdisciplinary in nature and is under the jurisdiction of the Department of Communication and Media. This minor requires a 12-hour core plus 15-17 hours from one of the nine emphases.

**Required**
- Communication and Media:
  - CM CORE 1001 Digital Toolbox *3*
  - COMM 3155 Professional and Public Communication *3*
  - COMM 4544/5544 Digital Culture and Communication *3*
  - or CM CORE 1010 Mass Communication and Society

**Total Hours: 16**

* These courses have the following prerequisites:
  - COMM DM 4642/5642 has a CM CORE 1010 or consent of instructor as a prerequisite.
  - ENGLISH 4660/5660 and ENGLISH 4664/5664 have ENGLISH 2120 or ENGLISH prerequisites
### Electives - select one bundle (emphasis) from the following:

**Total Hours**: 27-29

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

**Communication and Media:**
- **COMM 4558/5558** Interactive Digital Visualization: (Topic) (*Repeat for 6 hours.)
- **COMM DM 1611** Media and Power
- or **COMM 4213/5213** Visual Rhetoric
- **COMM DM 3659** Editing and Design
- or **COMM 4655** Photojournalism

**Total Hours**: 15

**Prerequisite(s):** CM CORE 1001 or ENGLISH 2120 or consent of instructor; junior standing.

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

**Computer Science:**
- **CS 1510** Introduction to Computing
- **CS 1520** Data Structures
- **CS 2530** Intermediate Computing (*)
- **CS 3110** Web Application Development
- **CS 3120/5120** User Interface Design

**Total Hours**: 17

**Prerequisite(s):**
- CS 1510
- CS 1520
- CS 1800; or department approval. The prerequisite CS 1800 not included in requirements for this bundle is waived for Interactive Digital Studies majors and minors.

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

**English:**
- **ENGLISH 2770** Introduction to Workplace Writing
- **ENGLISH 4025/5025** Theory and Practice of Writing
- or **ENGLISH 4040/5040** Digital Writing: Theory and Practice
- **ENGLISH 4785/5785** Applied Writing: Projects, Grants and Careers
- or **ENGLISH 4770/5770** Applied Writing: Proposals and Grants

Select 2 from the following courses (6 units total)
- **ENGLISH 4672/5672** Electronic Literature *
- **ENGLISH 4765/5765** Applied Writing: Workplace Communication
- **ENGLISH 4775/5775** Applied Writing: Specialized Documents
- **ENGLISH 4160/5160** Issues in Digital Humanities

**Total Hours**: 15

**Prerequisite(s):** CM CORE 1001 or ENGLISH 2120 or consent of instructor; junior standing.

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

**Music Theory (required):**
- **MUS THEO 1300** Topics in Music Composition (Electronic Composition section)
- **MUS THEO 3220/5220** Music and Technology
- **MUS THEO 3230/5230** Music Technology, Advanced

**Music Theory (select two of the following):**
- **MUS THEO 1100** Introduction to Music Theory
- **MUS THEO 1110** Theory I
- **MUS THEO 1120** Theory II

**Music elective**

Theory class placement is determined by a diagnostic examination.

Additionally, it is recommended that students taking this bundle elect to take MUSIC 1100 as part of their UNIFI/General Education courses.

**Total Hours**: 15

**Prerequisite(s):**
- CM CORE 1001 or ENGLISH 2120 or consent of instructor; junior standing.

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

**Graphic Technologies:**
- **TECH 1055** Graphic Communications Foundations
- **TECH 2070** Digital Pre-Media
- **TECH 3150/5150** Graphic Communications Imaging
- **TECH 3169** Digital Imaging
- **TECH 4184/5184** Digital Imaging II

**Total Hours**: 15

**Prerequisite(s):**
- ENTR 3583/5583 has prerequisite of ENTR 2010 or (ACCT 2120; ACCT 2130; prerequisite or corequisite FIN 3130/5130; STAT 1772 or equivalent; ECON 1011; MKTG 2110; ECON 1031 or (ECON 1041 and ECON 1051)); junior standing.

#### 6. Digital Advertising (15 hours)

**Economics:**
- **ECON 1031** Introduction to Business Economics
- or **ECON 1041** Principles of Macroeconomics

**Marketing:**
- **MKTG 2110** Principles of Marketing
- **MKTG 3143** Advertising and Promotion
- **MKTG 3146/5146** Digital Advertising
- **MKTG 3148/5148** Digital Customer Experience *
  
  or **ENTR 3583/5583** Entrepreneurship
  
  or **MKTG 4150** Advertising Campaign Development

**Total Hours**: 15

**Prerequisite(s):**
- ENTR 3583/5583 has prerequisite of ENTR 2010 or (ACCT 2120; ACCT 2130; prerequisite or corequisite FIN 3130/5130; STAT 1772 or equivalent; ECON 1011; MKTG 2110; ECON 1031 or (ECON 1041 and ECON 1051)); junior standing.

#### 7. Digital History (15 hours)

**Communication and Media:**
- **COMM 4412/5412** Performing History

**Total Hours**: 15
## Master of Arts Degree Program

### Major in Communication and Media

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 and Media 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 and Media, the Director of Graduate Studies, or on the department’s Web page at the following address: cm.uni.edu/graduate-program. Other graduate information and the application for graduate admission may be found at https://admissions.uni.edu/application.

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.

Students who enroll in the program will pursue a degree in Communication and Media. Students may seek a certificate in the following areas: Performance, Rhetoric, and Advocacy; Communication Education and Training; Visual Communication and Digital Media; Organizational Leadership; and Strategic Communication.

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 6000-level course work is required for the thesis option, including 6 hours of thesis credit. A minimum of 12 semester hours of 6000-level course work is required for the non-thesis option.

Students are required to successfully complete the following coursework:

- COMMGRAD 6001 Introduction to Graduate Study and Research
- COMMGRAD 6011 Communication and Media Theory
- COMMGRAD 6022 Communication Research Methodology
- COMMGRAD 6024 Advanced Media Law and Ethics
- COMMGRAD 6032 Digital Media Law and Ethics
- COMMGRAD 6044/6045 Communication Research Methodology
- COMMGRAD 6060/6061 Digital Media Law and Ethics
- COMMGRAD 6062/6063 Communication Research Methodology

A student is required to successfully complete either a comprehensive exam (non-thesis option) or thesis.

Of the 30 or 33 hours required:

- 27 hours of course work must be in Communication and Media (no more than 3 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.

### Non-thesis Option

#### Required Core:

<table>
<thead>
<tr>
<th>Course</th>
<th>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 and Media Theory</td>
<td>3</td>
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### Table: Course Listings

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4558/5558</td>
<td>Interactive Digital Visualization: (Topic)</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1010</td>
<td>Introduction to Historical Skills</td>
<td>3</td>
</tr>
<tr>
<td>HIST 4010/5010</td>
<td>Introduction to Public History</td>
<td>3</td>
</tr>
<tr>
<td>HIST 4020/5020</td>
<td>Introduction to Museum Studies</td>
<td>3</td>
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</table>

**Total Hours:** 15

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<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>COMM 4558/5558</td>
<td>Interactive Digital Visualization: (Topic)</td>
<td>3</td>
</tr>
<tr>
<td>Computer Science:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CS 1100</td>
<td>Web Development: Client-Side Coding</td>
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<tr>
<td>CS 2100</td>
<td>Web Development: Server-side Coding</td>
<td>3</td>
</tr>
<tr>
<td>CS 3120/5120</td>
<td>User Interface Design</td>
<td>3</td>
</tr>
<tr>
<td>Marketing:</td>
<td>Digital Customer Experience *</td>
<td>3</td>
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</tbody>
</table>

**Total Hours:** 15

* MKTG 3148/5148 has prerequisite of MKTG 2110 or consent of instructor. This prerequisite is waived for all Interactive Digital Studies majors and minors.

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**9. Digital Video (15 hours)**

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>COMM DM 1652</td>
<td>Writing for Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>or COMM 3455</td>
<td>Creativity, Storytelling and Identity</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 2651</td>
<td>Digital Media Production II</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 2653</td>
<td>News Writing and Reporting</td>
<td>3</td>
</tr>
<tr>
<td>or COMM DM 4650</td>
<td>Advanced News Writing and Reporting</td>
<td></td>
</tr>
<tr>
<td>COMM DM 3658</td>
<td>Digital Journalism: (Topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4630/5630</td>
<td>Digital Media Law and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>or COMM DM 4644/5644</td>
<td>Global Media: (Topic)</td>
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</table>

**Total Hours:** 15

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**10. Digital Mapping (15 hours)**

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<tr>
<th>Course Number</th>
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<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>GEOG 1310</td>
<td>Digital Earth</td>
<td>3</td>
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<tr>
<td>GEOG 2320</td>
<td>Drones for Mapping and Communication</td>
<td>3</td>
</tr>
<tr>
<td>GEOG 2410</td>
<td>Geographic Information Systems I</td>
<td>3</td>
</tr>
<tr>
<td>GEOG 4335/5335</td>
<td>Web Mapping and Data Visualization</td>
<td>3</td>
</tr>
<tr>
<td>GEOG 4360/5360</td>
<td>Cartographic Design</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours:** 15
**Department of Communication and Media**

**COMMGRAD 6022**  Communication Research Methodology  3

**Electives (select 24 hours from the following):**  24

- COMMGRAD 6014  Seminar in Rhetoric
- COMMGRAD 6016  Mass Communication Theory
- COMMGRAD 6022  Communication Research Methodology (additional section/s of this besides what is required)
- COMMGRAD 6027  Seminar in Strategic Communication
- COMMGRAD 6044  Seminar in Performance Studies
- COMMGRAD 6045  Seminar in Communication Education
- COMMGRAD 6046  Seminar in Visual and Digital Media

Other 6000-level or 5000-level (approved through MyUniverse student request)

**Total Hours**  33

**Thesis Option**

**Required Core**

- COMMGRAD 6001  Introduction to Graduate Study and Research  3
- COMMGRAD 6011  Communication and Media Theory  3
- COMMGRAD 6022  Communication Research Methodology  3
- COMMGRAD 6299  Research (6 hrs.)  6

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

- COMMGRAD 6014  Seminar in Rhetoric
- COMMGRAD 6016  Mass Communication Theory
- COMMGRAD 6022  Communication Research Methodology (additional section/s of this besides what is required)
- COMMGRAD 6027  Seminar in Strategic Communication
- COMMGRAD 6044  Seminar in Performance Studies
- COMMGRAD 6045  Seminar in Communication Education
- COMMGRAD 6046  Seminar in Visual and Digital Media

Other 6000-level or 5000-level (approved through advisor and submitted through student request)

**Total Hours**  30

**Program Certificates**

The University of Northern Iowa makes available, in addition to traditional programs, the opportunity for students to earn program certificates. Program certificates provide an alternative to programs leading to a degree, a major, or a minor; they certify that an individual has completed a program approved by the university. For information on the following certificates, contact the Department of Communication and Media or the Office of the Registrar, which serves as the centralized registry.

**Certificate in Communication Education and Training (graduate certificate)**

Based in emphasis areas of organizational communication, communication pedagogy, and performance studies, the Communication Education and Training Certificate demonstrates mastery in teaching at the college level, fostering positive work relationships, and training others in organizations. Upon completion of the requisite coursework, a student will have a deep knowledge of pedagogical and organizational processes, such as developing vision/mission goals, honing their instructional practice, and assessing team/class communication for areas of improvement.

**Required courses:**

- COMMGRAD 6045  Seminar in Communication Education  6
- COMMGRAD 6014  Seminar in Rhetoric  3
- COMMGRAD 6027  Seminar in Strategic Communication  3

**Total Hours**  12

* Repeat course (variable topic) for 6 hrs.

**Certificate in Communication, Community, and Public Advocacy**

The Communication, Community, and Public Advocacy Certificate emphasizes experiential learning in small classes to help students become pragmatic and creative public advocates and engaged community members. Through the certificate courses, students develop the critical competencies necessary to be a reflexive advocate who can adapt to changing contexts and cultures and across diverse communities. This certificate aligns with UNI’s commitment to civic engagement. It centers the role communication can play in creating social change and how people can use their skills as advocates in a variety of community, political, and organizational settings.

- COMM 4446/5446  Voices from the Margin: Performance, Rhetoric, and Social Change  3
- COMM 4444/5444  Communication, Community, and Change  3
- or CM CORE 3255  Advocacy Campaigns  3
- COMM 4448/5448  Cultural Performance  3
- or COMM 4346/5346  Gender Issues in Communication  3
- COMM 3456  Practicing Public Advocacy  3

**Total Hours**  12

**Certificate in Conflict Resolution**

Conflict can be viewed on both the macro and micro system levels. It can be interpersonal, as in the area of individual or family dynamics, or organizational, as in labor, racial/ethnic, or international relations.
The Certificate in Conflict Resolution focuses on understanding the roots of conflict, as well as its management or resolution. This certificate is designed for students working toward a baccalaureate degree, and whose anticipated careers may provide opportunities for conflict resolution. Examples of related majors include social work, sociology, criminology, communication studies, education, environmental science, management, public administration, public policy, and political science.

The objectives of the Conflict Resolution program are to:

• provide students with a grounding in conflict theory and approaches to conflict resolution;
• provide students with beginning skills in conflict resolution and management;
• provide opportunities to integrate conflict resolution knowledge and skills in a variety of academic areas.

Program of Study, 15 hours total (five 3-hour classes)

Required
Communication and Media:
COMM 4333/5333 Communication and Conflict Management 3

Electives: select four courses from the lists below: 12
Teaching:
TEACHING 4170/5170 Human Relations: Awareness and Application **

School of Applied Human Sciences:
FAM SERV 1010 Human Identity and Relationships
FAM SERV 1020 Family Relationships
FAM SERV 3145/5145 Violence in Intimate Relationships

Psychology:
PSYCH 2201 Psychology of Gender **
PSYCH 2203 Social Psychology **

Social Work:
SW 3143 Self-Care and Stress Management in Helping Professions

Communication and Media:
COMM 4344/5344 Intercultural Communication
COMM 4446/5446 Voices from the Margin: Performance, Rhetoric, and Social Change

Social Work/Social Science:
SW/SOC SCI 1041 Global Social Work
SW 4163 Diversity and Difference **

Social Science:
SOC SCI 1020 Women, Men, and Society

Political Science:
POL INTL 3120 International Security
POL INTL 3125 Politics of International Development

Choice of courses and subsequent course prerequisites may increase the length of this program. A minimum grade of C is required in all courses taken for the certificate.

Certificate in Organizational Communication and Inclusive Leadership

Based in the emphasis areas of organizational communication and leadership communication, the Organizational Communication and Inclusive Leadership certificate demonstrates mastery in how to identify opportunities for organizational leadership infused with the ethics of inclusion. Upon completion of the requisite coursework, a student will be to identify what makes a successful leader, what the principles of inclusion are, and how to implement those principles in ways that enhance the organization’s mission. This certificate can be obtained at the undergraduate (3000/4000) or graduate (5000) level. Courses taken at the graduate level will include additional coursework to differentiate experiences between undergraduate/graduate students.

Required courses:

COMM 4120/5120 Inclusive Leadership in the Workplace 3
COMM 4134/5134 Organizational Cultures and Communication 3
COMM PR 4857/5857 Crisis Communication 3
Department of Communication and Media

COMM 3000/5000  Selected Topics in Communication  3

Total Hours  12

* Graduate students can substitute up to 3 hours of the 12 hours as Readings in Communication or Studies in Communication with advisor approval.

Certificate in Organizational Communication and Training

The Organizational Communication and Training certificate provides students with an in-depth understanding of organizational communication theories and processes, emphasizing how communication impacts organizational effectiveness. Students will develop skills in how to analyze organizational communication, as well as create and deliver high impact organizational training to diverse audiences.

Required:

- COMM 3055  Organizational Communication  3
- COMM 4134/5134  Organizational Cultures and Communication  3
- COMM 4155/5155  Organizational Communication Assessment  3
- COMM 4559  Communication Education and Training  3
- CM CORE 2020  Communication Research Methods  3

Total Hours  15

Certificate in Public Relations in Entertainment

This certificate focuses on learning about different types of theatre performances and techniques to promote all entertainment platforms.

Required:

- COMM 2256  Performing Texts  3
- COMM PR 1811  Principles of Public Relations  3
- COMM PR 4855/5855  Public Relations Campaign Methods  3
- THEATRE 1010  Foundations of Theatre  3
- THEATRE 1011  Foundations of Theatre Lab  1

Total Hours  13

Certificate in Strategic Communication (graduate certificate)

Based on the emphasis areas of public relations, organizational communication, and media, the Strategic Communication certificate demonstrates mastery in managing a company’s image and developing relationships between organizations and publics. Upon completion of the requisite coursework, a student will be able to craft long-term and short-term goals and public relations objectives and implement media plans for meeting those goals.

Required courses:

- COMMGRAD 6027  Seminar in Strategic Communication  6
- COMMGRAD 6045  Seminar in Communication Education  3
- COMMGRAD 6046  Seminar in Visual and Digital Media  3

Total Hours  12

* Repeat course (variable topic) up to 6 hrs
**Can Substitute up to 3 hours of the 12 hours as Readings in Communication or Studies in Communication with advisor approval.

Certificate in Visual Communication and Digital Media (graduate certificate)

Based on the emphasis areas of digital media, rhetoric, and performance, the Visual Communication and Digital Media certificate demonstrates mastery in how to create, disseminate, and critique mediated images. Upon completion of the requisite coursework, a student will be to identify what makes effective, inclusive, and evocative imagery, and how to use that knowledge to create or disseminate media.

Required courses:

- COMMGRAD 6046  Seminar in Visual and Digital Media  6

Total Hours  12

* Repeat either COMMGRAD 6044 or COMMGRAD 6014.
<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMMGRAD 6044</td>
<td>Seminar in Performance Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6014</td>
<td>Seminar in Rhetoric</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours 12

* Repeat course (variable topic) up to 6 hrs.

** Can Substitute up to 3 hours of the 12 hours as Readings in Communication or Studies in Communication with advisor approval.

**Communication, B.A.**

**Goal #1: Apply learning.**

SLO1: Apply communication theories, perspectives, principles, and concepts.

SLO2: Implement communication scholarship using the research traditions of the discipline.

**Goal #2: Think critically.**

SLO3: Evaluate issues using a communication perspective.

**Goal #3: Communicate competently.**

SLO4: Create messages appropriate to the audience, purpose, and context.

SLO5: Synthesize supporting material to develop a(n) thesis, argument, or purpose.

SLO6: Present messages using an effective style.

**Communication: Digital Media-Journalism, B.A.**

**Goal #1: Apply learning.**

SLO1: Apply communication theories, perspectives, principles, and concepts.

SLO2: Implement communication scholarship using the research traditions of the discipline.

**Goal #2: Think critically.**

SLO3: Evaluate issues using a communication perspective.

**Goal #3: Communicate competently.**

SLO4: Create messages appropriate to the audience, purpose, and context.

SLO5: Synthesize supporting material to develop a(n) thesis, argument, or purpose.

SLO6: Present messages using an effective style.

**Communication: Digital Media-Leadership, B.A.**

**Goal #1: Apply learning.**

SLO1: Apply communication theories, perspectives, principles, and concepts.

SLO2: Implement communication scholarship using the research traditions of the discipline.

**Goal #2: Think critically.**

SLO3: Evaluate issues using a communication perspective.

**Goal #3: Communicate competently.**

SLO4: Create messages appropriate to the audience, purpose, and context.

SLO5: Synthesize supporting material to develop a(n) thesis, argument, or purpose.

SLO6: Present messages using an effective style.

**Communication/Public Relations: Special Events, B.A.**

**Goal #1: Think Critically**

SLO1A: Understand the historical foundation upon which the public relations profession has evolved.

SLO1B: Understand the theoretical underpinnings of the public relations profession.

SLO1C: Analyze the role of ethics and laws practiced in the public relations profession.

**Goal #2: Apply Learning**

SLO2A: Apply appropriate research methods to examine questions in public relations discipline/profession.

SLO2B: Analyze appropriate global public relations, comparative media systems and technology strategies.

**Goal #3: Communicate competently**

SLO3A: Build content to form interconnections among communication, community and culture.

SLO3B: Research appropriate communities for cultural understanding and craft appropriate content.
SLO3C: use professional communication strategies and methods to disseminate relevant content to targeted publics.

Communication/Public Relations: Sports Public Relations, B.A.

Goal #1: Think Critically

SLO1A: Understand the historical foundation upon which the public relations profession has evolved.

SLO1B: Understand the theoretical underpinnings of the public relations profession.

SLO1C: Analyze the role of ethics and laws practiced in the public relations profession.

Goal #2: Apply Learning

SLO2A: Apply appropriate research methods to examine questions in public relations discipline/profession.

SLO2B: Analyze appropriate global public relations, comparative media systems and technology strategies.

Goal #3: Communicate competently

SLO3A: Build content to form interconnections among communication, community and culture.

SLO3B: Research appropriate communities for cultural understanding and craft appropriate content

SLO3C: use professional communication strategies and methods to disseminate relevant content to targeted publics.

Communication/Public Relations: Strategic Public Relations, B.A.

Goal #1: Think Critically

SLO1A: Understand the historical foundation upon which the public relations profession has evolved.

SLO1B: Understand the theoretical underpinnings of the public relations profession.

SLO1C: Analyze the role of ethics and laws practiced in the public relations profession.

Goal #2: Apply Learning

SLO2A: Apply appropriate research methods to examine questions in public relations discipline/profession.

SLO2B: Analyze appropriate global public relations, comparative media systems and technology strategies.

Goal #3: Communicate competently

SLO3A: Build content to form interconnections among communication, community and culture.

SLO3B: Research appropriate communities for cultural understanding and craft appropriate content

SLO3C: use professional communication strategies and methods to disseminate relevant content to targeted publics.

Communication-Theatre-Teaching, B.A.

Goal #1: Apply learning.

SLO1: Apply communication theories, perspectives, principles, and concepts.

SLO2: Implement communication scholarship using the research traditions of the discipline.

Goal #2: Think critically.

SLO3: Evaluate issues using a communication perspective.

Goal #3: Communicate competently.

SLO4: Create messages appropriate to the audience, purpose, and context.

SLO5: Synthesize supporting material to develop a(n) thesis, argument, or purpose.

SLO6: Present messages using an effective style.

Interactive Digital Studies, B.A.

GOAL #1: Apply “Digility”

SLO1: Develop comprehensive understanding of web project development--drafting, file structure, design, code, & optimization

SLO2: Demonstrate ability to code a website and/or work within a content management system

GOAL #2 Apply Design Theory

SLO3: Demonstrate the ability to articulate web design principles

GOAL #3 Demonstrate Digital Citizenship

SLO3: Demonstrate knowledge of usability testing and accessibility.

SLO4: Understand digital licensing, the Creative Commons, and copyright

GOAL #4: Exhibit teamwork and professionalism

SLO5: Exhibit ability for self-learning skills in areas of digital application software

SLO6: Demonstrate effective collaboration and project management skills

Political Communication, B.A.

1. Critical thinking—concepts & theories: Students will be able to critically evaluate political science and communications concepts and theories to help explain and investigate political communications phenomena (such as elite rhetoric, persuasion, political campaigns, political journalism). [University SLOs 1,3]

2. Critical thinking—social science and humanistic approaches: Students will be able to generate hypotheses / theses to answer research questions and/or analyze political communication from a humanistic perspective [University SLOs 1,3]

3. Critical thinking—evidence: Students will be able to analyze discipline-appropriate evidence and critically evaluate it to support claims / test hypotheses. [University SLOs 1,3]
4. Critical thinking—normative reasoning: Students will be able to develop persuasive arguments and reasoned judgments about political matters by logically applying normative principles.” [University SLOs 1,3]

5. Written communication skills: Students will demonstrate an ability to communicate effectively through their written work. [University SLO 2]

6. Oral communication skills: Students demonstrate an ability to communicate effectively through oral presentations. [University SLO 2]

**Communication Studies, M.A.**

1. Communication History/Theory: Students will understand the historical development of theory and scholarship within communication studies.

2. Communication Research Methods: Students will understand appropriate methodologies to ethically examine questions within the communication studies discipline/profession.

3. Communication Skills: Students will understand and apply oral and written communication skills in relevant contexts.

4. Communication Praxis and Community Engagement: Students will integrate communication theories with practices/actions that enhance engagement with civic and/or professional communities.