

Department of Communication and Media

(College of Humanities, Arts and Sciences)

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

Undergraduate Majors (B.A.)

- Communication (Liberal Arts) (p. 1)
- Communication-Theatre-Teaching (p. 2) (also listed in Department of Theatre)
- Communication/Digital Media (p. 3)
- Communication/Public Relations (p. 4)
- Interactive Digital Studies (p. 5)
- Political Communication (p. 7) (also listed in Department of Political Science)

Minors

- Business Communication (p. 8) (also listed in Department of Marketing and Entrepreneurship)
- Communication (p. 8)
- Communication-Theatre-Teaching (p. 8) (also listed in Department of Theatre)
- Communication/Digital Journalism (Liberal Arts) (p. 9)
- Communication/Digital Media Leadership (p. 9)
- Digital Media Production (p. 9)
- Communication/Public Relations (p. 10)
- Interactive Digital Studies (p. 10)

Graduate Major (M.A.)

- Communication and Media (p. 11)

Program Certificates

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

- Strategic Communication (graduate certificate) (p. 15)
- Visual Communication and Digital Media (graduate certificate) (p. 15)

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

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

Bachelor of Arts Degree Programs Communication Major (Liberal Arts)

The Communication (Liberal Arts) major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General Education requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours. Students may choose to take a certificate to facilitate their path through the major.

Required

COMM 2256 or COMM 2255 or COMM 2257 or COMM 3455	Performing Texts Public Speaking Argumentation and Debate Storytelling and Identity	3
COMM 2344 or COMM 2205	Interpersonal Communication Group Communication	3
COMM 2555	Interactive Digital Communication I	3
COMM 4155/5155 or COMM 4021/5021 or COMM 4022 or COMM 4023/5023	Organizational Communication Assessment * Quantitative Research Methods Qualitative Research Methods Rhetorical Research Methods	3
COMM 4444/5444 or COMM 4211/5211 or COMM 4320	Communication, Community, and Change Rhetoric and Civic Culture Leadership Communication and Citizenship	3
COMM COR 1010	Mass Communication and Society	3
COMM COR 2020	Communication Research Methods	3
COMM COR 4124	Communication and Media Theories	3
Select three from the following Theories and Concepts courses:		9

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COMM 3000/5000	Selected Topics in Communication	
COMM 3236/ CAP 3128	Ethics in Communication	
COMM 3055	Organizational Communication	
COMM 3455	Storytelling and Identity	
COMM 3456	Practicing Public Advocacy	
COMM 4116/5116	Health Communication	
COMM 4134/5134	Organizational Cultures and Communication	
COMM 4120/5120	Inclusive Leadership in the Workplace	
COMM 4211/5211	Rhetoric and Civic Culture	
COMM 4213/5213	Visual Rhetoric	
COMM 4216/5216	Political Communication	
COMM 4217/5217	Freedom of Speech	
COMM 4218	Persuasion	
COMM 4311	Nonverbal Communication	
COMM 4322/5322	Advanced Interpersonal Communication *	
COMM 4320	Leadership Communication and Citizenship	
COMM 4333/5333	Communication and Conflict Management	
COMM 4344/5344	Intercultural Communication	
COMM 4346/5346	Gender Issues in Communication	
COMM 4347/5347	Family Communication *	
COMM 4412/5412	Performing History	
COMM 4444/5444	Communication, Community, and Change	
COMM 4446/5446	Voices from the Margin: Performance, Rhetoric, and Social Change	
COMM 4448/5448	Cultural Performance	
COMM 4544/5544	Digital Culture and Communication	
COMM 4909/5909	Readings in Performance Studies *	
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 has prerequisites of COMM 3055; junior standing.
 COMM 4322/5322 has prerequisites of COMM 2344; junior standing.
 COMM 4909/5909 has prerequisites of COMM 2256; COMM 4448/5448; junior standing.
 COMM 4347/5347 and COMM 4322/5322 have prerequisite of COMM 2344.

Communication-Theatre-Teaching Major

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

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

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

Required

Communication:		
COMM 2256	Performing Texts	3
COMM 2257	Argumentation and Debate	3
COMM 2344	Interpersonal Communication	3
COMM 2555	Interactive Digital Communication I	3
COMM 4346/5346	Gender Issues in Communication	3
COMM 4559	Communication Education and Training	3
COMM DM 1611	Media and Power	3
Theatre:		
COMM 2455	Skills for Making Performance [^]	3

OR

THEATRE 1010	Foundations of Theatre (THEATRE 1010 is a co-requisite with THEATRE 1011)	
THEATRE 1012	Stagecraft: Scenery/Lights *	3
THEATRE 1030	Acting *	3
THEATRE 2020	Playscript Analysis and Interpretation	3
THEATRE 3070	History of the Theatre II	3
THEATRE 3115	Methods of Teaching Drama and Theatre	3
THEATRE 3160	Directing	3

Applied Activity Option: **

Select 3 of the following 1 credit hour courses: 3

COMM 1940 & COMM 3940	Applied Forensics and Advanced Applied Forensics (each course is 1 hr.) **	
COMM 1941 & COMM 3941	Applied Performance Studies and Advanced Applied Performance Studies (each course is 1-2 hrs.) **	
THEATRE 1011	Foundations of Theatre Lab (1 hr.) This course is a co-requisite for THEATRE 1010	
THEATRE 2050	Theatre Practicum (1 hr.) **	

Electives

Select one of the following: 3

COMM 2255	Public Speaking (3 hrs.)	
COMM 2456	Communication and Popular Culture (3 hrs.)	
COMM 4218	Persuasion (3 hrs.)	
COMM 4322/5322	Advanced Interpersonal Communication (3 hrs.)	
COMM 4446/5446	Voices from the Margin: Performance, Rhetoric, and Social Change	
COMM 4448/5448	Cultural Performance (3 hrs.)	
COMM COR 1010	Mass Communication and Society (3 hrs.)	
COMM DM 1651	Digital Media Production I	
COMM PR 1811	Principles of Public Relations (3 hrs.)	
THEATRE 1020	Introduction to Reading Playscripts (3 hrs.)	
THEATRE 1050	Creative Drama	
THEATRE 3050	Theatre Production (1-4 hrs.)	
THEATRE 3080/5080	Advanced Theatre Studies (3 hrs.)	
Total Hours		48

Other courses are available consult with your advisor.

- * These three courses may be taken in any sequence; all prerequisites for THEATRE 3160.
- ** Students may take any combination of the three Applied Activity courses. Any of the courses can be repeated up to three times. Activities for Communication-Theatre majors include UNI Theatre, UNI Interpreters Theatre, Sturgis Youth Theatre, SAVE (Students Advocating for Voices and Equality) Forum Actors, and UNI Forensics.

Communication/Digital Media Major

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

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

Required

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

or COMM DM 3900 Internship in Digital Media		
COMM DM 4621/5621	Digital Media Analysis	3
COMM DM 4632	Senior Seminar in Digital Media	3
Select one of the following three emphases:		24
Total Hours		49

Emphasis 1: Digital Journalism

Required

Communication:		
COMM 2555	Interactive Digital Communication I	3
Digital Media:		
COMM DM 1620	Fundamentals of Journalism	3
COMM DM 2653	News Writing and Reporting*	3
COMM DM 3659	Editing and Design	3
COMM DM 4630/5630	Digital Media Law and Ethics	3
COMM DM 4650	Advanced News Writing and Reporting	3

Electives (Select 6 hours from the following): 6

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 3660	Sports Journalism	
COMM DM 4611/5611	History of U.S. Media	
COMM DM 4644/5644	Global Media	
COMM DM 4651	Digital Media Practicum: (Topic)*	
COMM DM 4655	Photojournalism	
COMM DM 4656/5656	Feature Writing	

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 4630/5630	Digital Media Law and Ethics	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 Business Economics*	
ECON 1041	Principles of Macroeconomics	
Marketing:		
MKTG 2110	Principles of Marketing	3
and one of the following courses:		3

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MGMT 3153	Organizational Management
MKTG 3113/5113	Consumer Behavior
MKTG 3143	Advertising and Promotion
MKTG 3146	Digital Advertising
ENTR 3583/5583	Entrepreneurship

Emphasis 3: Digital Media Production

Required

Digital Media:		
COMM DM 2651	Digital Media Production II	3
COMM DM 4630/5630	Digital Media Law and Ethics	3
Select 6 hours from the following:		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	Graphic Design I	
ART 2070	Creative Photography I: Digital Photography	
ART 3035	Graphic Design: Motion Graphics *	
Communication (up to 6 hours can be counted as electives):		
COMM 2555	Interactive Digital Communication I	
Computer Science (up to 6 hours can be counted as electives):		
CS 1000	Computing Skills and Concepts	
CS 1120	Media Computation	
CS 3120/5120	User Interface Design	
CS 2880	Topics in Computing	
Digital Media:		
COMM DM 1620	Fundamentals of Journalism	
COMM DM 2652	Emerging Digital Media: (Topic)	
COMM DM 2653	News Writing and Reporting *	
COMM DM 2654	Scriptwriting for Digital Media	
COMM DM 2950	Applied Digital Media	
COMM DM 3651	Advanced Digital Media Production: Television News	
COMM DM 3652	Advanced Digital Media Production: Documentary	
COMM DM 3653	Advanced Digital Media Production: Fiction	
COMM DM 3654	Advanced Digital Media Production: Video Editing	

COMM DM 3655	Advanced Digital Media Production: Audio
COMM DM 3656	Digital Media Industries
COMM DM 3657	Promotion of Digital Media
COMM DM 3659	Editing and Design *
COMM DM 3950	Advanced Applied Digital Media
COMM DM 4641/5641	Critical Studies in Digital Media: (Topic) *
COMM DM 4642/5642	Digital Technologies (Topic)
COMM DM 4651	Digital Media Practicum: (Topic) *
COMM DM 4652	Digital Media Projects *
COMM DM 4653/5653	Digital Media Distribution
COMM DM 4654/5654	Digital Media Management
COMM DM 4655	Photojournalism *
English (up to 6 hours can be counted as electives):	
ENGLISH 2650	Introduction to Film *
ENGLISH 4660/5660	Film History *
Marketing (up to 6 hours can be counted as electives):	
MKTG 2110	Principles of Marketing
MKTG 3143	Advertising and Promotion
MKTG 3146	Digital Advertising

* These courses have additional prerequisites as follows:
 ART 3035 has a prerequisite of ART 3030.
 COMM 4556/5556 has a prerequisite of COMM 2555.
 COMM DM 2653 has a prerequisite of COMM DM 1620.
 COMM DM 3659 and COMM DM 4655 have a prerequisite of COMM DM 2653.
 COMM DM 4651 and COMM DM 4652 have the prerequisite of any of the following: COMM DM 3651, COMM DM 3652, COMM DM 3653, COMM DM 3654, or COMM DM 3655.
 ECON 1031 may be used to satisfy the Quantitative Reasoning requirement in the UNIFI/General Education program.

ENGLISH 2650 has prerequisite of ENGLISH 1005.
 ENGLISH 1005 may be used to satisfy the Written Communication requirement of the UNIFI/General Education program.

ENGLISH 4660/5660 has prerequisite of ENGLISH 2120 or ENGLISH 2650. ENGLISH 2120 may be used to satisfy the Written Communication requirement of the UNIFI/General Education program.

** These courses have the following prerequisites:
 COMM 1000 (48C:001) and ENGLISH 1005 (620:005) or ENGLISH 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 the Written and Oral Communication requirements of the UNIFI/General Education program.

Communication/Public Relations Major

The Communication/Public Relations major requires a minimum of 120 total hours to graduate. This total includes UNIFI/General

Education requirements and the following specified major requirements, plus electives to complete the minimum of 120 hours.

Required

COMM COR 1010	Mass Communication and Society	3
COMM COR 2020	Communication Research Methods	3
COMM COR 4124	Communication and Media Theories	3
Public Relations:		
COMM PR 1811	Principles of Public Relations	3
COMM PR 3855	Public Relations Writing	3
COMM PR 4811/5811	Public Relations: Cases and Studies	3
COMM PR 4855/5855	Public Relations Campaign Methods	3
COMM PR 4857/5857	Crisis Communication	3
COMM PR 3179	Cooperative Education	3
or COMM PR 3900/5900	Internship in Public Relations Communication:	
COMM 3155	Business and Professional Oral Communication	3
Digital Media:		
COMM DM 1620	Fundamentals of Journalism	3
COMM DM 2653	News Writing and Reporting	3
COMM DM 3659	Editing and Design	3
or COMM DM 1651	Digital Media Production I	
Business Courses:		
ACCT 2120	Principles of Financial Accounting	3
ECON 1031	Introduction to Business Economics	3
or ECON 1041	Principles of Macroeconomics	
MKTG 2110	Principles of Marketing	3
Select one of the following three emphases		12
Emphasis 1: Strategic Public Relations		
Communication:		
COMM 3055	Organizational Communication	
Public Relations:		
COMM PR 4822/5822	Global Public Relations	
or COMM PR 4858/5858	Sports Public Relations	
Management:		
MGMT 3153	Organizational Management	
Marketing:		
MKTG 3113/5113	Consumer Behavior	
Emphasis 2: Special Events		
Public Relations:		
COMM PR 4856/5856	Public Relations Special Events Planning	
COMM PR 4858/5858	Sports Public Relations	
Marketing:		
MKTG 3146	Digital Advertising	

MKTG 3153	Professional Selling
Emphasis 3: Sports Public Relations	
Public Relations:	
COMM PR 4858/5858	Sports Public Relations
COMM PR 4859/5859	Social Media
Marketing	
MKTG 3156	Services Marketing
or MKTG 3173	Product Management
Choose one of the Following:	
KINES 3125	Introduction to Sport Administration
or MKTG 3143	Advertising and Promotion

Total Hours 60

Interactive Digital Studies Major

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

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 and Media:		
COMM 2555	Interactive Digital Communication I	3
COMM 4544/5544	Digital Culture and Communication	3
COMM COR 1010	Mass Communication and Society	3
University, Interdisciplinary:		
COMM 3555	Interactive Digital Communication II	3
COMM 3900/5900	Internship in Communication	3
Electives - select two bundles (emphases) from the following:		30-32
Total Hours		45-47

EMPHASES

1. Digital Visualization (15 hours)

Communication and Media:		
COMM 3558	Introduction to Digital Visualization	3
COMM 4558/5558	Advanced Digital Visualization: (Topic)	3
COMM DM 1611	Media and Power	3

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or COMM 4213/5213	Visual Rhetoric	
COMM DM 3659	Editing and Design	3
COMM DM 4655	Photojournalism	3
Total Hours		15

2. Digital Computation (17 hours)

Computer Science:

CS 1510	Introduction to Computing	4
CS 1520	Data Structures	4
CS 2530	Intermediate Computing *	3
CS 3110	Web Application Development	3
CS 3120/5120	User Interface Design	3
Total Hours		17

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

3. Digital Writing (15 hours)

English:

ENGLISH 2770	Introduction to Workplace Writing	3
ENGLISH 4785/5785	Applied Writing: Projects, Grants and Careers	3
or ENGLISH 4770/5770	Applied Writing: Proposals and Grants	
ENGLISH 4025/5025	Theory and Practice of Writing	3
or ENGLISH 4040/5040	Digital Writing: Theory and Practice	
Select 2 from the following courses (6 units total)		6
ENGLISH 4672/5672	Electronic Literature *	
ENGLISH 4160/5160	Issues in Digital Humanities	
ENGLISH 4765/5765	Applied Writing: Workplace Communication	
ENGLISH 4775/5775	Applied Writing: Specialized Documents	
Total Hours		15

* Prerequisite(s): COMM 2555 or ENGLISH 2120 or consent of instructor; junior standing.

4. Digital Music (15 hours)

Music Theory (required):

MUS THEO 1300	Topics in Music Composition (Electronic composition section)	2
MUS THEO 3220/5220	Music and Technology	4
MUS THEO 3230/5230	Music Technology, Advanced	4
Music Theory (select two of the following):		4
MUS THEO 1100	Introduction to Music Theory	
MUS THEO 1110	Theory I	
MUS THEO 1120	Theory II	

Theory class placement is determined by a diagnostic examination.

Music elective	1
Total hours	15

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

5. Digital Imaging (15 hours)

Graphic Technologies:

TECH 1055	Graphic Communications Foundations	3
TECH 2070	Digital Pre-Media	3
TECH 3169	Digital Imaging	3
TECH 4158/5158	Graphic Communication Data Visualization	3
TECH 4161	Digital Graphic Communications	3
Total Hours		15

6. Digital Advertising (15 hours)

Economics:

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

Marketing:

MKTG 2110	Principles of Marketing	3
MKTG 3143	Advertising and Promotion	3
MKTG 3146	Digital Advertising	3
MKTG 3148	Digital Customer Experience *	3
or ENTR 3583/5583	Entrepreneurship	
or MKTG 4150	Advertising Campaign Development	
Total Hours		15

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

7. Digital History (15 hours)

Communication and Media:

COMM 3558	Introduction to Digital Visualization	3
COMM 4412/5412	Performing History	3

History:

HIST 1010	Introduction to Historical Skills	3
HIST 4010/5010	Introduction to Public History	3
HIST 4020/5020	Introduction to Museum Studies	3
Total Hours		15

8. Web Development (15 hours)

Communication and Media:

COMM 3558	Introduction to Digital Visualization	3
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Computer Science:		
CS 1100	Web Development: Client-Side Coding	3
CS 2100	Web Development: Server-side Coding	3
CS 3120/5120	User Interface Design	3
Marketing:		
MKTG 3148	Digital Customer Experience *	3
Total Hours		15

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

9. Digital Video (15 hours)

Communication and Media:		
COMM DM 1651	Digital Media Production I	3
COMM DM 1652	Writing for Digital Media	3
COMM DM 2651	Digital Media Production II	3
COMM DM 3658	Digital Journalism: (Topic)	3
COMM DM 4630/5630	Digital Media Law and Ethics or COMM DM 4644/:Global Media	3
Total Hours		15

10. Digital Mapping (15 hours)

Geography:		
GEOG 1310	Digital Earth	3
GEOG 2320	Drones for Mapping and Communication	3
GEOG 2410	Geographic Information Systems I	3
GEOG 2420	Cartographic Design	3
GEOG 4335/5335	Web Mapping and GIS	3
Total Hours		15

Political Communication Major

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

Required core

Communication and Media:		
COMM 4211/5211	Rhetoric and Civic Culture	3
COMM 4216/5216	Political Communication or POL AMER 4160/:Political Communication	3
COMM 4444/5444	Communication, Community, and Change	3
COMM COR 1010	Mass Communication and Society	3
Political Science:		
POL AMER 1014	Power & Politics in the U.S. *	3
POL AMER 3112	Campaigns and Elections	3

POL AMER 3150	Public Opinion and Voting Behavior	3
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Methodology:

Select one of the following from Communication and Media/Political Science:		3
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COMM COR 2020	Communication Research Methods *	
COMM 4023/5023	Rhetorical Research Methods *	
POL GEN 2010	Analyzing Politics	

Internship in Communication and Media/Political Science: 3

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

Electives (choose two courses from Communication and Media and two courses from Political Science from the following list): 12

Communication and Media:		
COMM 2257	Argumentation and Debate *	
COMM 3055	Organizational Communication *	
COMM 4217/5217	Freedom of Speech	
COMM 4218	Persuasion	
COMM 4333/5333	Communication and Conflict Management *	
COMM 4344/5344	Intercultural Communication	
COMM 4446/5446	Voices from the Margin: Performance, Rhetoric, and Social Change	
COMM 4544/5544	Digital Culture and Communication	
COMM DM 1611	Media and Power	
COMM DM 4630/5630	Digital Media Law and Ethics	
COMM DM 4644/5644	Global Media	
COMM PR 1811	Principles of Public Relations *	
Political Science:		
POL AMER 2131	American State Politics	
POL AMER 3132	Community Politics	
POL AMER 3134	Congress: The First Branch *	
POL AMER 3144	Civil Rights and Liberties	
POL AMER 3151	Modern Presidency *	
POL AMER 3166	Political Parties and Interest Groups *	
POL AMER 4143/5143	Citizen Participation and Civic Engagement	
POL AMER 4177/5177	Political Psychology	
POL INTL 3126	Human Rights	
POL INTL 3143	International Law	
Total Hours		39

* *Choice of courses and subsequent prerequisites may increase the length of this program. These courses have additional prerequisites as follows:
POL AMER 1014 satisfies the Human Condition: Domestic UNIFI requirement.

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COMM COR 2020, COMM 2257, and COMM 3055 have prerequisite of COMM 1000. COMM 1000 satisfies the Oral Communication UNIFI requirement.

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

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

COMM 4333/5333 has a prerequisite of COMM 2344.

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

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

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

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

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

Minors

Business Communication Minor

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

Required

Communication:		
COMM 3155	Business and Professional Oral Communication	3
Communication or English:		
COMM 2555	Interactive Digital Communication I	3
or ENGLISH 2770 Introduction to Workplace Writing		
Communication or Management:		
COMM 3055	Organizational Communication	3
or MGMT 3153 Organizational Management		
Marketing:		
MKTG 2110	Principles of Marketing	3
Required: 3 hours from each of three emphases below:		
Total Hours		21

EMPHASES

1. Applied Writing Skills

Select one course from the following:		
ENGLISH:		
ENGLISH 4765/5765	Applied Writing: Workplace Communication	3
ENGLISH 4770/5770	Applied Writing: Proposals and Grants	3

ENGLISH 4775/5775 Applied Writing: Specialized Documents

2. Communication Skills

Select one course from the following:		
Communication and Media:		
COMM 4333/5333	Communication and Conflict Management	3
COMM PR 1811	Principles of Public Relations	3

3. Business and Professional Communication Contexts and Applications

Select one of the following:		
Communication and Media:		
COMM 4134/5134	Organizational Cultures and Communication	3
COMM PR 3844/5844	Public Relations: Integrated Communications	3
Marketing:		
MKTG 3143	Advertising and Promotion	3
MKTG 3146	Digital Advertising	3
MKTG 3153	Professional Selling	3

Note: When declaring this minor students must:

- have a 2.50 cumulative GPA.
- have satisfactorily completed the Written and Oral requirements of the UNIFI/General Education program.

Available to all UNI majors.

Communication Minor

Required

Communication:		
COMM 2256	Performing Texts	3
or COMM 2255 Public Speaking		
or COMM 2257 Argumentation and Debate		
or COMM 3455 Storytelling and Identity		
COMM 2344	Interpersonal Communication	3
or COMM 2205 Group Communication		
COMM 4211/5211	Rhetoric and Civic Culture	3
or COMM 4320 Leadership Communication and Citizenship		
or COMM 4444/5444 Communication, Community, and Change		
Electives in any COMM courses:		12
Total Hours		21

Communication-Theatre-Teaching Minor

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

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

Required

COMM 2255	Public Speaking	3
COMM 2256	Performing Texts	3

COMM 2257	Argumentation and Debate	3
COMM DM 1611	Media and Power	3
THEATRE 3160	Directing	3
COMM 4559	Communication Education and Training	3
or THEATRE 3115	Methods of Teaching Drama and Theatre	
Electives (Select a total of 6 credit hours)		6
COMM 1940 & COMM 3940	Applied Forensics and Advanced Applied Forensics *	
COMM 1941 & COMM 3941	Applied Performance Studies and Advanced Applied Performance Studies *	
COMM 2455	Skills for Making Performance	
THEATRE 1010 & THEATRE 1011	Foundations of Theatre and Foundations of Theatre Lab **	
THEATRE 1030	Acting **	
THEATRE 2050	Theatre Practicum *	
Total Hours		24

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

Communication/Digital Journalism Minor (Liberal Arts)

Required

Communication:		
COMM COR 1010	Mass Communication and Society	3
Digital Media:		
COMM DM 1620	Fundamentals of Journalism	3
COMM DM 2653	News Writing and Reporting	3
COMM DM 3659	Editing and Design	3
Electives		
Select two of the following:		6
COMM DM 3900	Internship in Digital Media	
COMM DM 3658	Digital Journalism: (Topic)	
COMM DM 4611/56	History of U.S. Media	
COMM DM 4630/5630	Digital Media Law and Ethics	
COMM DM 4644/56	Global Media	
COMM DM 4650	Advanced News Writing and Reporting	
COMM DM 4655	Photojournalism	
COMM DM 4656/5656	Feature Writing	
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 or COMM DM 4653/Digital Media Distribution	3
COMM DM 4654/5654	Digital Media Management	3
Management:		
MGMT 3153	Organizational Management	3
Total Hours		15

Digital Media Production Minor

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

Required Courses:

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 4621/56	Digital Media Analysis *	
COMM DM 4641/5641	Critical Studies in Digital Media: (Topic) *	
COMM DM 4642/56	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 *	
ENGLISH 4660/5660	Film History *	
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 DM 1651 as a prerequisite
 ENGLISH 4660/5660 and ENGLISH 4664/5664 have ENGLISH 2120 as prerequisites

Communication/Public Relations Minor

Required

Public Relations:		
COMM PR 1811	Principles of Public Relations	3
COMM PR 3855	Public Relations Writing	3
COMM PR 4811/5811	Public Relations: Cases and Studies	3
COMM PR 4855/5855	Public Relations Campaign Methods	3
COMM PR 4856/5856	Public Relations Special Events Planning	3
or COMM PR 4858/5858 Sports Public Relations		

Electives

Select two from the following: 6

Communication:		
COMM COR 2020	Communication Research Methods	
COMM COR 4124	Communication and Media Theories	
COMM 3055	Organizational Communication	
COMM 3155	Business and Professional Oral Communication	

Digital Journalism:

COMM DM 1620	Fundamentals of Journalism	
COMM DM 4630/5630	Digital Media Law and Ethics	

Public Relations:

COMM PR 3844/5844	Public Relations: Integrated Communications	
COMM PR 4822/5822	Global Public Relations	
COMM PR 4857/5857	Crisis Communication	
COMM PR 4859/5859	Social Media	

Total Hours 21

Interactive Digital Studies Minor

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

Required

Communication and Media:		
COMM 2555	Interactive Digital Communication I	3
COMM 4544/5544	Digital Culture and Communication	3
COMM COR 1010	Mass Communication and Society	3
COMM 3555	Interactive Digital Communication II	3

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

Total Hours 27-29

1. Digital Visualization (15 hours)

Communication and Media:

COMM 3558	Introduction to Digital Visualization	3
COMM 4558/5558	Advanced Digital Visualization: (Topic)	3
COMM DM 1611	Media and Power	3
or COMM 4213/5213 Visual Rhetoric		
COMM DM 3659	Editing and Design	3
COMM DM 4655	Photojournalism	3

Total Hours 15

2. Digital Computation (17 hours)

Computer Science:

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

Total Hours 17

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

3. Digital Writing (15 hours)

English:

ENGLISH 2770	Introduction to Workplace Writing	3
ENGLISH 4025/5025	Theory and Practice of Writing	3
or ENGLISH 4040/5040 Digital Writing: Theory and Practice		
ENGLISH 4785/5785	Applied Writing: Projects, Grants and Careers	3
or ENGLISH 4770/5770 Applied Writing: Proposals and Grants		
Select 2 from the following courses (6 units total) 6		
ENGLISH 4672/5672	Electronic Literature *	
ENGLISH 4765/5765	Applied Writing: Workplace Communication	
ENGLISH 4775/5775	Applied Writing: Specialized Documents	
ENGLISH 4160/5160	Issues in Digital Humanities	

Total Hours 15

* Prerequisite(s): COMM 2555 or ENGLISH 2120 or consent of instructor; junior standing.

4. Digital Music (15 hours)

Music Theory (required):

MUS THEO 1300	Topics in Music Composition (Electronic Composition section)	2
MUS THEO 3220/5220	Music and Technology	4

MUS THEO 3230/5230 Music Technology, Advanced Music Theory (select two of the following):	4
MUS THEO 1100 Introduction to Music Theory	4
MUS THEO 1110 Theory I	
MUS THEO 1120 Theory II	
Theory class placement is determined by a diagnostic examination.	
Music elective	1
Additionally, it is recommended that students taking this bundle elect to take MUSIC 1100 as part of their UNIFI/General Education courses.	
Total Hours	15

5. Digital Imaging (15 hours)

Graphic Technologies:		
TECH 1055	Graphic Communications Foundations	3
TECH 2070	Digital Pre-Media	3
TECH 3169	Digital Imaging	3
TECH 4158/5158	Graphic Communication Data Visualization	3
TECH 4161	Digital Graphic Communications	3
Total Hours		15

6. Digital Advertising (15 hours)

Economics:		
ECON 1031	Introduction to Business Economics	3
or ECON 1041	Principles of Macroeconomics	
Marketing:		
MKTG 2110	Principles of Marketing	3
MKTG 3143	Advertising and Promotion	3
MKTG 3146	Digital Advertising	3
MKTG 3148	Digital Customer Experience *	3
or ENTR 3583/5583	Entrepreneurship	
or MKTG 4150	Advertising Campaign Development	
Total Hours		15

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

7. Digital History (15 hours)

Communication and Media:		
COMM 3558	Introduction to Digital Visualization	3
COMM 4412/5412	Performing History	3
History:		
HIST 1010	Introduction to Historical Skills	3
HIST 4010/5010	Introduction to Public History	3

HIST 4020/5020	Introduction to Museum Studies	3
Total Hours		15

8. Web Development (15 hours)

Communication and Media:		
COMM 3558	Introduction to Digital Visualization	3
Computer Science:		
CS 1100	Web Development: Client-Side Coding	3
CS 2100	Web Development: Server-side Coding	3
CS 3120/5120	User Interface Design	3
Marketing:		
MKTG 3148	Digital Customer Experience *	3
Total Hours		15

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

9. Digital Video (15 hours)

Communication and Media:		
COMM DM 1651	Digital Media Production I	3
COMM DM 1652	Writing for Digital Media	3
COMM DM 2651	Digital Media Production II	3
COMM DM 3658	Digital Journalism: (Topic)	3
COMM DM 4630/5630	Digital Media Law and Ethics	3
or COMM DM 4644/.Global Media		
Total Hours		15

10. Digital Mapping (15 hours)

Geography:		
GEOG 1310	Digital Earth	3
GEOG 2320	Drones for Mapping and Communication	3
GEOG 2410	Geographic Information Systems I	3
GEOG 2420	Cartographic Design	3
GEOG 4335/5335	Web Mapping and GIS	3
Total Hours		15

Master of Arts Degree Program Major in Communication and Media

Students interest 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

Department of Communication and Media

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

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

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

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

The major is available on the **thesis** and **non-thesis** options. A **minimum of 30 semester hours** for the **thesis** option and **33 hours** for the **non-thesis** option are required. **A minimum of 18 semester hours of 6000-level course work is required for the thesis option**, including 6 hours of thesis credit. **A minimum of 12 semester hours of 6000-level course work is required for the non-thesis option.**

Students are required to successfully complete the following coursework:

- COMMGRAD 6001 Introduction to Graduate Study and Research
- COMMGRAD 6011 Communication and Media Theory
- COMMGRAD 6022 Communication Research Methodology

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

Of the 30 or 33 hours required:

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

Non-thesis Option

Required Core:

COMMGRAD 6001	Introduction to Graduate Study and Research	3
COMMGRAD 6011	Communication and Media Theory	3
COMMGRAD 6022	Communication Research Methodology	3
Electives (select 24 hours from the following):		24
COMMGRAD 6014	Seminar in Rhetoric	
COMMGRAD 6016	Mass Communication Theory	
COMMGRAD 6022	Communication Research Methodology (additional section/s of this besides what is required)	
COMMGRAD 6027	Seminar in Strategic Communication	

COMMGRAD 6042	Seminar in Communication	
COMMGRAD 6044	Seminar in Performance Studies	
COMMGRAD 6045	Seminar in Communication Education	
COMMGRAD 6046	Seminar in Visual and Digital Media	
Other 6000-level or 5000-level (approved through MyUniverse student request)		
Total Hours		33

Thesis Option

Required Core

COMMGRAD 6001	Introduction to Graduate Study and Research	3
COMMGRAD 6011	Communication and Media Theory	3
COMMGRAD 6022	Communication Research Methodology	3
COMMGRAD 6299	Research (6 hrs.)	6
Electives (select 15 hours from the following):		15

COMMGRAD 6014	Seminar in Rhetoric	
COMMGRAD 6016	Mass Communication Theory	
COMMGRAD 6022	Communication Research Methodology (additional section/s of this besides what is required.)	
COMMGRAD 6027	Seminar in Strategic Communication*	
COMMGRAD 6042	Seminar in Communication	
COMMGRAD 6044	Seminar in Performance Studies	
COMMGRAD 6045	Seminar in Communication Education	
COMMGRAD 6046	Seminar in Visual and Digital Media	
Other 6000-level or 5000-level (approved by advisor and submitted through student request)		

Total Hours **30**

Program Certificates

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

Certificate in Communication Education and Training (graduate certificate)

Based in emphasis areas of organizational communication, communication pedagogy, and performance studies, the Communication Education and Training certificate demonstrates mastery in teaching at the college level, fostering positive work

relationships, and training others in organizations. Upon completion of the requisite coursework, a student will have a deep knowledge of pedagogical and organizational processes, such as developing vision/mission goals, honing their instructional practice, and assessing team/class communication for areas of improvement.

Required courses: **

COMMGRAD 6045	Seminar in Communication Education *	6
COMMGRAD 6014	Seminar in Rhetoric	3
COMMGRAD 6027	Seminar in Strategic Communication	3
Total Hours		12

* Repeat course (variable topic) for 6 hrs.

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

Certificate in Communication, Community, and Public Advocacy

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

COMM 4446/5446	Voices from the Margin: Performance, Rhetoric, and Social Change	3
COMM 4444/5444	Communication, Community, and Change	3
COMM 4448/5448	Cultural Performance	3
	or COMM 4346/5346 Gender Issues in Communication	
COMM 3456	Practicing Public Advocacy	3
Total Hours		12

Certificate in Conflict Resolution

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

The objectives of the Conflict Resolution program are to:

- provide students with a grounding in conflict theory and approaches to conflict resolution;

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

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

Required

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

Electives: select four courses from the lists below: 12

Teaching:

TEACHING 4170/5170	Human Relations: Awareness and Application **	
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School of Applied Human Sciences:

FAM SERV 1010	Human Identity and Relationships	
FAM SERV 1020	Family Relationships	
FAM SERV 3145/5145	Violence in Intimate Relationships	

Psychology:

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

Social Work:

SW 3143	Self-Care and Stress Management in Helping Professions	
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Communication and Media:

COMM 4344/5344	Intercultural Communication	
COMM 4346/5346	Gender Issues in Communication	
COMM 4446/5446	Voices from the Margin: Performance, Rhetoric, and Social Change	

Social Work/Social Science:

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

Social Science:

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

POL INTL 3120	International Security	
POL INTL 3125	Politics of International Development	
POL INTL 3126	Human Rights	
POL COMP 3123	Nationalism	

History:

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

GEOG 3220	Environmental Geography: Variable Topic **	
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Sociology:

SOC 2040	Social Movements **	
SOC 2075	The Self in Social Context **	

Department of Communication and Media

SOC 3045/5045	Social Inequality **	
SOC/ANTH 3080	Immigration and Transnationalism **	
Total Hours		15

** These courses have additional prerequisites as follows: PSYCH 2201 and PSYCH 2203 have a prerequisite of PSYCH 1001. PSYCH 1001 may be used to satisfy the Human Condition (Domestic) requirement of the UNIFI/General Education program. SW 4163, SOC 2040, SOC 2075, SOC 3045/5045, and SOC 3080/5080 have a prerequisite of SOC 1000. SOC 1000 may be used to satisfy the Human Condition (Domestic) requirement of the UNIFI/General Education program. GEOG 3220 has a prerequisite of GEOG 1120 or GEOG 1210 or GEOG 2210 or GEOG 1110 or consent of instructor. TEACHING 4170/5170 has a prerequisite of full admission into teacher education and junior standing.

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

Certificate in Organizational Communication and Inclusive Leadership

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

Required courses: *

COMM 4120/5120	Inclusive Leadership in the Workplace	3
COMM 4134/5134	Organizational Cultures and Communication	3
COMM PR 4857/5857	Crisis Communication	3
COMM 3000/5000	Selected Topics in Communication	3
Total Hours		12

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

Certificate in Organizational Communication and Training

The Organizational Communication and Training certificate provides students with an in-depth understanding of organizational communication theories and processes, emphasizing how

communication impacts organizational effectiveness. Students will develop skills in how to analyze organizational communication, as well as create and deliver high impact organizational training to diverse audiences.

Required:

COMM 3055	Organizational Communication	3
COMM 4134/5134	Organizational Cultures and Communication	3
COMM 4155/5155	Organizational Communication Assessment	3
COMM 4559	Communication Education and Training	3
COMM COR 2020	Communication Research Methods	3
Total Hours		15

Certificate in Performance, Rhetoric, and Advocacy (graduate certificate)

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

Required: **

COMMGRAD 6044	Seminar in Performance Studies	3
COMMGRAD 6014	Seminar in Rhetoric	3
COMMGRAD 6046	Seminar in Visual and Digital Media	3
Select one of the following: *		
COMMGRAD 6044	Seminar in Performance Studies	3
	or COMMGRAD 601 Seminar in Rhetoric	
Total Hours		12

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

Certificate in Public Relations in Entertainment

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

Required:

COMM 2256	Performing Texts	3
COMM PR 1811	Principles of Public Relations	3
COMM PR 4855/5855	Public Relations Campaign Methods	3

THEATRE 1010	Foundations of Theatre	3
THEATRE 1011	Foundations of Theatre Lab	1
Total Hours		13

Certificate in Strategic Communication (graduate certificate)

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

Required courses: **

COMMGRAD 6027	Seminar in Strategic Communication*	6
COMMGRAD 6045	Seminar in Communication Education	3
COMMGRAD 6046	Seminar in Visual and Digital Media	3
Total Hours		12

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

Certificate in Visual Communication and Digital Media (graduate certificate)

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

Required courses: **

COMMGRAD 6046	Seminar in Visual and Digital Media*	6
COMMGRAD 6044	Seminar in Performance Studies	3
COMMGRAD 6014	Seminar in Rhetoric	3
Total Hours		12

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

Communication, B.A.

Goal #1: Apply learning.

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

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

Goal #2: Think critically.

SLO3: Evaluate issues using a communication perspective.

Goal #3: Communicate competently.

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

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

SLO6: Present messages using an effective style.

Communication: Digital Media-Journalism, B.A.

Goal #1: Apply learning.

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

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

Goal #2: Think critically.

SLO3: Evaluate issues using a communication perspective.

Goal #3: Communicate competently.

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

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

SLO6: Present messages using an effective style.

Communication: Digital Media-Leadership, B.A.

Goal #1: Apply learning.

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

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

Goal #2: Think critically.

SLO3: Evaluate issues using a communication perspective.

Goal #3: Communicate competently.

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

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

SLO6: Present messages using an effective style.

Communication: Digital Media-Production, B.A.

Goal #1: Apply learning.

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

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

Goal #2: Think critically.

SLO3: Evaluate issues using a communication perspective.

Goal #3: Communicate competently.

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

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

SLO6: Present messages using an effective style.

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

Goal #1: Think Critically

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

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

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

Goal #2: Apply Learning

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

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

Goal #3: Communicate competently

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

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

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

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

Goal #1: Think Critically

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

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

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

Goal #2: Apply Learning

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

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

Goal #3: Communicate competently

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

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

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

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

Goal #1: Think Critically

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

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

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

Goal #2: Apply Learning

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

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

Goal #3: Communicate competently

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

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

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

Communication-Theatre-Teaching, B.A.

Goal #1: Apply learning.

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

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

Goal #2: Think critically.

SLO3: Evaluate issues using a communication perspective.

Goal #3: Communicate competently.

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

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

SLO6: Present messages using an effective style.

Interactive Digital Studies, B.A.

GOAL #1: Apply "Digility"

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

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

GOAL #2 Apply Design Theory

SLO3: Demonstrate the ability to articulate web design principles

GOAL #3 Demonstrate Digital Citizenship

SLO3: Demonstrate knowledge of usability testing and accessibility.

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

GOAL #4: Exhibit teamwork and professionalism

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

SLO6: Demonstrate effective collaboration and project management skills

Political Communication, B.A.

1. Critical thinking—concepts & theories: Students will be able to critically evaluate political science and communications concepts and theories to help explain and investigate political communications phenomena (such as elite rhetoric, persuasion, political campaigns, political journalism). [University SLOs 1,3]
2. Critical thinking—social science and humanistic approaches: Students will be able to generate hypotheses / theses to answer research questions and/or analyze political communication from a humanistic perspective [University SLOs 1,3]
3. Critical thinking—evidence: Students will be able to analyze discipline#appropriate evidence and critically evaluate it to support claims / test hypotheses. [University SLOs 1,3]
4. Critical thinking—normative reasoning: Students will be able to develop persuasive arguments and reasoned judgments about political matters by logically applying normative principles." [University SLOs 1,3]
5. Written communication skills: Students will demonstrate an ability to communicate effectively through their written work. [University SLO 2]
6. Oral communication skills: Students demonstrate an ability to communicate effectively through oral presentations. [University SLO 2]

Communication Studies, M.A.

1. Communication History/Theory: Students will understand the historical development of theory and scholarship within communication studies.
2. Communication Research Methods: Students will understand appropriate methodologies to ethically examine questions within the communication studies discipline/profession
3. Communication Skills: Students will understand and apply oral and written communication skills in relevant contexts.
4. Communication Praxis and Community Engagement: Students will integrate communication theories with practices/actions that enhance engagement with civic and/or professional communities