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

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. 7) (also listed in Department of Political Science)

Minors

- Business Communication (p. 8) (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. 9)
- Communication/Digital Media Leadership (p. 9)
- Digital Media Production (p. 9)
- Communication/Public Relations (p. 10)
- Interactive Digital Studies (p. 10)

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. 13)
- Conflict Resolution (p. 13)
- Organizational Communication and Inclusive Leadership (p. 14)
- 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. 15)
- Visual Communication and Digital Media (graduate certificate) (p. 15)

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMM 2256</td>
<td>Performing Texts</td>
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<tr>
<td>or COMM 2255</td>
<td>Public Speaking</td>
<td></td>
</tr>
<tr>
<td>or COMM 2257</td>
<td>Argumentation and Debate</td>
<td></td>
</tr>
<tr>
<td>or COMM 3455</td>
<td>Storytelling and Identity</td>
<td></td>
</tr>
<tr>
<td>COMM 2344</td>
<td>Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>or COMM 2205</td>
<td>Group Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 2555</td>
<td>Interactive Digital Communication I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4155/5155</td>
<td>Organizational Communication Assessment</td>
<td>3</td>
</tr>
<tr>
<td>or COMM 4021/5021</td>
<td>Quantitative Research Methods</td>
<td></td>
</tr>
<tr>
<td>or COMM 4022</td>
<td>Qualitative Research Methods</td>
<td></td>
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<tr>
<td>or COMM 4023/5023</td>
<td>Rhetorical Research Methods</td>
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</tr>
<tr>
<td>COMM 4444/5444</td>
<td>Communication, Community, and Change</td>
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<tr>
<td>or COMM 4211/5211</td>
<td>Rhetoric and Civic Culture</td>
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</tr>
<tr>
<td>or COMM 4320</td>
<td>Leadership Communication and Citizenship</td>
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<tr>
<td>COMM COR 1010</td>
<td>Mass Communication and Society</td>
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<tr>
<td>COMM COR 2020</td>
<td>Communication Research Methods</td>
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<tr>
<td>COMM COR 4124</td>
<td>Communication and Media Theories</td>
<td>3</td>
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</table>

Select three from the following Theories and Concepts courses: 9
**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

<table>
<thead>
<tr>
<th>Communication:</th>
<th>Theatre:</th>
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<tbody>
<tr>
<td>COMM 2256</td>
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<td>COMM 2257</td>
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<td>COMM 2344</td>
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<td>COMM 2555</td>
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<td>COMM 4346/5346</td>
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<td>COMM 4559</td>
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<td>THEATRE 2020</td>
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<tr>
<td></td>
<td>THEATRE 3070</td>
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<td>THEATRE 3115</td>
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<tr>
<td></td>
<td>THEATRE 3160</td>
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<td>OR</td>
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<td></td>
<td>THEATRE 1010</td>
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<td>THEATRE 1012</td>
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<td>THEATRE 2020</td>
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<td></td>
<td>THEATRE 3070</td>
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<td></td>
<td>THEATRE 3115</td>
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<td></td>
<td>THEATRE 3160</td>
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</table>

**Applied Activity Option:**

Select 3 of the following 1 credit hour courses:

- COMM 1940 & COMM 3940: Applied Forensics and Advanced Applied Forensics (each course is 1 hr.)
- COMM 1941 & COMM 3941: Applied Performance Studies and Advanced Applied Performance Studies (each course is 1-2 hrs.)
- THEATRE 1011: Foundations of Theatre Lab (1 hr.)
- THEATRE 2050: Theatre Practicum (1 hr.)

**Electives**

Select one of the following:

- Electives: any Communication and Media Department course prefix (COMM xxxx, COMM COR xxxx, COMM DM xxxx, COMM PR xxxx)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMM 2255</td>
<td>Public Speaking (3 hrs.)</td>
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<tr>
<td>COMM 2456</td>
<td>Communication and Popular Culture (3 hrs.)</td>
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<tr>
<td>COMM 4218</td>
<td>Persuasion (3 hrs.)</td>
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<tr>
<td>COMM 4322/5322</td>
<td>Advanced Interpersonal Communication (3 hrs.)</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>
<tr>
<td>COMM 4448/5448</td>
<td>Cultural Performance (3 hrs.)</td>
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<tr>
<td>COMM COR 1010</td>
<td>Mass Communication and Society (3 hrs.)</td>
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</tr>
<tr>
<td>COMM DM 1651</td>
<td>Digital Media Production I</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 1020</td>
<td>Introduction to Reading Playscripts (3 hrs.)</td>
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<tr>
<td>THEATRE 1050</td>
<td>Creative Drama</td>
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</tr>
<tr>
<td>THEATRE 3050</td>
<td>Theatre Production (1-4 hrs.)</td>
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</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 three 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

**Communication:**

- COMM COR 1010: Mass Communication and Society 3 hours
- COMM COR 2020: Communication Research Methods 3 hours
- COMM COR 4124: Communication and Media Theories 3 hours

**Digital Media:**

- COMM DM 1650: Digital Media Seminar 1 hour
- COMM DM 1651: Digital Media Production I 3 hours
- COMM DM 1652: Writing for Digital Media 3 hours
- COMM DM 3179: Cooperative Education 3 hours

- or COMM DM 3900: Internship in Digital Media 3 hours
- COMM DM 4621/5621: Digital Media Analysis 3 hours
- COMM DM 4632: Senior Seminar in Digital Media 3 hours

Select one of the following three emphases: 24 hours

#### Emphasis 1: Digital Journalism

**Required**

**Communication:**

- COMM 2555: Interactive Digital Communication I 3 hours

**Digital Media:**

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

**Electives (Select 6 hours from the following):**

**Digital Media:**

- COMM DM 2651: Digital Media Production II 3 hours
- COMM DM 3651: Advanced Digital Media Production: Television News 3 hours
- COMM DM 3652: Advanced Digital Media Production: Documentary 3 hours
- COMM DM 3658: Digital Journalism: (Topic) 3 hours
- COMM DM 3660: Sports Journalism 3 hours
- COMM DM 4611/5611: History of U.S. Media 3 hours
- COMM DM 4644/5644: Global Media 3 hours
- COMM DM 4651: Digital Media Practicum: (Topic) 3 hours
- COMM DM 4655: Photojournalism 3 hours
- COMM DM 4656/5656: Feature Writing 3 hours

**Communication:**

- COMM 4556/5556: Interactive Digital Visualization 3 hours

#### Emphasis 2: Digital Media Leadership

**Required**

**Digital Media:**

- COMM DM 3656: Digital Media Industries 3 hours
- COMM DM 3657: Promotion of Digital Media 3 hours
- COMM DM 4630/5630: Digital Media Law and Ethics 3 hours
- COMM DM 4653/5653: Digital Media Distribution 3 hours
- COMM DM 4654/5654: Digital Media Management 3 hours
- Economics (3 hours chosen from the following): 3 hours
  - ECON 1031: Introduction to Business Economics 3 hours
  - ECON 1041: Principles of Macroeconomics 3 hours

**Marketing:**

- MKTG 2110: Principles of Marketing 3 hours

and one of the following courses: 3 hours
Department of Communication and Media

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MGMT 3153</td>
<td>Organizational Management</td>
</tr>
<tr>
<td>MKTG 3113/5113</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>MKTG 3143</td>
<td>Advertising and Promotion</td>
</tr>
<tr>
<td>MKTG 3146</td>
<td>Digital Advertising</td>
</tr>
<tr>
<td>ENTR 3583/5583</td>
<td>Entrepreneurship</td>
</tr>
</tbody>
</table>

**Emphasis 3: Digital Media Production**

**Required**

- Digital Media:
  - COMM DM 2651  Digital Media Production II  3
  - COMM DM 4630/5630  Digital Media Law and Ethics  3

Select 6 hours from the following:

- 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

**Electives (Chosen from the following)**  12

Art (up to 6 hours can be counted as electives):

- ART 2030  Graphic Design I
- ART 2070  Creative Photography I: Digital Photography
- ART 3035  Graphic Design: Motion Graphics

Communication (up to 6 hours can be counted as electives):

- COMM 2555  Interactive Digital Communication I
- Computer Science (up to 6 hours can be counted as electives):
  - CS 1000  Computing Skills and Concepts
  - CS 1120  Media Computation
  - CS 3120/5120  User Interface Design
  - CS 2880  Topics in Computing

Digital Media:

- COMM DM 1620  Fundamentals of Journalism
- COMM DM 2652  Emerging Digital Media: (Topic)
- COMM DM 2653  News Writing and Reporting
- COMM DM 2654  Scriptwriting for Digital 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 4641/5641  Critical Studies in Digital Media: (Topic)
- COMM DM 4642/5642  Digital Technologies (Topic)
- COMM DM 4651  Digital Media Practicum: (Topic)
- COMM DM 4652  Digital Media Projects
- COMM DM 4653/5653  Digital Media Distribution
- COMM DM 4654/5654  Digital Media Management
- COMM DM 4655  Photojournalism
- ENGLISH 2650  Introduction to Film
- ENGLISH 4660/5660  Film History

Marketing (up to 6 hours can be counted as electives):

- MKTG 2110  Principles of Marketing
- MKTG 3143  Advertising and Promotion
- MKTG 3146  Digital Advertising

**These courses have additional prerequisites as follows:**

- ART 3035  has a prerequisite of ART 3030.
- COMM 4556/5556  has a prerequisite of COMM 2555.
- COMM DM 2653  has a prerequisite of COMM DM 1620.
- 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.

**These courses have the following prerequisites:**

- COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2120 or ENGLISH 2650. ENGLISH 2120 may be used to satisfy the Written Communication requirement of the UNIFI/General Education program.

- These courses have the following prerequisites:
  - COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2120 or ENGLISH 2650. ENGLISH 2120 may be used to satisfy the Written Communication requirement of 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>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMM COR 1010</td>
<td>Mass Communication and Society</td>
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<tr>
<td>COMM COR 2020</td>
<td>Communication Research Methods</td>
<td>3</td>
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<tr>
<td>COMM COR 4124</td>
<td>Communication and Media Theories</td>
<td>3</td>
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<td>COMM PR 1811</td>
<td>Principles of Public Relations</td>
<td>3</td>
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<td>COMM PR 3855</td>
<td>Public Relations Writing</td>
<td>3</td>
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<tr>
<td>COMM PR 4811/5811</td>
<td>Public Relations: Cases and Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4855/5855</td>
<td>Public Relations Campaign Methods</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4857/5857</td>
<td>Crisis Communication</td>
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<td>COMM PR 3179</td>
<td>Cooperative Education</td>
<td>3</td>
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<tr>
<td>COMM DM 1620</td>
<td>Fundamentals of Journalism</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 2653</td>
<td>News Writing and Reporting</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 3659</td>
<td>Editing and Design</td>
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<tr>
<td>COMM DM 1651</td>
<td>Digital Media Production I</td>
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**Public Relations:**

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<tbody>
<tr>
<td>COMM PR 3900/5900</td>
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**Communication:**

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<td>COMM 3155</td>
<td>Business and Professional Oral Communication</td>
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**Digital Media:**

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<th>Course Title</th>
<th>Hours</th>
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<tr>
<td>COMM 2555</td>
<td>Interactive Digital Communication I</td>
<td>3</td>
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<tr>
<td>COMM 4544/5544</td>
<td>Digital Culture and Communication</td>
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<td>COMM COR 1010</td>
<td>Mass Communication and Society</td>
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**Business Courses:**

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<th>Course Title</th>
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<td>ACCT 2120</td>
<td>Principles of Financial Accounting</td>
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<td>ECON 1031</td>
<td>Introduction to Business Economics</td>
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</tr>
<tr>
<td>or ECON 1041</td>
<td>Principles of Macroeconomics</td>
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<tr>
<td>MKTG 2110</td>
<td>Principles of Marketing</td>
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Select one of the following three emphases 12

**Emphasis 1: Strategic Public Relations**

<table>
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<tr>
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<th>Hours</th>
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<tbody>
<tr>
<td>COMM 3055</td>
<td>Organizational Communication</td>
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**Public Relations:**

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<tbody>
<tr>
<td>COMM PR 4822/5822</td>
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<td>or COMM PR 4858/5858</td>
<td>Public Relations</td>
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**Management:**

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**Marketing:**

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<td>MKTG 3113/5113</td>
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**Emphasis 2: Special Events**

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<th>Hours</th>
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<td>COMM PR 4856/5856</td>
<td>Public Relations Special Events Planning</td>
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<tr>
<td>COMM PR 4858/5858</td>
<td>Sports Public Relations</td>
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**Marketing:**

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</thead>
<tbody>
<tr>
<td>MKTG 3146</td>
<td>Digital Advertising</td>
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</table>

**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.

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>Hours</th>
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<tbody>
<tr>
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<td>Interactive Digital Communication I</td>
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<td>COMM 4544/5544</td>
<td>Digital Culture and Communication</td>
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<td>COMM COR 1010</td>
<td>Mass Communication and Society</td>
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**University, Interdisciplinary:**

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<tr>
<td>COMM 3900/5900</td>
<td>Internship in Communication</td>
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**Electives - select two bundles (emphases) from the following:** 30-32

**Total Hours** 45-47

**EMPHASES**

1. Digital Visualization (15 hours)

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<tr>
<td>COMM 4558/5558</td>
<td>Advanced Digital Visualization: (Topic)</td>
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</tr>
<tr>
<td>COMM DM 1611</td>
<td>Media and Power</td>
<td>3</td>
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</tbody>
</table>
Department of Communication and Media

or COMM 4213/5213 Visual Rhetoric
COMM DM 3659   Editing and Design  3
COMM DM 4655   Photojournalism  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
ENGLISH 4025/5025   Theory and Practice of Writing  3
or ENGLISH 4040/5040   Digital Writing: Theory and Practice
Select 2 from the following courses (6 units total)  6
ENGLISH 4672/5672   Electronic Literature *
ENGLISH 4160/5160   Issues in Digital Humanities
ENGLISH 4765/5765   Applied Writing: Workplace Communication
ENGLISH 4775/5775   Applied Writing: Specialized Documents
Total Hours  15

*  Prerequisite(s): COMM 2555 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)  2
MUS THEO 3220/5220   Music and Technology  4
MUS THEO 3230/5230   Music Technology, Advanced  4
Music Theory (select two of the following):  4
MUS THEO 1100   Introduction to Music Theory
MUS THEO 1110   Theory I
MUS THEO 1120   Theory II
  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)
Graphic Technologies:
TECH 1055   Graphic Communications Foundations  3
TECH 2070   Digital Pre-Media  3
TECH 3169   Digital Imaging  3
TECH 4158/5158   Graphic Communication Data Visualization  3
TECH 4161   Digital Graphic Communications  3
Total Hours  15

6. Digital Advertising (15 hours)
Economics:
ECON 1031   Introduction to Business Economics  3
  or ECON 1041   Principles of Macroeconomics
Marketing:
MKTG 2110   Principles of Marketing  3
MKTG 3143   Advertising and Promotion  3
MKTG 3146   Digital Advertising  3
MKTG 3148   Digital Customer Experience *  3
  or ENTR 3583/5583   Entrepreneurship
  or MKTG 4150   Advertising Campaign Development
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)
Communication and Media:
COMM 3558   Introduction to Digital Visualization  3
COMM 4412/5412   Performing History  3
History:
HIST 1010   Introduction to Historical Skills  3
HIST 4010/5010   Introduction to Public History  3
HIST 4020/5020   Introduction to Museum Studies  3
Total Hours  15

8. Web Development (15 hours)
Communication and Media:
COMM 3558   Introduction to Digital Visualization  3
### Computer Science:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS 1100</td>
<td>Web Development: Client-side Coding</td>
<td>3</td>
</tr>
<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>
</tbody>
</table>

### Marketing:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3148</td>
<td>Digital Customer Experience*</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours**: 15

* MKTG 3148 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)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM DM 1651</td>
<td>Digital Media Production I</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 1652</td>
<td>Writing for Digital Media</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 3658</td>
<td>Digital Journalism: (Topic)</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4630/5630</td>
<td>Digital Media Law and Ethics or COMM DM 4644/Global Media</td>
<td>3</td>
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**Total Hours**: 15

### 10. Digital Mapping (15 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>GEOG 1310</td>
<td>Digital Earth</td>
<td>3</td>
</tr>
<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 2420</td>
<td>Cartographic Design</td>
<td>3</td>
</tr>
<tr>
<td>GEOG 4335/5335</td>
<td>Web Mapping and GIS</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 UNIFI/General Education requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

#### Required core

<table>
<thead>
<tr>
<th>Course</th>
<th>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>COMM COR 1010</td>
<td>Mass Communication and Society</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>POL AMER 1014</td>
<td>Power &amp; Politics in the U.S.*</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3112</td>
<td>Campaigns and Elections</td>
<td>3</td>
</tr>
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</table>

#### Political Science:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>POL AMER 2131</td>
<td>American State Politics</td>
<td></td>
</tr>
<tr>
<td>POL AMER 3132</td>
<td>Community Politics</td>
<td></td>
</tr>
<tr>
<td>POL AMER 3134</td>
<td>Congress: The First Branch*</td>
<td></td>
</tr>
<tr>
<td>POL AMER 3144</td>
<td>Civil Rights and Liberties</td>
<td></td>
</tr>
<tr>
<td>POL AMER 3151</td>
<td>Modern Presidency*</td>
<td></td>
</tr>
<tr>
<td>POL AMER 3166</td>
<td>Political Parties and Interest Groups*</td>
<td></td>
</tr>
<tr>
<td>POL AMER 4143/51</td>
<td>Citizen Participation and Civic Engagement</td>
<td></td>
</tr>
<tr>
<td>POL AMER 4177/51</td>
<td>Political Psychology</td>
<td></td>
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<tr>
<td>POL INTL 3126</td>
<td>Human Rights</td>
<td></td>
</tr>
<tr>
<td>POL INTL 3143</td>
<td>International Law</td>
<td></td>
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</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 satisfies the Human Condition: Domestic UNIFI requirement.
COMM COR 2020, COMM 2257, and COMM 3055 have prerequisite of COMM 1000. COMM 1000 satisfies the Oral Communication UNIFI requirement.

POL GEN 3181 has prerequisites of POL GEN 2010; 15 hours of Political Science, Political Communication, or Public Administration major.

COMM 4023/5023 has prerequisite of COMM COR 2020 but will be waived for Political Communication majors.

COMM 4333/5333 has a prerequisite of COMM 2344.

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

COMM DM 4644/5644 has prerequisite of COMM COR 1010.

COMM PR 1811 has prerequisites of COMM 1000 and ENGLISH 1005. COMM 1000 satisfies the Oral Communication UNIFI requirement.

POL AMER 3134, POL AMER 3151, and POL AMER 3166 have prerequisite of POL AMER 1014.

POL AMER 1014 satisfies the Human Condition: Domestic UNIFI requirement.

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. 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 Business and Professional Oral Communication 3

Communication or English:

COMM 2555 Interactive Digital Communication I 3

or ENGLISH 2770 Introduction to Workplace Writing

Communication or Management:

COMM 3055 Organizational Communication 3

or MGMT 3153 Organizational Management

**Marketing:**

MKTG 2110 Principles of Marketing 3

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

**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 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.

**Communication Minor**

**Required**

Communication:

COMM 2256 Performing Texts 3

or COMM 2255 Public Speaking

or COMM 2257 Argumentation and Debate

or COMM 3455 Storytelling and Identity

COMM 2344 Interpersonal Communication 3

or COMM 2205 Group Communication

COMM 4211/5211 Rhetoric and Civic Culture 3

or COMM 4320 Leadership Communication and Citizenship

or COMM 4444/5444 Communication, Community, and Change

**Electives in any COMM courses:** 12

**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**

COMM 2255 Public Speaking 3

COMM 2256 Performing Texts 3
### Communication/Digital Journalism Minor (Liberal Arts)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1010</td>
<td>Mass Communication and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 1620</td>
<td>Fundamentals of Journalism</td>
<td>3</td>
</tr>
<tr>
<td>COMM 2653</td>
<td>News Writing and Reporting</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3659</td>
<td>Editing and Design</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives**

Select two of the following:

- COMM 3900: Internship in Digital Media
- COMM 3658: Digital Journalism: (Topic)
- COMM 4611/56: History of U.S. Media
- COMM 4630/56: Digital Media Law and Ethics
- COMM 4644/56: Global Media
- COMM 4650: Advanced News Writing and Reporting
- COMM 4655: Photojournalism
- COMM 4656/56: Feature Writing

**Total Hours:** 18

---

### 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:**

- COMM 1650: Digital Media Seminar * 1
- COMM 1651: Digital Media Production I * 3
- COMM 1652: Writing for Digital Media 3
- COMM 2651: Digital Media Production II * 3

**Electives - Choose two from the following:** 6

**Digital Media:**

- COMM 2652: Emerging Digital Media: (Topic)
- COMM 2654: Scriptwriting for Digital Media *
- COMM 4621/56: Digital Media Analysis *
- COMM 4641/56: Critical Studies in Digital Media: (Topic)
- COMM 4642/56: Digital Technologies (Topic) *
- COMM 2950: Applied Digital Media (up to 3 credits)
- COMM 3950: Advanced Applied Digital Media (up to 3 credits)

**Language and Literature:**

- ENGLISH 4664/5664: Film Theory and Criticism *
- ENGLISH 4660/5660: Film History *

**Total Hours:** 16

---

* These courses have the following prerequisites:
- COMM 1650 and COMM 1651 are corequisites
- COMM 2651 has COMM 1651 and COMM 1652 as prerequisites
- COMM 2652 has COMM 1651 or consent of instructor as prerequisites
- COMM 4621/5621 and COMM 4641/5641 have COMM COR 2020 as prerequisites
- ENGLISH 4660/5660 and ENGLISH 4664/5664 have ENGLISH 2120 as prerequisites
## Communication/Public Relations Minor

### Required

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM PR 1811</td>
<td>Principles of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 3855</td>
<td>Public Relations Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4811/5811</td>
<td>Public Relations: Cases and Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4855/5855</td>
<td>Public Relations Campaign Methods</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4856/5856</td>
<td>Public Relations Special Events Planning</td>
<td>3</td>
</tr>
<tr>
<td>or COMM PR 4858/5858</td>
<td>Sports Public Relations</td>
<td></td>
</tr>
</tbody>
</table>

### Electives

Select two from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM COR 2020</td>
<td>Communication Research Methods</td>
</tr>
<tr>
<td>COMM COR 4124</td>
<td>Communication and Media Theories</td>
</tr>
<tr>
<td>COMM 3055</td>
<td>Organizational Communication</td>
</tr>
<tr>
<td>COMM 3155</td>
<td>Business and Professional Oral Communication</td>
</tr>
<tr>
<td>COMM DM 1620</td>
<td>Fundamentals of Journalism</td>
</tr>
<tr>
<td>COMM DM 4630/5630</td>
<td>Digital Media Law and Ethics</td>
</tr>
</tbody>
</table>

## 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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td>COMM 2555</td>
<td>Interactive Digital Communication I</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4544/5544</td>
<td>Digital Culture and Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM COR 1010</td>
<td>Mass Communication and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3555</td>
<td>Interactive Digital Communication II</td>
<td>3</td>
</tr>
</tbody>
</table>

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

1. Digital Visualization (15 hours)

   Communication and Media:
   - COMM 3558 Introduction to Digital Visualization 3
   - COMM 4558/5558 Advanced Digital Visualization: (Topic) 3
   - 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

   **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

   * 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 3
   - ENGLISH 4025/5025 Theory and Practice of Writing 3
   - ENGLISH 4785/5785 Applied Writing: Projects, Grants and Careers 3
   - or ENGLISH 4770/5770 Applied Writing: Proposals and Grants 3

   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): COMM 2555 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) 2
   - MUS THEO 3220/5220 Music and Technology 4
### Music Technology, Advanced (4 hours)

- MUS THEO 3230/5230 Music Technology, Advanced 4

Music Theory (select two of the following): 4

- MUS THEO 1100 Introduction to Music Theory
- MUS THEO 1110 Theory I
- MUS THEO 1120 Theory II

Theory class placement is determined by a diagnostic examination.

Music elective 1

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

### Digital Imaging (15 hours)

**Graphic Technologies:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>TECH 1055</td>
<td>Graphic Communications Foundations</td>
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</tr>
<tr>
<td>TECH 2070</td>
<td>Digital Pre-Media</td>
<td>3</td>
</tr>
<tr>
<td>TECH 3169</td>
<td>Digital Imaging</td>
<td>3</td>
</tr>
<tr>
<td>TECH 4158/5158</td>
<td>Graphic Communication Data Visualization</td>
<td>3</td>
</tr>
<tr>
<td>TECH 4161</td>
<td>Digital Graphic Communications</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours** 15

### Digital Advertising (15 hours)

**Economics:**

- ECON 1031 Introduction to Business Economics 3
- or ECON 1041 Principles of Macroeconomics

**Marketing:**

- MKTG 2110 Principles of Marketing 3
- MKTG 3143 Advertising and Promotion 3
- MKTG 3146 Digital Advertising 3
- MKTG 3148 Digital Customer Experience * 3
  - or ENTR 3583/5583 Entrepreneurship
  - or MKTG 4150 Advertising Campaign Development

**Total Hours** 15

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

### Digital Video (15 hours)

**Communication and Media:**

- COMM DM 1651 Digital Media Production I 3
- COMM DM 1652 Writing for Digital Media 3
- COMM DM 2651 Digital Media Production II 3
- COMM DM 3658 Digital Journalism: (Topic) 3
- COMM DM 4630/5630 Digital Media Law and Ethics 3
  - or COMM DM 4644/Global Media

**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

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:**
- COMMGRAD 6001 Introduction to Graduate Study and Research 3
- COMMGRAD 6011 Communication and Media Theory 3
- 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) 3
- COMMGRAD 6027 Seminar in Strategic Communication
- COMMGRAD 6042 Seminar in 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) 12

**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.) 3
- COMMGRAD 6027 Seminar in Strategic Communication
- COMMGRAD 6042 Seminar in 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 by advisor and submitted through student request) 12

**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:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6045</td>
<td>Seminar in Communication Education *</td>
<td>6</td>
</tr>
<tr>
<td>COMMGRAD 6014</td>
<td>Seminar in Rhetoric</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6027</td>
<td>Seminar in Strategic Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 12

* Repeat course (variable topic) for 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 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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4446/5446</td>
<td>Voices from the Margin: Performance, Rhetoric, and Social Change</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4444/5444</td>
<td>Communication, Community, and Change</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4448/5448</td>
<td>Cultural Performance or COMM 4346/5346 Gender Issues in Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3456</td>
<td>Practicing Public Advocacy</td>
<td>3</td>
</tr>
</tbody>
</table>

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 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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4333/5333</td>
<td>Communication and Conflict Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Electives: select four courses from the lists below: 12

Teaching:

- TEACHING 4170/51 Human Relations: Awareness and Application **

School of Applied Human Sciences:

- FAM SERV 1010 Human Identity and Relationships
- FAM SERV 1020 Family Relationships
- FAM SERV 3145/51 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 4346/5346 Gender Issues in 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
- POL INTL 3126 Human Rights
- POL COMP 3123 Nationalism

History:

- HIST 4675/5675 Great Power Diplomacy from the Congress of Vienna to the Present

Geography:

- GEOG 3220 Environmental Geography: Variable Topic **

Sociology:

- SOC 2040 Social Movements **
- SOC 2075 The Self in Social Context **
### 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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4120/5120</td>
<td>Inclusive Leadership in the Workplace</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4134/5134</td>
<td>Organizational Cultures and Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4857/5857</td>
<td>Crisis Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3000/5000</td>
<td>Selected Topics in Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours:** 12

**Repeat either COMMGRAD 6044 or COMMGRAD 6014.
**Can Substitute up to 3 hours of the 12 hours as Readings in Communication with advisor approval.

### Certificate in Public Relations in Entertainment

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2256</td>
<td>Performing Texts</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 1811</td>
<td>Principles of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4855/5855</td>
<td>Public Relations Campaign Methods</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours:** 15

### Certificate in Organizational Communication and Inclusive Leadership (graduate certificate)

Based in the emphasis areas of rhetoric, performance studies, and digital media, the Performance, Rhetoric, and Advocacy certificate demonstrates mastery in how to analyze, organize, and execute advocacy work in a variety of contexts. Upon completion of the requisite coursework, a student will have a deep knowledge of the words, actions, bodies, and organizational structures of advocacy groups as well as the skills necessary to build community and solve problems.

<table>
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</thead>
<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>
<tr>
<td>COMMGRAD 6046</td>
<td>Seminar in Visual and Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMMGRAD 6044</td>
<td>Seminar in Performance Studies</td>
<td>3</td>
</tr>
<tr>
<td>or COMMGRAD 6014 Seminar in Rhetoric</td>
<td></td>
<td></td>
</tr>
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**Total Hours:** 12

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

### Certificate in Public Relations in Entertainment

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

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**Total Hours:** 15

### Certificate in Public Relations in Entertainment (graduate certificate)

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

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<tr>
<td>COMM PR 4855/5855</td>
<td>Public Relations Campaign Methods</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours:** 15

* Repeat either COMMGRAD 6044 or COMMGRAD 6014.
**Can Substitute up to 3 hours of the 12 hours as Readings in Communication with advisor approval.
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:

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<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6027</td>
<td>Seminar in Strategic Communication</td>
<td>6</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 Visual and Digital Media</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.

Certificate in Visual Communication and Digital Media (graduate certificate)
Based in 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:

<table>
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</tr>
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<td>COMMGRAD 6046</td>
<td>Seminar in Visual and Digital Media</td>
<td>6</td>
</tr>
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<td>COMMGRAD 6044</td>
<td>Seminar in Performance Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6014</td>
<td>Seminar in Rhetoric</td>
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</tr>
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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: Digital Media-Production, 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.
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-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 teamwork and professionalism

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

**Communication Studies Core Courses**

**COMM COR 1010. 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. 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. (Fall and Spring)

**COMM COR 4124. Communication and Media Theories — 3 hrs.** Investigation of theories and concepts used to explain human communication. (Fall and Spring)

**Communication Studies Graduate Courses**

**COMMGRAD 6001. Introduction to Graduate Study and Research — 3 hrs.** Exploration of communication research methodologies and resources. (Fall and Spring)

**COMMGRAD 6011. Communication and Media Theory — 3 hrs.** In-depth survey of historical and contemporary theories that inform and constitute the communication and media discipline. This course constitutes an interdisciplinary approach, with emphasis on postpositivist, interpretivist, critical, and postmodern theories of communication and media. (Spring)

**COMMGRAD 6014. Seminar in Rhetoric — 3 hrs.** Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. Prerequisite(s): COMMGRAD 6001 or approval of instructor. (Variable)

**COMMGRAD 6016. Mass Communication Theory — 3 hrs.** 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)

**COMMGRAD 6022. Communication Research Methodology — 3 hrs.** 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 or approval of instructor. (Fall and Spring)
COMMGRAD 6027. Seminar in Strategic Communication — 3 hrs.
Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Variable)

COMMGRAD 6042. 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)

COMMGRAD 6044. Seminar in Performance Studies — 3 hrs.
Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Variable)

COMMGRAD 6045. 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)

COMMGRAD 6046. Seminar in Visual and Digital Media — 3 hrs.
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. Research.
Prerequisite(s): consent of department. (Fall, Spring, Summer)

COMMGRAD 6955. Projects in Communication Studies — 1-3 hrs.
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. Media and Power — 3 hrs.
Analysis and critique of the production and consumption of media messages to develop students as ethical and active digital citizens. (Fall and Spring)

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 1630. Start a Podcast — 3 hrs.
This course will teach students how to start a podcast. Bringing together experts in different areas across the Department of Communication and Media, this course will provide students with training in a wide variety of skills necessary to create a high-quality podcast, including script-writing, interviewing, storytelling, vocal delivery, audio-editing, and publicizing. Students will also study podcasting genres so as to understand the expectations of audiences in particular sub-genres of podcasts (e.g. true-crime, comedy, drama, sports, politics, personal-development, etc.). While doing this, they will examine a handful of particularly prominent or highly-recognized podcasts to identify the principles and characteristics underlying particularly successful podcasts. (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. First half-semester course. Corequisite(s): COMM DM 1651 for majors. COMM DM 1651 is waived for non-Digital Media majors and non-Digital Media minors. (Fall and Spring)

COMM DM 1651. Digital Media Production I — 3 hrs.
Introduction to creative storytelling across digital formats and platforms, including basic concepts of 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 and for non-Digital Media majors and minors. (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. (Fall and Spring)

COMM DM 2651. Digital Media Production II — 3 hrs.
Building on the concepts of COMM DM 1651: Digital Media Production I, further exploration of creative storytelling using digital video, audio, live studio, and web concepts and technologies for multiple formats and platforms. Special emphasis on aesthetic and technical skills in post-production, including motion graphics, image manipulation, video, and sound editing. 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 a maximum of 6 hours if different topic. Prerequisite(s): COMM DM 1651 or consent of instructor. (Variable)

COMM DM 2653. News Writing and Reporting — 3 hrs.
Participation on the staff of the university newspaper. Write articles and take photographs for the university's print and digital editions. Gather and edit audio and video, create multimedia packages for the newspaper's website. Prerequisite(s): COMM COR 1010; COMM DM 1620 or approval of instructor. The COMM DM 1620 prerequisite is waived for Interactive Digital Studies majors and minors. (Fall and Spring)

COMM DM 2654. Scriptwriting for Digital Media — 3 hrs.
Exploration of a range of scriptwriting forms for digital media programs, including short and long-form narrative and documentary. Distinctive genres within the broad fiction and non-fiction categories will be emphasized. Prerequisite(s): COMM DM 1652. (Variable)

COMM DM 2950. Applied Digital Media — 1 hr.
Practical project experience for qualified students who work for KULT Radio, Hilltop Media, 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 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
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 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. (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 1652 or 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. For Interactive Digital Studies majors and minors: no prerequisites. (Fall and Spring)

Writing and producing sports journalism content, and play-by-play reporting, for television, radio, mobile, and other digital media platforms. Prerequisite(s): COMM DM 1651; COMM DM 2653. (Fall)

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, Hilltop Media, 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, 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, Summer)

Development of the structure, economics, and content of U.S. media; examination of significant persons and events contributing to the technological, economic, and social development of mass media. Prerequisite(s): COMM COR 1010; junior standing. (Variable)

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; junior standing. (Fall)

COMM DM 4630/5630. Digital Media Law and Ethics — 3 hrs. 
The course explores contemporary issues in media law and ethics that impact digital media industries and public relations. Critical analysis of issues such as freedom of speech and the First Amendment; the news media and courts; censorship and libel; media ownership and monopolies; copyright laws and fair use; and regulation of the internet. Prerequisite(s): junior standing. (Fall and 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 history, 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; 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; junior standing or consent of instructor. (Variable)
Focus on how technology, history, politics, economics, and culture have shaped the development of media systems in the world.
Prerequisite(s): COMM COR 1010; junior standing. (Variable)

COMM DM 4650. Advanced News Writing and Reporting — 3 hrs.
Participation on the staff of the university newspaper. Writing advanced articles and taking photographs for the university's print and digital editions. Gathering and editing audio and video, creating multimedia packages for the newspaper's web site. Students will also do editing for the newspaper. 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 or COMM DM 3652 or COMM DM 3653 or COMM DM 3654 or 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; 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; junior standing. (Variable)

COMM DM 4655. Photjournalism — 3 hrs.
Introduces students to the concepts, principles, and practice of photjournalism through photo assignments, image editing, presentation in a variety of formats, and critical reviews of work. Prerequisite(s): COMM DM 2653 or consent of instructor; junior standing. For Interactive Digital Studies majors and minors: no prerequisites. (Variable)

COMM DM 4656/5656. Feature Writing — 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 or consent of instructor; junior standing. (Spring)

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. (Fall and Spring)

COMM PR 1840. Applied Public Relations — 1 hr.
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)

COMM PR 3179. Cooperative Education — 1-6 hrs. (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. (Variable)

COMM PR 3855. Public Relations Writing — 3 hrs.
Conceptualization and multi-media adaptation of copy for public relations campaigns. Prerequisite(s): COMM DM 1620. (Fall and Spring)

COMM PR 3900/5900. 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 maximum of 6 hours. Prerequisite(s): junior standing; internship coordinator approval. See the internship coordinator for additional departmental requirements. (Fall, Spring, Summer)

COMM PR 3940. Advanced Applied Public Relations — 1 hr.
Credit for approved advanced 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)

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. (Variable)

COMM PR 4822/5822. 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. (Variable)

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; junior standing. (Variable)

COMM PR 4856/5856. 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. (Variable)

COMM PR 4857/5857. 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)

**COMM PR 4858/5858. Sports Public Relations — 3 hrs.**
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. (Variable)

**COMM PR 4859/5859. Social Media — 3 hrs.**
This course is dedicated to exploring the new emerging technologies and mediums influencing many different venues such as public relations and message delivery. This course will acquaint you with practical knowledge and analytical skills necessary to create, evaluate, and execute social media and mobile campaigns. This course will also provide lectures, iconic and current case studies using social media and mobile, group and individual assignments, and engaged activities that will help you in developing a strong social media skill set to take future job and/or internship interviews in your respective field of study. Prerequisite(s): junior standing. (Spring)

**Communication Studies Courses**

**COMM 1000. 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 1940. 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)

**COMM 1941. Applied Performance Studies — 1-2 hrs.**
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)

**COMM 2205. Group Communication — 3 hrs.**
Study of how people use communication to cultivate effective groups. Exploring theories and processes related to groups, students will learn how to assess and improve teams while developing their own skills as a group communicator. (Fall and Spring)

**COMM 2255. Public Speaking — 3 hrs.**
Teaches students to prepare, adapt, present, and critique a variety of speeches in a public setting. (Fall and Spring)

**COMM 2256. Performing Texts — 3 hrs.**
Introduction to the performance, analysis, and criticism of literary and aesthetic texts. (Fall)

**COMM 2257. Argumentation and Debate — 3 hrs.**
Training in the basics of academic debate and policy analysis. (Fall)

**COMM 2344. Interpersonal Communication — 3 hrs.**
Study of communication in relationships; exploration and experience with concepts and processes involved in one-to-one communication. (Fall, Spring, Summer)

**COMM 2455. Skills for Making Performance — 3 hrs.**
Adapting and staging texts for live and electronic group performances. Work in narrative adaptation, montage scripting, and ethnodrama. Prerequisite(s): COMM 2256. (Variable)

**COMM 2456. Communication and 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)

**COMM 2555. Interactive Digital Communication I — 3 hrs.**
Examines introductory digital studies topics, including web development (HTML and CSS), visual grammar, the Creative Commons, and writing and designing for the Web. (Fall and Spring)

**COMM 3000/5000. 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. 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. (Fall and Spring)

**COMM 3155. Business and Professional Oral Communication — 3 hrs.**
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. (Fall and Spring)

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

**COMM 3236. Ethics in Communication — 3 hrs.**
Exploration of ethical dimensions and dilemmas in communication. (Same as CAP 3128) (Fall and Spring)

**COMM 3455. Storytelling and Identity — 3 hrs.**
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. (Spring)

**COMM 3456. Practicing Public Advocacy — 3 hrs.**
Covering a range of topics, this course explores practical examples of and problems relating to public advocacy. The focus is on how performance and rhetoric offer tools to practice public advocacy. Topics will rotate from year to year. (Variable)

**COMM 3555. Interactive Digital Communication II — 3 hrs.**
Building on Interactive Digital Communication, this class offers students a more comprehensive understanding of web frameworks, content management systems, code (HTML, CSS, and beginning Javascript) and digital skill sets. Prerequisite(s): COMM 2555. (Fall and Spring)

**COMM 3558. Introduction to Digital Visualization — 3 hrs.**
Explore data through storytelling and visualization. Experiment with emerging digital tools, techniques, and applications. Apply critical analysis and creative problem solving to digital project work. Prerequisite(s): COMM 2555; junior standing. Prerequisite(s) or corequisite(s): COMM 3555. (Fall and Spring)
COMM 3900/5900. 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)

COMM 3940. Advanced Applied Forensics — 1 hr.
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. 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 or equivalent; junior standing. (Fall)

COMM 4022. 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 or equivalent; junior standing. (Fall)

COMM 4023/5023. 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 or ENGLISH 2120 or equivalent; junior standing. (Spring)

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 4120/5120. Inclusive Leadership in the Workplace — 3 hrs.
The purpose of this course is for students to cultivate inclusive leadership knowledges, skills, and dispositions. As such the course blends reading/discussion with hands-on application and case studies. Students will be expected to describe the key concepts of inclusive leadership and apply how those concepts can be used to address different issues/problems/contexts. Prerequisite(s): junior standing. (Fall)

COMM 4134/5134. 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): junior standing. (Fall)

COMM 4155/5155. 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):
communication in and about social institutions can be sources of liberation and subordination. Prerequisite(s): junior standing. (Fall)

COMM 4347/5347. 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; junior standing. (Fall)

COMM 4412/5412. 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; junior standing. (Spring)

COMM 4444/5444. 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 creation and theory of rhetorical and performance texts that enact protest, generate dialogue, promote civic action, and induce social, cultural, and institutional change. The course focuses on historically underrepresented and marginalized groups in the United States, activism for change outside of institutional structures, and the way race/ethnicity, sex/gender, sexuality, and/or class intersect. Prerequisite(s): junior standing. (Variable)

COMM 4448/5448. 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. 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; approved Performance Studies project application; junior standing; consent of instructor. (Fall and Spring)

COMM 4544/5544. 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 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; COMM 3555; COMM 4544/5544; junior standing. (Fall and Spring)

COMM 4558/5558. Advanced Digital Visualization: (Topic) — 3 hrs.
Intensive work in specialized digital visualization concepts and practices. Work with advanced digital tools, techniques, and applications. Develop independent and group critical analysis and creative problem solving to digital project work. 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; COMM 3555; junior standing. Prerequisite(s) or corequisite(s): COMM 3558. (Spring)

COMM 4559. Communication Education and Training — 3 hrs.
Teaching strategies for various levels of communication instruction; application of educational principles to the communication classroom and organizational training. This is a required course for Communication Theatre Education majors and it is strongly recommended to take this class preceding student teaching. Prerequisite(s): for Communication Theatre Education majors: 12 hours of COMM (48C) course work; TEACHING 2017; EDPSYCH 2030; junior standing. For other majors: junior standing. (Fall)

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