Effective August 1, 2020, the Department of Communication Studies was renamed the Department of Communication and Media.

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. 5)
- Interactive Digital Studies (p. 6)
- Political Communication (p. 8) (also listed in Department of Political Science)

**Minors**
- Business Communication (p. 9) (also listed in Department of Marketing and Entrepreneurship)
- Communication Studies (Liberal Arts) (p. 9)
- Communication-Theatre-Teaching (p. 10) (also listed in Department of Theatre)
- Communication/Digital Journalism (Liberal Arts) (p. 10)
- Communication/Digital Media Leadership (p. 10)
- Digital Media Production (p. 11)
- Communication/Public Relations (p. 11)
- Interactive Digital Studies (p. 11)

**Graduate Major (M.A.)**
- Communication Studies (p. 13)

**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.

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**Bachelor of Arts Degree Programs**

**Communication Major (Liberal Arts)**

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

**Required**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COMM 2256</td>
<td>Performing Texts</td>
<td>3</td>
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<tr>
<td>or</td>
<td>COMM 2255</td>
<td></td>
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<tr>
<td>(48C:011)</td>
<td>Public Speaking **</td>
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<tr>
<td>or</td>
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<tr>
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<td>Argumentation and Debate **</td>
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<tr>
<td>or</td>
<td>COMM 3455</td>
<td></td>
</tr>
<tr>
<td>(48C:146)</td>
<td>Storytelling and Identity</td>
<td></td>
</tr>
<tr>
<td>COMM 2344</td>
<td>Interpersonal Communication **</td>
<td>3</td>
</tr>
<tr>
<td>(48C:004)</td>
<td>Group Communication Skills **</td>
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<tr>
<td>or</td>
<td>COMM 1205</td>
<td></td>
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<tr>
<td>(48C:031)</td>
<td>Interactive Digital Communication</td>
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<td>or</td>
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<td></td>
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<tr>
<td>(48C:135g)</td>
<td>Organizational Communication Assessment *</td>
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<td>or</td>
<td>COMM 4021/5021</td>
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<tr>
<td>(48C:180g)</td>
<td>Quantitative Research Methods</td>
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<td>or</td>
<td>COMM 4022</td>
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<tr>
<td>(48C:183g)</td>
<td>Qualitative Research Methods</td>
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<tr>
<td>or</td>
<td>COMM 4023/5023</td>
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<tr>
<td>(48C:189g)</td>
<td>Rhetorical Research Methods</td>
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<tr>
<td>COMM 4444/5444</td>
<td>Communication, Community, and Change</td>
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<tr>
<td>(48C:155g)</td>
<td>or COMM 4211/5211</td>
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<tr>
<td>or COMM 4320</td>
<td>Leadership Communication and Citizenship</td>
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<tr>
<td>(48C:123g)</td>
<td>Rhetoric and Civic Culture</td>
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<tr>
<td>or</td>
<td>COMM COR 1010</td>
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<td>Mass Communication and Society</td>
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<td>COMM COR 2020</td>
<td>Communication Research Methods **</td>
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<tr>
<td>(48C:080)</td>
<td>**</td>
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<tr>
<td>COMM COR 4124</td>
<td>Communication Theories **</td>
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<td>(48C:124)</td>
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Select three from the following Theories and Concepts courses:

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<tr>
<td>COMM 3000/5000</td>
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</tr>
<tr>
<td>COMM 3055</td>
<td>Organizational Communication</td>
<td>(48C:132)</td>
</tr>
<tr>
<td>COMM 3455</td>
<td>Storytelling and Identity</td>
<td>(48C:146)</td>
</tr>
<tr>
<td>COMM 4111/5111</td>
<td>Group Communication Theory and Analysis</td>
<td>(48C:131g)</td>
</tr>
<tr>
<td>COMM 4116/5116</td>
<td>Health Communication</td>
<td>(48C:136g)</td>
</tr>
<tr>
<td>COMM 4134/5134</td>
<td>Organizational Cultures and Communication</td>
<td>(48C:134g)</td>
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<tr>
<td>COMM 4211/5211</td>
<td>Rhetoric and Civic Culture</td>
<td>(48C:123g)</td>
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<tr>
<td>COMM 4213/5213</td>
<td>Visual Rhetoric</td>
<td>(48C:115g)</td>
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<tr>
<td>COMM 4216/5216</td>
<td>Political Communication</td>
<td>(48C:160g)</td>
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<tr>
<td>COMM 4217/5217</td>
<td>Freedom of Speech</td>
<td>(48C:176g)</td>
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<td>COMM 4218</td>
<td>Persuasion</td>
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<td>COMM 4236/5236</td>
<td>Ethics in Communication</td>
<td>(CAP:128)</td>
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<td>COMM 4311</td>
<td>Nonverbal Communication</td>
<td>(48C:121g)</td>
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<td>COMM 4322/5322</td>
<td>Advanced Interpersonal Communication</td>
<td>(48C:144g)</td>
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<td>COMM 4333/5333</td>
<td>Communication and Conflict Management</td>
<td>(48C:148g)</td>
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<td>COMM 4344/5344</td>
<td>Intercultural Communication</td>
<td>(48C:151g)</td>
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<td>COMM 4346/5346</td>
<td>Gender Issues in Communication</td>
<td>(48C:153g)</td>
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<td>COMM 4347/5347</td>
<td>Family Communication</td>
<td>(48C:142g)</td>
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<td>COMM 4411</td>
<td>Language and Communication</td>
<td>(48C:122g)</td>
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<td>COMM 4412/5412</td>
<td>Performing History</td>
<td>(48C:155g)</td>
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<td>COMM 4444/5444</td>
<td>Communication, Community, and Change</td>
<td>(48C:113g)</td>
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<tr>
<td>COMM 4447/5447</td>
<td>Performance and Social Change</td>
<td>(48C:108g)</td>
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<td>COMM 4448/5448</td>
<td>Cultural Performance</td>
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<td>COMM 4544/5544</td>
<td>Digital Culture and Communication</td>
<td>(48C:120g)</td>
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<tr>
<td>COMM 4909/5909</td>
<td>Readings in Performance Studies</td>
<td>(48C:119g)</td>
</tr>
</tbody>
</table>

Electives: any Communication and Media Department course prefix (COMM xxxx, COMM COR xxxx, COMM DM xxxx, COMM PR xxxx) 9

Total Hours 42

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

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

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

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

Communication-Theatre-Teaching Major

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

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

** Required **
- **Communication:**
  - COMM 2256 (48C:011) Performing Texts
  - COMM 2257 (48C:074) Argumentation and Debate
  - COMM 2344 (48C:004) Interpersonal Communication
  - COMM 2555 (48C:025) Interactive Digital Communication
  - COMM 4355 (48C:141g) Listening
  - COMM 4559/5559 (48C:187g) Methods of Teaching Speech
  - COMM DM 1611 Digital Media Literacies
  - COMM 2455 (48C:015) Skills for Making Performance
  - THEATRE 1010 (490:010) Foundations of Theatre
  - THEATRE 2020 Playscript Analysis and Interpretation

** Theatre:**
- THEATRE 1012 (490:015) Stagecraft: Scenery/Lights
- THEATRE 1030 (490:024) Acting
- THEATRE 3070 (490:136) History of the Theatre II
**THEATRE 3115 (490:109) Methods of Teaching Drama and Theatre 3
**THEATRE 3160 (490:161) Directing 3

Applied Activity Option: **
Select 3 of the following 1 credit hour courses: 3

**COMM 1940 (48C:091) & COMM 3940 (48C:191) Applied Forensics and Advanced Applied Forensics (each course is 1 hr.) **

**COMM 1941 (48C:093) & COMM 3941 (48C:193) Applied Performance Studies and Advanced Applied Performance Studies (each course is 1-2 hrs.) **

**THEATRE 1011 (490:011) Foundations of Theatre Lab (1 hr.) This course is a co-requisite for THEATRE 1010 **

**THEATRE 2050 (490:050) Theatre Practicum (1 hr.) **

**Electives**
Select one of the following: 3

**COMM 2255 (48C:071) Public Speaking (3 hrs.)
Comm 2456 Communication and Popular Culture (3 hrs.)
COMM 4218 (48C:178) Persuasion (3 hrs.)
COMM 4322/5322 (48C:144g) Advanced Interpersonal Communication (3 hrs.)
COMM 4411 (48C:122g) Language and Communication (3 hrs.)
COMM 4447/5447 (48C:108g) Performance and Social Change (3 hrs.)
COMM 4448/5448 (48C:110g) Cultural Performance (3 hrs.)
COMM COR 1010 (48J:002) Mass Communication and Society 3
COMM COR 2020 (48C:080) Communication Research Methods 3
COMM COR 4124 (48C:124) Communication Theories 3

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

Select one of the following three emphases: 27

Total Hours 49

Other courses are available consult with your advisor.

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

** Students may take any combination of the three Applied Activity courses. Any of the courses can be repeated up to three times. Activities for Communication-Theatre majors include UNI Theatre, UNI Interpreters Theatre, Sturgis Youth Theatre, SAVE (Students Advocating for Voices and Equality) Forum Actors, and UNI Forensics.

For the LAC Category Fine Arts requirement (Category 3A) we recommend that Communication-Theatre Education majors take THEATRE 1002 (490:002) The Theatrical Arts and Society (3 hours). For the LAC Capstone Experience (Category 6), we recommend that Communication-Theatre Education majors take THEATRE 3100 (490:106) /CAP 3106 (CAP:106) Theatre in Education (3 hours).

### Communication/Digital Media Major

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

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

**Required Communication:**
COMM COR 1010 Mass Communication and Society 3
COMM COR 2020 Communication Research Methods 3
COMM COR 4124 Communication Theories 3

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

Select one of the following three emphases: 27

Total Hours 49

### Emphasis 1: Digital Journalism

**Required Communication:**
COMM 2555 Interactive Digital Communication 3

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

**Electives (Select 9 hours from the following):** 9
Department of Communication and Media

Digital Media:
- COMM DM 2651 Digital Media Production II
- COMM DM 3651 Advanced Digital Media Production: Television News *
- COMM DM 3652 Advanced Digital Media Production: Documentary *
- COMM DM 3658 Digital Journalism: (Topic)
- COMM DM 3959 Advanced Applied Digital Journalism
- COMM DM 4611/5611 History of U.S. Media
- COMM DM 4641/5641 Critical Studies in Digital Media: (Topic)
- COMM DM 4651 Digital Media Practicum: (Topic) *
- COMM DM 4655 Photojournalism
- COMM DM 4656/5656 Feature Writing
- COMM DM 4656/5656 Global Media

Communication:
- COMM 4556/5556 Interactive Digital Visualization

Emphasis 2: Digital Media Leadership

Required
- Digital Media:
  - COMM DM 3656 Digital Media Industries 3
  - COMM DM 3657 Promotion of Digital Media 3
  - COMM DM 4631/5631 Digital Media Law 3
  - COMM DM 4653/5653 Digital Media Distribution 3
  - COMM DM 4654/5654 Digital Media Management 3
  - Economics (3 hours chosen from the following): 3
    - ECON 1031 Introduction to Economics *
    - ECON 1041 Principles of Macroeconomics

Marketing:
- MKTG 2110 (130:101) Principles of Marketing 3
  and two of the following courses: 6
    - MGMT 3153 Organizational Management (150:153)
    - MKTG 3113/5113 Consumer Behavior (130:106g)
    - MKTG 3143 Advertising and Promotion (130:150)
    - MKTG 3146 Digital Advertising (130:160)
    - MKTG 3583/5583 Entrepreneurship (130:170g)

Emphasis 3: Digital Media Production

Required
- Digital Media:
  - COMM DM 2651 Digital Media Production II 3
  - COMM DM 4621/5621 Digital Media Analysis 3
  - COMM DM 4631/5631 Digital Media Law 3

Select 6 hours from the following: 6
- 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 (600:025) Graphic Design I
- ART 2070 (600:032) Creative Photography I: Digital Photography
- ART 3035 (600:182) Graphic Design: Motion Graphics *

Communication (up to 6 hours can be counted as electives):
- COMM 2555 (48C:025) Interactive Digital Communication
- COMM 4447/5447 (48C:108g) Performance and Social Change
- Computer Science (up to 6 hours can be counted as electives):
  - CS 1000 (810:021) Computing Skills and Concepts
  - CS 1120 (810:056) Media Computation
  - CS 3120/5120 (810:112g) User Interface Design
  - CS 2880 (810:088) Topics in Computing

Digital Media:
- COMM DM 1620 Fundamentals of Journalism
- COMM DM 2652 Emerging Digital Media: (Topic)
- COMM DM 2653 News Writing for Media *
- COMM DM 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 (up to 6 hours can be counted as electives):
ENGLISH 2650 (620:035): Introduction to Film *
ENGLISH 4660/5660 (620:142g): Film History *

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

These courses have additional prerequisites as follows:
- ART 3035 (600:182) has a prerequisite of ART 3030 (600:125).
- COMM 4556/5556 has a prerequisite of COMM 2555 (48C:025).
- 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.
- ECON 1031 (920:024) may be used to satisfy Category 5 B of the Liberal Arts Core.
- ENGLISH 2650 (620:035) has prerequisite of ENGLISH 1005 (620:005), ENGLISH 1005 (620:005) may be used to satisfy Category 1A of the Liberal Arts Core.
- ENGLISH 4660/5660 (620:142g) has prerequisite of ENGLISH 2120 (620:034) or ENGLISH 2650 (620:035).
- ENGLISH 2120 (620:034) may be used to satisfy Category 1A of the Liberal Arts Core.

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

Communication/Public Relations Major

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

** Required

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

Public Relations:
COMM PR 1811 (48P:005): Principles of Public Relations ** 3
COMM PR 3855 (48P:173): Public Relations Writing 3
COMM PR 4811/5811 (48P:188g): Public Relations: Cases and Studies 3
COMM PR 4855/5855 (48P:182g): Public Relations Campaign Methods 3
COMM PR 3179 (48P:179): Cooperative Education 3
or COMM PR 3900/5900 (48P:197g): Internship in Public Relations

Communication:
COMM 3155 (48C:173): Business and Professional Oral Communication ** 3

Digital Journalism:
COMM DM 1620: Fundamentals of Journalism 3
COMM DM 2653: News Writing for Media 3
COMM DM 3659: Editing and Design 3

Business Courses:
ECON 1031 (920:024): Principles of Microeconomics 3
or ECON 1041 (920:053): Principles of Macroeconomics (920:053)

MKTG 2110 (130:101): Principles of Marketing 3

Select one of the following three emphases 15

** Emphasis 1: Strategic Public Relations
Communication:
COMM 3055 (48C:132): Organizational Communication 3

Digital Journalism:
COMM DM 4630/5630: Journalism, Law, and Ethics

Public Relations:
COMM PR 3844/5844: Public Relations: Integrated Communications 3
or COMM PR 482: Global Public Relations (48P:170g)

Management:
MGMT 3153 (150:153): Organizational Management

Marketing:
MKTG 3113/5113 (130:106g): Consumer Behavior

** Emphasis 2: Special Events
Public Relations:
COMM PR 4856/5856: Public Relations Special Events Planning 3
COMM PR 4858/5858: Sports Public Relations

Recreation, Tourism and Nonprofit Leadership
**Department of Communication and Media**

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<th>Course Title</th>
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<td>Foundations of Tourism</td>
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<tr>
<td>or RTNL 3777/577</td>
<td>Special Events Management</td>
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<tr>
<td>or RTNL 3778/577</td>
<td>Community Based Tourism</td>
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<tr>
<td>MKTG 3146</td>
<td>Digital Advertising</td>
<td>(130:160)</td>
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<tr>
<td>MKTG 3153</td>
<td>Personal Selling</td>
<td>(130:153)</td>
</tr>
</tbody>
</table>

**Emphasis 3: Sports Public Relations**

Public Relations:
- COMM PR 3844/5844: Public Relations: Integrated Communications
- COMM PR 4858/5858: Sports Public Relations

Marketing:
- MKTG 3156: Services Marketing (130:178)
- MKTG 3173: New Product Management (130:131)

Choose one of the Following:
- PEMES 3125: Introduction to Sport Administration (130:150)
- or MKTG 3143: Advertising and Promotion (130:150)

**Total Hours** 60

**Interactive Digital Studies Major**

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

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

**Required**

Communication:
- COMM 2555: Interactive Digital Communication (48C:025) 3
- COMM 4544/5544: Digital Culture and Communication (48C:120g) 3
- COMM COR 1010: Mass Communication and Society (48J:002) 3

Marketing:
- MKTG 3146: Digital Advertising (130:160)
- MKTG 3153: Personal Selling (130:153)

University, Interdisciplinary:
- COMM 3555: Interactive Digital Communication 3
- UNIV 4555: Interactive Digital Studies Practicum 3

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

**Total Hours** 45-47

**EMPHASES**

1. **Digital Visualization (15 hours)**
   - COMM 4556/5556: Interactive Digital Visualization 3
   - COMM 3557: Advanced Digital Visualization: (Topic) 3
   - COMM DM 1611: Digital Media Literacies 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 (810:051): Introduction to Computing 4
     - CS 1520 (810:052): Data Structures 4
     - CS 2530 (810:053): Intermediate Computing 3
     - CS 3110: Web Application Development 3
     - CS 3120/5120: User Interface Design (810:112g) 3
   **Total Hours** 17

   * CS 2530 (810:053) has the following prerequisites:
     - CS 1510 (810:051); CS 1520 (810:052); CS 1800 (810:080); or department approval. The prerequisite CS 1800 (810:080) not included in requirements for this bundle is waived for Interactive Digital Studies majors and minors.

3. **Digital Learning (15 hours)**
   Instructional Technology:
   - INSTTECH 1031: Educational Technology and Design (240:031) 3
   - INSTTECH 4131/5131: Exploring Issues and Trends in Instructional Technology (240:131g) 3
   - INSTTECH 4138/5138: Understanding Visual Literacy (240:138g) 3
   - INSTTECH 4139/5139: Planning and Producing Instructional Media (240:139g) 3
   - INSTTECH 4153/5153: Using Digital and Social Media in Education (240:153g) 3
   **Total Hours** 15

4. **Digital Writing (15 hours)**
   - English:
     - ENGLISH 2770: Introduction to Professional Writing (620:077) 3
ENGLISH 4785/5785 Applied Writing: Projects, Grants and Careers 3
or ENGLISH 4770/5770 Applied Writing: Proposals and Grants (620:104g)
ENGLISH 4025/5025 Theory and Practice of Writing 3
or ENGLISH 4040/5040 Digital Writing: Theory and Practice (620:164g)

Select 2 from the following courses (6 units total) 6

ENGLISH 4672/5672 Electronic Literature *
(620:170g)
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 (48C:025) or ENGLISH 2120 (620:034) or consent of instructor; junior standing.

5. Digital Music (15 hours)

Music Theory (required):
MUS THEO 1300 (580:030) Topics in Music Composition (Electronic composition section) 2
MUS THEO 3220/5220 (580:122g) Music and Technology 4
MUS THEO 3230/5230 (580:123g) Music Technology, Advanced 4

Music Theory (select two of the following): 4
MUS THEO 1100 (580:010) Introduction to Music Theory
MUS THEO 1110 (580:011) Theory I
MUS THEO 1120 (580:012) 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 (520:010) as part of their LAC courses.

6. Digital Imaging (15 hours)

Graphic Technologies:
TECH 1055 (330:055) Graphic Communications Foundations 3
TECH 2070 (330:070) Digital Pre-Media 3
TECH 3169 (330:169) Digital Imaging 3
TECH 4158/5158 (330:158g) or TECH 4161 (330:161g) Graphic Communications Technical Visualization * or Digital Graphic Communications 3

Total Hours 15

* TECH 4158/5158 (330:158g) has prerequisites TECH 2119; TECH 2070 (330:070); junior standing.

7. Digital Advertising (15 hours)

Economics:
ECON 1031 (920:024) Introduction to Economics 3
or ECON 1041 (920:053) Principles of Macroeconomics

Marketing:
MKTG 2110 (130:101) Principles of Marketing 3
MKTG 3143 (130:150) Advertising and Promotion 3
MKTG 3146 (130:160) Digital Advertising 3
MKTG 3148 Digital Customer Experience or MKTG 3583/5583 Entrepreneurship (130:170g) or MKTG 4150 Advertising Campaign Development

Total Hours 15

8. Digital History (15 hours)

Communication:
COMM 4412/5412 Performing History 3
COMM 4556/5556 Interactive Digital Visualization

History:
HIST 1010 (960:010) Introduction to the Study of History 3
HIST 4010/5010 (960:106g) Introduction to Public History 3
HIST 4020/5020 (960:125g) Studies 3

Total Hours 15

9. Web Development (15 hours)

Communication:
COMM 3557 Advanced Digital Visualization: (Topic) 3

Computer Science:
CS 1100 (810:017) Web Development: Client-Side Coding 3
CS 2100 Web Development: Server-side Coding 3
CS 3120/5120 (810:112g) User Interface Design 3

Marketing:
MKTG 3148 Digital Customer Experience * 3

Total Hours 15

* MKTG 3148 has a prerequisite of MKTG 2110 (130:101) or consent of instructor. This prerequisite is waived for all Interactive Digital Studies majors and minors.
Political Communication Major

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

Required core

Communication and Media:

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

Political Science:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>POL AMER 1014</td>
<td>Introduction to American Politics</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3112</td>
<td>Campaigns and Elections</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3150</td>
<td>Public Opinion and Voting Behavior</td>
<td>3</td>
</tr>
</tbody>
</table>

Methodology:

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM COR 2020</td>
<td>Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4023/5023</td>
<td>Rhetorical Research Methods</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one of the following from Analyzing Politics:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>POL GEN 2010</td>
<td>Analyzing Politics</td>
<td>3</td>
</tr>
</tbody>
</table>

Internship in Communication and Media/Political Science:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3900/5900</td>
<td>Internship in Communication</td>
<td>3</td>
</tr>
<tr>
<td>POL GEN 3181</td>
<td>Internship in Politics</td>
<td>3</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2257</td>
<td>Argumentation and Debate</td>
<td>3</td>
</tr>
<tr>
<td>COMM 3055</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4217/5217</td>
<td>Freedom of Speech</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4218</td>
<td>Persuasion</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4333/5333</td>
<td>Communication and Conflict Management</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4344/5344</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4446/5446</td>
<td>Social Protest: Performance and Rhetoric</td>
<td>3</td>
</tr>
<tr>
<td>COMM 4544/5544</td>
<td>Digital Culture and Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 1611</td>
<td>Digital Media Literacies</td>
<td>3</td>
</tr>
<tr>
<td>COMM DM 4630/56:Journalism, Law, and Ethics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM DM 4644/56:Global Media</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM PR 1811</td>
<td>Principles of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 2131</td>
<td>American State Politics</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3132</td>
<td>Community Politics</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3134</td>
<td>Congress: The First Branch</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3144</td>
<td>Civil Rights and Liberties</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3151</td>
<td>Modern Presidency</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 3166</td>
<td>Political Parties and Interest Groups</td>
<td>3</td>
</tr>
<tr>
<td>POL AMER 4143/51:Citizen Participation and Civic Engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>POL AMER 4177/51:Political Psychology</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>POL INTL 3126</td>
<td>Human Rights</td>
<td>3</td>
</tr>
<tr>
<td>POL INTL 3143</td>
<td>International Law</td>
<td>3</td>
</tr>
</tbody>
</table>

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

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

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

POL GEN 3181 (940:181) has prerequisites of POL GEN 2010 (940:010); 15 hours of Political Science, Political Communication, or Public Administration major. COMM 4023/5023 (48C:189g) has prerequisite of COMM COR 2020 (48C:080) but will be waived for Political Communication majors.

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

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

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

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

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

**Minors**

**Business Communication Minor**

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

**Required**

**Communication:**

COMM 3155 (48C:173) Business and Professional Oral Communication 3

COMM 2256 (48C:071) Public Speaking 3

COMM 3055 (48C:132) Organizational Communication or MGMT 3153 (150:153) Organizational Management 3

**Marketing:**

MKTG 2110 (130:101) 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:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGLISH 4765/5765</td>
<td>Applied Writing: Workplace Communication (620:102g)</td>
</tr>
<tr>
<td>ENGLISH 4770/5770</td>
<td>Applied Writing: Proposals and Grants (620:104g)</td>
</tr>
<tr>
<td>ENGLISH 4775/5775</td>
<td>Applied Writing: Specialized Documents (620:105g)</td>
</tr>
</tbody>
</table>

2. **Communication Skills**

Select one course from the following: 3

**Communication and Media:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1205</td>
<td>Group Communication Skills (48C:031)</td>
</tr>
<tr>
<td>COMM 4333/5333</td>
<td>Communication and Conflict Management (48C:148g)</td>
</tr>
<tr>
<td>COMM 4355</td>
<td>Listening (48C:141g)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM PR 1811</td>
<td>Principles of Public Relations (48P:005)</td>
</tr>
</tbody>
</table>

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

Select one of the following: 3

**Communication and Media:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4134/5134</td>
<td>Organizational Cultures and Communication (48C:134g)</td>
</tr>
<tr>
<td>COMM PR 3844/5844</td>
<td>Public Relations: Integrated Communications (48P:184g)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3143</td>
<td>Advertising and Promotion (130:150)</td>
</tr>
<tr>
<td>MKTG 3146</td>
<td>Digital Advertising (130:160)</td>
</tr>
<tr>
<td>MKTG 3153</td>
<td>Personal Selling (130:153)</td>
</tr>
</tbody>
</table>

**Note:** When declaring this minor students must:

- have a 2.50 cumulative GPA.
- have satisfactorily completed Categories 1A and 1B of the Liberal Arts Core.

Available to all UNI majors.

**Communication Studies Minor (Liberal Arts)**

**Required**

**Communication:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1000</td>
<td>Oral Communication (48C:001)</td>
</tr>
<tr>
<td>COMM 2256</td>
<td>Performing Texts ** (48C:011)</td>
</tr>
<tr>
<td>COMM 2255</td>
<td>Public Speaking (48C:071)</td>
</tr>
</tbody>
</table>

**Total Hours** 21
### Department of Communication and Media

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>or COMM 2257 (48C:074)</td>
<td>Argumentation and Debate</td>
<td></td>
</tr>
<tr>
<td>COMM 2344 (48C:004)</td>
<td>Interpersonal Communication **</td>
<td>3</td>
</tr>
<tr>
<td>or COMM 1205 (48C:031)</td>
<td>Group Communication Skills</td>
<td></td>
</tr>
<tr>
<td>COMM 2555 (48C:025)</td>
<td>Interactive Digital Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM COR 2020 (48C:080)</td>
<td>Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 4111/5111 (48C:131g)</td>
<td>Group Communication Theory and Analysis</td>
<td></td>
</tr>
<tr>
<td>COMM 4211/5211 (48C:123g)</td>
<td>Rhetoric and Civic Culture</td>
<td></td>
</tr>
<tr>
<td>COMM 4218 (48C:178)</td>
<td>Persuasion</td>
<td></td>
</tr>
<tr>
<td>COMM 4322/5322 (48C:144g)</td>
<td>Advanced Interpersonal Communication **</td>
<td></td>
</tr>
<tr>
<td>COMM 4411 (48C:122g)</td>
<td>Language and Communication</td>
<td></td>
</tr>
<tr>
<td>COMM COR 4124 (48C:124)</td>
<td>Communication Theories</td>
<td></td>
</tr>
<tr>
<td><strong>Electives in COMM courses:</strong></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Total Hours</td>
<td></td>
<td>24</td>
</tr>
</tbody>
</table>

### Communication-Theatre-Teaching Minor

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

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

**Electives (Select a total of 6 credit hours)**
- COMM 1940 (48C:091) Applied Forensics and Advanced Applied Forensics * 3
  & COMM 3940 (48C:191)  
  & COMM 3941 (48C:193)  
- COMM 2455 (48C:015) Skills for Making Performance 3

**Total Hours** 24

* Any of these courses can be repeated up to three times.

** These classes must be taken before THEATRE 3160 (490:161).

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

**Required**
- Communication:
  - COMM COR 1010 Mass Communication and Society 3
- Digital Media:
  - COMM DM 1620 Fundamentals of Journalism 3
- COMM DM 2653 News Writing for Media 3
- COMM DM 3659 Editing and Design 3

**Electives**
- Select two of the following: 6
  - COMM DM 3900 Internship in Digital Media 3
  - COMM DM 3658 Digital Journalism: (Topic) 3
  - COMM DM 4611/561 History of U.S. Media 3
  - COMM DM 4630/563 Journalism, Law, and Ethics 3
  - COMM DM 4644/564 Global Media 3
  - COMM DM 4650/565 Advanced Reporting 3
  - COMM DM 4655 Photojournalism 3
  - COMM DM 4656/566 Feature Writing 3

**Total Hours** 18

### Communication/Digital Media Leadership Minor

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

**Required:**
- Communication:
  - COMM COR 1010 Mass Communication and Society 3
- Digital:
  - COMM DM 3656 Digital Media Industries 3
  - COMM DM 3657 Promotion of Digital Media 3
  - COMM DM 4654/5654 Digital Media Management 3
  - MGMT 3153 (150:153) Organizational Management 3

**Total Hours** 15
**Digital Media Production Minor**
The Digital Media Production minor will provide students with a strong foundation in the theory and practice of script development, video production, and video editing.

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

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

**Digital Media:**
- COMM DM 2652 Emerging Digital Media: (Topic)
- COMM DM 2654 Scriptwriting for Digital Media *
- COMM DM 4621/5621:Digital Media Analysis *
- COMM DM 4641/5641:Critical Studies in Digital Media: (Topic) *
- COMM DM 4642/5642:Digital Technologies (Topic) *
- COMM DM 2950 Applied Digital Media (up to 3 credits)
- COMM DM 3950 Advanced Applied Digital Media (up to 3 credits)

**Language and Literature:**
- ENGLISH 4664/5664:Film Theory and Criticism * (620:182g)
- ENGLISH 4660/5660:Film History * (620:142g)

**Total Hours** 16

* These courses have the following prerequisites:
  - COMM DM 1650 and COMM DM 1651 are corequisites
  - COMM DM 2651 has COMM DM 1651 and COMM DM 1652 as prerequisites
  - COMM DM 2652 has COMM DM 1651 or consent of instructor as prerequisites
  - COMM DM 4621/5621 and COMM DM 4641/5641 have COMM (48C:080) as a prerequisite

**Communication/Public Relations Minor**

**Required**
**Communication:**
- COMM COR 4124 Communication Theories * (48C:124) 3
- COMM 3055 Organizational Communication * (48C:132) 3

**Public Relations:**
- COMM PR 1811 Principles of Public Relations * (48P:005) 3
- COMM PR 3855 Public Relations Writing (48P:173) 3

**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 eight emphases.

**COR 2020**
**Required**
**Communication:**
- COMM COR 2020 Communication Research Methods * (48C:080) 3
- COMM 3155 Business and Professional Oral Communication * (48C:173) 3

**Digital Journalism:**
- COMM DM 1620 Fundamentals of Journalism 3
- COMM DM 4630/5630:Journalism, Law, and Ethics 3

**Public Relations:**
- COMM PR 3844/5844:Public Relations: Integrated Communications 3
- COMM PR 4822/5822:Global Public Relations (48P:170g) 3
- COMM PR 4857/5857 Crisis Communication 3

**Total Hours** 24

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

**Communication/ Public Relations Minor**

**Required**
**Communication:**
- COMM COR 4124 Communication Theories * (48C:124) 3
- COMM 3055 Organizational Communication * (48C:132) 3

**Public Relations:**
- COMM PR 1811 Principles of Public Relations * (48P:005) 3
- COMM PR 3855 Public Relations Writing (48P:173) 3

**Electives - select one bundle (emphasis) from the following:**
15-17

**1. Digital Visualization (15 hours)**
- COMM 3557 Advanced Digital Visualization: (Topic) 3
- COMM 4556/5556 Interactive Digital Visualization 3

**Total Hours** 27-29
## Digital Computation (17 hours)

Computer Science:
- **CS 1510 (810:051)** Introduction to Computing 4
- **CS 1520 (810:052)** Data Structures 4
- **CS 2530 (810:053)** Intermediate Computing * 3
- **CS 3110** Web Application Development 3
- **CS 3120/5120 (810:112g)** User Interface Design 3

Total Hours 17

* CS 2530 (810:053) has the following prerequisites:
  - CS 1510 (810:051);
  - CS 1520 (810:052);
  - CS 1800 (810:080);
  - or department approval.

The prerequisite CS 1800 (810:080) is waived for Interactive Digital Studies majors and minors.

## Digital Learning (15 hours)

Instructional Technology:
- **INSTTECH 1031 (240:031)** Educational Technology and Design 3
- **INSTTECH 4131/5131 (240:131g)** Exploring Issues and Trends in Instructional Technology 3
- **INSTTECH 4138/5138 (240:138g)** Understanding Visual Literacy 3
- **INSTTECH 4139/5139 (240:139g)** Planning and Producing Instructional Media 3
- **INSTTECH 4153/5153 (240:153g)** Using Digital and Social Media in Education 3

Total Hours 15

## Digital Writing (15 hours)

English:
- **ENGLISH 2770 (620:077)** Introduction to Professional Writing 3
- **ENGLISH 4025/5025 (620:163g)** Theory and Practice of Writing 3
- **ENGLISH 4785/5785 (620:170g)** Applied Writing: Projects, Grants and Careers 3
- **ENGLISH 4765/5765 (620:172g)** Applied Writing: Workplace Communication 3
- **ENGLISH 4775/5775 (620:174g)** Applied Writing: Specialized Documents 3

Select 2 from the following courses (6 units total) 6
- **ENGLISH 4625/5625** Electronic Literature * (620:179g)
- **ENGLISH 4760/5760** Applied Writing: Workplace Communication (620:182g)
- **ENGLISH 4770/5770** Applied Writing: Specialized Documents (620:184g)

Total Hours 15

* TECH 4158/5158 (330:158g) has prerequisites TECH 2119; TECH 2070 (330:070); junior standing.

## Digital Music (15 hours)

Music Theory (required):
- **MUS THEO 1300 (580:030)** Topics in Music Composition (Electronic Composition section) 2
- **MUS THEO 3220/5220 (580:122g)** Music and Technology 4
- **MUS THEO 3230/5230 (580:123g)** Music Technology, Advanced 4

Music Theory (select two of the following): 4
- **MUS THEO 1100 (580:010)** Introduction to Music Theory
- **MUS THEO 1110 (580:011)** Theory I
- **MUS THEO 1120 (580:012)** 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 (520:010) as part of their LAC courses.

Total Hours 15

## Digital Imaging (15 hours)

Graphic Technologies:
- **TECH 1055 (330:055)** Graphic Communications Foundations 3
- **TECH 2070 (330:070)** Digital Pre-Media 3
- **TECH 3169 (330:169)** Digital Imaging 3
- **TECH 4158/5158 (330:158g)** or TECH 4161 (330:161g)**
  - Graphic Communications Technical Visualization *
  - Digital Graphic Communications
- **TECH 4184/5184** Digital Imaging II 3

Total Hours 15

* TECH 4158/5158 (330:158g) has prerequisites TECH 2119; TECH 2070 (330:070); junior standing.

## Digital Advertising (15 hours)

Economics:
- **ECON 1031 (920:024)** Introduction to Economics 3
- **ECON 1041 (920:053)** Principles of Macroeconomics 3

Marketing:
- **MKTG 2110 (130:101)** Principles of Marketing 3
- **MKTG 3143 (130:150)** Advertising and Promotion 3
- **MKTG 3146 (130:160)** Digital Advertising 3
- **MKTG 3148** Digital Customer Experience 3
8. Digital History (15 hours)

Communication:
COMM 4412/5412       Performing History          3
COMM 4556/5556       Interactive Digital Visualization    3

History:
HIST 1010 (960:010)   Introduction to the Study of History     3
HIST 4010/5010 (960:106g) Introduction to Public History       3
HIST 4020/5020 (960:125g) Introduction to Museum Studies         3

Total Hours  15

9. Web Development (15 hours)

Communication:
COMM 3557       Advanced Digital Visualization: (Topic)   3

Computer Science:
CS 1100 (810:017)   Web Development: Client-Side Coding       3
CS 2100              Web Development: Server-side Coding          3

Marketing:
MKTG 3148            Digital Customer Experience*              3

Total Hours  15

* MKTG 3148 has prerequisite of MKTG 2110 (130:101) or consent of instructor. This prerequisite is waived for all Interactive Digital Studies majors and minors.

Master of Arts Degree Program

Major in Communication Studies

Students interested in this major must submit a completed Application for Admission to Graduate Study and should refer to their MyUNIverse Student Center To-Do list or contact the Department of Communication 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 www.grad.uni.edu/admission.

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

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

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

A student is required to successfully complete either a research project (non-thesis option) or thesis. Successful completion of a final written comprehensive examination is required for both the thesis and non-thesis options.

Of the 30 or 33 hours required:

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

Communication Education Emphasis

Non-thesis Option

Required Core
COMMGRAD 6001 Introduction to Graduate Study (48C:201,48E:201,48P:201) and Research 3
COMMGRAD 6011 Communication Theory (48C:224) 3
COMMGRAD 6022 Communication Research Methodology (48C:236) 3
COMMGRAD 6045 Seminar in Communication Education (48C:282) 3

Electives (select 18 hours from the following): 18
POSTSEC 6256 The Two-Year College (170:256) 3
COMM 4111/5111 Group Communication Theory and Analysis (48C:131g) 3
COMM 4134/5134 Organizational Cultures and Communication (48C:134g) 3
COMM 4211/5211 Rhetoric and Civic Culture (48C:123g) 3
COMM 4322/5322 Advanced Interpersonal Communication (48C:144g) 3
COMM 4333/5333 Communication and Conflict Management (48C:148g) 3
COMM 4344/5344 Intercultural Communication (48C:151g) 3
COMM 4346/5346 Gender Issues in Communication (48C:153g) 3
COMM 4347/5347 Family Communication (48C:142g) 3
## Department of Communication and Media

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4544/5544</td>
<td>Digital Culture and Communication</td>
<td>(48C:120g)</td>
</tr>
<tr>
<td>COMMGRAD 6014</td>
<td>Critical and Cultural Studies in Communication</td>
<td>(48C:251)</td>
</tr>
<tr>
<td>COMMGRAD 6041</td>
<td>Seminar in Organizational Communication</td>
<td>(48C:232)</td>
</tr>
<tr>
<td>COMMGRAD 6042</td>
<td>Seminar in Communication</td>
<td>(48C:222)</td>
</tr>
<tr>
<td>COMMGRAD 6044</td>
<td>Seminar in Performance Studies</td>
<td>(48C:212)</td>
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**Total Hours**: 30

### Thesis Option

**Required Core:**

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study</td>
<td>(48C:201,48E:201,48P:2and Research)</td>
</tr>
<tr>
<td>COMMGRAD 6011</td>
<td>Communication Theory</td>
<td>(48C:224)</td>
</tr>
<tr>
<td>or COMMGRAD 6014</td>
<td>Mass Communication Theory</td>
<td>(48E:224)</td>
</tr>
<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
<td>(48C:236)</td>
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Select one of the following 200/600-level seminars:

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

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

<table>
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<tr>
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<tbody>
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<td>(48C:144g)</td>
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<td>Communication and Conflict Management</td>
<td>(48C:148g)</td>
</tr>
<tr>
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<td>Gender Issues in Communication</td>
<td>(48C:153g)</td>
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<td>Family Communication</td>
<td>(48C:142g)</td>
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<td>Seminar in Performance Studies</td>
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</tbody>
</table>

**Total Hours**: 33

### General Communication Emphasis

#### Non-thesis Option

**Required Core:**

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<tr>
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<tbody>
<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study</td>
<td>(48C:201,48E:201,48P:2and Research)</td>
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<tr>
<td>COMMGRAD 6011</td>
<td>Communication Theory</td>
<td>(48C:224)</td>
</tr>
<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
<td>(48C:236)</td>
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</table>

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

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<td>Seminar in Organizational Communication</td>
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<td>(48C:222)</td>
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<td>COMMGRAD 6044</td>
<td>Seminar in Performance Studies</td>
<td>(48C:212)</td>
</tr>
<tr>
<td>COMMGRAD 6046</td>
<td>Seminar in Mass Communication</td>
<td>(48E:222)</td>
</tr>
<tr>
<td>COMMGRAD 6047</td>
<td>Seminar in Communication</td>
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Other 200/600-level or 100g/5000-level (approved through MyUniverse student request)

**Total Hours**: 33

### Thesis Option

**Required Core**: 18

<table>
<thead>
<tr>
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<tbody>
<tr>
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</tr>
<tr>
<td>COMMGRAD 6011</td>
<td>Communication Theory</td>
<td>(48C:224)</td>
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</table>

**Total Hours**: 30
### Mass Communication Emphasis

#### Non-thesis Option

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6016</td>
<td>Mass Communication Theory</td>
<td>3</td>
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<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6029</td>
<td>Research (6 hrs.)</td>
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<tr>
<td>COMMGRAD 6299</td>
<td>Research (6 hrs.)</td>
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Select 12 hours of electives from the following:

<table>
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<tr>
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<th>Course Title</th>
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<tbody>
<tr>
<td>COMMGRAD 6014</td>
<td>Critical and Cultural Studies in Communication</td>
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<tr>
<td>COMMGRAD 6022</td>
<td>Seminar in Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM GRAD 6042</td>
<td>Seminar in Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM GRAD 6046</td>
<td>Seminar in Mass Communication (first course/topic counts toward core requirement; additional course(s)/topic(s) count as electives)</td>
<td>3</td>
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<tr>
<td>COMM GRAD 6048</td>
<td>Seminar in Mass Communication</td>
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<tr>
<td>COMM GRAD 6285</td>
<td>(Readings)</td>
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<tr>
<td>COMM GRAD 6286</td>
<td>(Studies in)</td>
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</tr>
<tr>
<td>COMM PR 3844</td>
<td>Public Relations: Integrated Communications</td>
<td>3</td>
</tr>
<tr>
<td>COMM GRAD 6411</td>
<td>History of U.S. Media</td>
<td>3</td>
</tr>
<tr>
<td>COMM GRAD 6463</td>
<td>Journalism, Law, and Ethics</td>
<td>3</td>
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<td>COMM GRAD 6464</td>
<td>Global Media</td>
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<tr>
<td>COMM GRAD 6465</td>
<td>Advanced Reporting</td>
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<td>COMM GRAD 6466</td>
<td>Feature Writing</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4811</td>
<td>Public Relations: Cases and Methods</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4822</td>
<td>Global Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>COMM PR 4855</td>
<td>Public Relations Campaign</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6027</td>
<td>Seminar in Public Relations</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 33

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

### Thesis Option

#### Required Core

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6016</td>
<td>Mass Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6046</td>
<td>Seminar in Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6299</td>
<td>Research (6 hrs.)</td>
<td>6</td>
</tr>
</tbody>
</table>

Select 12 hours of electives from the following:

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>COMMGRAD 6014</td>
<td>Critical and Cultural Studies in Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 33

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

#### Non-thesis Option

**Required Core**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6011</td>
<td>Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>or COMMGRAD 6011</td>
<td>Mass Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6041</td>
<td>Seminar in Organizational Communication</td>
<td>6</td>
</tr>
<tr>
<td>COMMGRAD 6045</td>
<td>Seminar in Communication Education</td>
<td>3</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4116/5116</td>
<td>Health Communication</td>
<td>15</td>
</tr>
</tbody>
</table>

Total Hours: **30**

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

#### Thesis Option

**Required Core**

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
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<tr>
<td>COMMGRAD 6011</td>
<td>Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>or COMMGRAD 6011</td>
<td>Mass Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6041</td>
<td>Seminar in Organizational Communication</td>
<td>6</td>
</tr>
<tr>
<td>COMMGRAD 6045</td>
<td>Seminar in Communication Education</td>
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</table>

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

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<tbody>
<tr>
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<td>15</td>
</tr>
</tbody>
</table>

Total Hours: **33**

* First and second seminar COMMGRAD 6041 (48C:232) course/topics count toward core requirement; additional course(s)/topics count as electives. Elective courses outside the department may also be taken with advisor approval (e.g., courses in business, education, sociology, psychology, etc.) and submitted through a student request on MyUNIverse, with no more than 6 hours taken outside the department.
<table>
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<tr>
<th>Course Code</th>
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<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>COMMGRAD 6299</td>
<td>Research</td>
<td>6</td>
</tr>
</tbody>
</table>

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

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

Total Hours: 30

*First and second COMMGRAD 6041 (48C:232) courses/topics count toward core requirement; additional course(s)/topic(s) count as electives. Elective courses outside the department may also be taken with advisor approval (e.g., courses in business, education, sociology, psychology, etc.) and submitted through a student request on MyUNIverse, with no more than 3 hours taken outside the department.

### Performance Studies Emphasis

#### Non-thesis Option

**Required Core**

- COMMGRAD 6001: Introduction to Graduate Study (48C:201, 48E:201, 48P:299) 3
- COMMGRAD 6011: Communication Theory (48C:224) 3

or COMMGRAD 6011: Mass Communication Theory (48E:224)

### Thesis Option:

**Required Core**

- COMMGRAD 6001: Introduction to Graduate Study (48C:201, 48E:201, 48P:299) 3
- COMMGRAD 6011: Communication Theory (48C:224) 3

or COMMGRAD 6011: Mass Communication Theory (48E:224)

Total Hours: 33

*With no more than 9 hours taken outside the department.
COMMGRAD 6022 (48C:236) Communication Research Methodology 3
COMMGRAD 6044 (48C:212) Seminar in Performance Studies 3

Electives (select 12 hours from the following): 12
COMM 4344/5344 (48C:151g) Intercultural Communication
COMM 4346/5346 (48C:153g) Gender Issues in Communication
COMM 4412/5412 Performing History
COMM 4444/5444 Communication, Community, and Change
COMM 4446/5446 Social Protest: Performance and Rhetoric
COMM 4447/5447 Performance and Social Change
COMM 4448/5448 Cultural Performance
COMM 4490/5490 Interpreters Theatre Production
COMM 4544/5544 Digital Culture and Communication
COMM 4909/5909 Readings in Performance Studies
COMMGRAD 6014 Critical and Cultural Studies in Communication
COMMGRAD 6016 Mass Communication Theory
COMMGRAD 6022 Communication Research Methodology
COMMGRAD 6027 Seminar in Public Relations
COMM PR 3844/5844 Public Relations: Integrated Communications

Electives (select 18 hours from the following): 18
COMMGRAD 6014 Critical and Cultural Studies in Communication
COMMGRAD 6041 Seminar in Organizational Communication
COMMGRAD 6042 Seminar in Communication
COMMGRAD 6044 Seminar in Performance Studies
COMMGRAD 6045 Seminar in Communication Education
COMMGRAD 6046 Seminar in Mass Communication
COMMGRAD 6285 (Readings)
COMMGRAD 6286 (Studies in)
COMM 3000/5000 Selected Topics in Communication
COMM DM 4611/5611 History of U.S. Media
COMM DM 4650/56:Advanced Reporting
COMM DM 4630/56:Journalism, Law, and Ethics
COMM DM 4644/56:Global Media
COMM DM 4656/56:Feature Writing
COMM PR 4811/581 Public Relations: Cases and Studies
COMM PR 4822/582:Global Public Relations
COMM PR 4855/585 Public Relations Campaign Methods

Total Hours 33

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

Public Relations Emphasis

Non-thesis Option

Required Core
COMMGRAD 6001 Introduction to Graduate Study 3
COMMGRAD 6011 Communication Theory 3
COMMGRAD 6022 Communication Research Methodology 3
COMMGRAD 6027 Seminar in Public Relations 3

Thesis Option

Required Core
COMMGRAD 6001 Introduction to Graduate Study 3
COMMGRAD 6011 Communication Theory 3
COMMGRAD 6022 Communication Research Methodology 3
COMMGRAD 6027 Seminar in Public Relations 3
Department of Communication and Media

COMMGRAD 6299 Research (6 hrs.) 6
(48C:299,48E:299,48P:2)
COMM PR 3844/5844 Public Relations: Integrated Communications 3
(48P:184g)

Electives (select 9 hours from the following): * 9
COMMGRAD 6014 Critical and Cultural Studies in Communication (48C:251)
COMMGRAD 6041 Seminar in Organizational Communication (48C:232)
COMMGRAD 6042 Seminar in Communication (48C:222)
COMMGRAD 6044 Seminar in Performance Studies (48C:212)
COMMGRAD 6046 Seminar in Mass Communication ((first course/ topic counts toward core requirement; additional course(s)/topic(s) count as electives))
COMMGRAD 6285 (Readings)
COMMGRAD 6286 (Studies in)
COMM DM 4611/56:History of U.S. Media
COMM DM 4650/56:Advanced Reporting
COMM DM 4630/56:Journalism, Law, and Ethics
COMM DM 4644/56:Global Media
COMM DM 4656/56:Feature Writing
COMM PR 4811/581 Public Relations: Cases and Studies (48P:188g)
COMM PR 4822/582:Global Public Relations (48P:170g)
COMM PR 4855/585:Public Relations Campaign (48P:182g)
COMMGRAD 6011 (48C:232). Seminar in Organizational Communication (Fall and Spring)
COMMGRAD 6014 (48C:251). Critical and Cultural Studies in Communication (Fall)
COMMGRAD 6041 (48C:232). Seminar in Organizational Communication — 3 hrs.
COMMGRAD 6001 (48C:201). Communication Research Methods — 3 hrs.
COMMGRAD 6041 (48C:232). Seminar in Organizational Communication — 3 hrs.

* COMMGRAD 6027 (48P:282) counts toward core requirement; additional seminar course(s)/topic(s) count as electives.

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

Communication Studies Graduate Courses
COMMGRAD 6001 (48C:201). Introduction to Graduate Study and Research — 3 hrs.
Exploration of communication research methodologies and resources. (Fall and Spring)
In-depth exposure to historical and contemporary scholarship that informs and constitutes theories of communication. Interdisciplinary with focus on social scientific and critical research on human communication, media studies, and rhetorical and performance theories. (Spring)
Examines contemporary theories of how performance, culture, identity, visual rhetoric, and bodies are communicatively constructed. Emphasizes connections among theories, communication practices, and students' creative/scholarly projects. Prerequisite(s): COMMGRAD 6001 (48C:201) or approval of instructor. (Fall and Spring)
For beginning graduate students to explore mass communication inquiry. Provides working knowledge of some of the major literature on mass communication theory and research. (Fall)
Introduction to various research methods used in the study of communication. May be repeated for maximum of 9 hours if different section. Prerequisite(s): graduate standing; COMMGRAD 6001 (48C:201) or approval of instructor.
COMMGRAD 6022 (48C:236)-01 Quantitative Methods.
COMMGRAD 6022 (48C:236)-02 Qualitative Methods.
COMMGRAD 6022 (48C:236)-03 Critical Methods.
Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Variable)
COMMGRAD 6041 (48C:232). Seminar in Organizational Communication — 3 hrs.
Various topics offered with specific title indicated in Schedule of Classes. May be repeated more than once on different topic. (Fall)
COMM DM 1651. Digital Media Production I — 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)

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 for Media — 3 hrs.
Principles and practice of reporting, writing, and editing news for multiple media platforms. Prerequisite(s): COMM COR 1010 (48J:002); COMM DM 1620. (Fall and Spring)

COMM DM 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, Cedar River Productions, UNI Cable, or on other authorized radio/TV/film/multimedia projects. May be repeated for maximum of 4 hours of applied digital media credit. Prerequisite(s): consent of instructor. (Fall, Spring, Summer)

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

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

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

Development of fictional stories, including script development, production planning, directing actors, and the aesthetics of camera, lighting, sound, and editing as creative tools. Current and emerging forms of fiction programming for multiple platforms are explored. Students produce a short fiction video as a final project. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)
Advanced training in digital post-production, including editing techniques, color correction, titles, and sound design. Through screenings and projects, students explore the history and aesthetics of editing, styles for different formats, and delivering content to multiple platforms. Prerequisite(s): COMM DM 1651; COMM DM 2651. (Variable)

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

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

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

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

COMM DM 3659. Editing and Design — 3 hrs.
Immersion in layout, design and photography for news or feature publication. Students use digital tools, including InDesign, Photoshop and Illustrator to create finished pieces for publication, including editorial and advertorial content. Prerequisite(s): COMM DM 2653 or consent of instructor. For Interactive Digital Studies majors and minors: no prerequisites. (Fall and Spring)

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

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

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

Development of the structure, economics, and content of 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 (48J:002); 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 (48C:080); junior standing. (Fall)

COMM DM 4630/5630. Journalism, Law, and Ethics — 3 hrs.
Connects journalism, law, and ethics through seminal cases and current topics and events. Issues include libel, fair trial, privacy, and self-regulation in journalism. Prerequisite(s): junior standing. (Fall and Spring)

COMM DM 4631/5631. Digital Media Law — 3 hrs.
Explores regulation of digital media industries and the effects of political, economic, and cultural dynamics on media policy and media content. Critical analysis of how citizens, consumers, and media companies are impacted by media ownership rules and consolidation; copyright laws and remix culture; Internet access; sex and violence in media; invasion of privacy; regulation of advertising and political ads; and free speech for media producers. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (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 (48C:080); junior standing. (Variable)

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

Focus on how technology, history, politics, economics, and culture have shaped the development of media systems in the world. Prerequisite(s): COMM COR 1010 (48J:002); junior standing. (Variable)

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

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

COMM DM 4652. Digital Media Projects — 1-6 hrs.
An advanced project for digital video, audio, or interactive media beyond the scope of existing courses. Students are selected through a competitive process and work under the supervision of faculty. May be repeated for maximum of 6 hours. Prerequisite(s): COMM DM 3651 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 (48J:002); junior standing. (Variable)

Explores how media managers oversee the financing, production, marketing and distribution of their media products and services. Examines innovative principles and practices of digital media management, with attention to leadership case studies from companies across media and technology sectors. Prerequisite(s): COMM COR 2653 or consent of instructor; junior standing. For Interactive Digital Studies majors and minors: no prerequisites. (Variable)

COMM DM 4655. Photojournalism — 3 hrs.
Introduces students to the concepts, principles, and practice of photojournalism through photo assignments, image editing, presentation in a variety of formats, and critical reviews of work. Prerequisite(s): COMM DM 2653 or COMM DM 2653 or ENGLISH 2015 (620:015) 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 (620:015) 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. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

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

COMM PR 3179 (48P:179). 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)

Conceptualization and multi-media adaptation of copy for public relations campaigns. Prerequisite(s): COMM DM 1620. (Fall and Spring)

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

Credit for approved advanced work in public relations (e.g., problems of campaign on campus or in the community). May be repeated for 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 (48P:170g). Global Public Relations — 3 hrs.
Examination of PR research and practices in diverse countries and transnational organizations. Development of PR professionalism and ethics in intercultural/international contexts. Prerequisite(s): junior standing. (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 (48P:005); 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)

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)

**Communication Studies Courses**

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

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

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

**COMM 1941** (48C:093). **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 2255** (48C:071). **Public Speaking — 3 hrs.**
Teaches students to prepare, adapt, present, and critique a variety of speeches in a public setting. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034) or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

**COMM 2256** (48C:011). **Performing Texts — 3 hrs.**
Introduction to the performance, analysis, and criticism of literary and aesthetic texts. (Fall)

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

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

**COMM 2455** (48C:015). **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 (48C:011). (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 (48C:025).** **Interactive Digital Communication — 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** (48C:166g). **Selected Topics in Communication — 3 hrs.**
Intensive work in specialized communication concepts, processes and approaches. No single emphasis may be repeated although the course may be repeated for maximum of 6 hours. Prerequisite(s): junior standing. (Variable)

**COMM 3055 (48C:132).** **Organizational Communication — 3 hrs.**
Study of communication theories and practices in organizational settings. Students explore the role of communication in workplace processes such as newcomer socialization, conflict management, leadership and technology. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034), or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

**COMM 3155 (48C:173). 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. Prerequisite(s): COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 2015 (620:015) or ENGLISH 2120 (620:034), or the Cornerstone equivalent for both courses (UNIV 1000 and UNIV 1010). (Fall and Spring)

**COMM 3157.** **Seminar on Leadership Development: The Future — 1-2 hrs.**
Synthesis of theory and practice of leadership; examination of case studies and research on leadership issues and ethics; preparation of career plans that include service component. Prerequisite(s): HUM 3110; junior standing. (Variable)

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

**COMM 3455 (48C:146). 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 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 (48C:025). (Fall and Spring)

**COMM 3557.** **Advanced Digital Visualization: (Topic) — 3 hrs.**
Intensive work in specialized digital visualization concepts and practices. No single topic may be repeated although the course may be repeated for maximum of 6 hours, with only 3 hours applied to the Interactive Digital Studies major or minor. Prerequisite(s): COMM 2555 (48C:025); COMM 3555; junior standing or consent of instructor. (Fall)
COM 3900/5900 (48C:197g). Internship in Communication — 1-6 hrs.
Students complete academic assignments in conjunction with intensive work in a specialized area on-site at an organization. May be repeated for maximum of 6 hours. Prerequisite(s): junior standing; internship coordinator approval. See the internship coordinator for additional departmental requirements. (Fall, Spring, Summer)

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

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

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

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

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

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

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)

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

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

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

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

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

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

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

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

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

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

COM 4322/5322 (48C:144g). Advanced Interpersonal Communication — 3 hrs.
Advanced study of theories and research in interpersonal communication. Prerequisite(s): COMM 2344 (48C:004); junior standing. (Fall)
Exploration of the processes involved in managing conflict in various communication contexts. Prerequisite(s): COMM 2344 (48C:004); junior standing. (Spring)

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

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

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

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

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

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 (48C:025); junior standing. (Fall)

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

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

Study of creation and theory of interactive performances as a method to create dialog and promote civic engagement related to social justice issues. Prerequisite(s): junior standing. (Spring)

COMM 4448/5448 (48C:110g). Cultural Performance — 3 hrs.
Advanced study of verbal art, texts, and aesthetic traditions in community, cultural, and political contexts. Emphasis on the roles narrative, ritual, and ceremony play in creating and contributing to cultural identity and social advocacy. Prerequisite(s): junior standing. (Fall)

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

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

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

COMM 4556/5556. Interactive Digital Visualization — 3 hrs.
Study the visualization of ideas using interactive, digital tools. Creatively apply 2D, 3D digital tools and theories to various forms of communication: academic, journalistic, narrative, and performance. Prerequisite(s): COMM 2555 (48C:025); COMM 3555; COMM 4544/5544 (48C:120g); junior standing. (Fall and Spring)

COMM 4559/5559 (48C:187g). Methods of Teaching Speech — 3 hrs.
Teaching strategies for grades 5-12; application of educational principles to the communication classroom. Strongly recommended to precede student teaching. Prerequisite(s): 12 hours of COMM (48C) course work; TEACHING 2037; EDPSYCH 2030 (200:030); junior standing. (Fall)

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