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. 7) (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. 10)
- 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>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 2256</td>
<td>Performing Texts</td>
<td>3</td>
</tr>
<tr>
<td>or</td>
<td>COMM 2255</td>
<td>3</td>
</tr>
<tr>
<td>(48C:011)</td>
<td>Public Speaking **</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>COMM 2257</td>
<td>3</td>
</tr>
<tr>
<td>(48C:071)</td>
<td>Argumentation and Debate **</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>COMM 2344</td>
<td>3</td>
</tr>
<tr>
<td>(48C:074)</td>
<td>Storytelling and Identity</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>COMM 3455</td>
<td>3</td>
</tr>
<tr>
<td>(48C:146)</td>
<td>Interpersonal Communication **</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>COMM 1205</td>
<td>3</td>
</tr>
<tr>
<td>(48C:031)</td>
<td>Group Communication Skills</td>
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<tr>
<td>or</td>
<td>COMM 2555</td>
<td>3</td>
</tr>
<tr>
<td>(48C:025)</td>
<td>Interactive Digital Communication</td>
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</tr>
<tr>
<td>or</td>
<td>COMM 4155/5155</td>
<td>3</td>
</tr>
<tr>
<td>(48C:135g)</td>
<td>Organizational Communication Assessment *</td>
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</tr>
<tr>
<td>or</td>
<td>COMM 4021/5021</td>
<td>3</td>
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<tr>
<td>(48C:180g)</td>
<td>Quantitative Research Methods</td>
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<tr>
<td>or</td>
<td>COMM 4022</td>
<td>3</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>
<td>3</td>
</tr>
<tr>
<td>(48C:189g)</td>
<td>Rhetorical Research Methods</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>COMM 4444/5444</td>
<td>3</td>
</tr>
<tr>
<td>(48C:155g)</td>
<td>Communication, Community, and Change</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>COMM 4211/5211</td>
<td>3</td>
</tr>
<tr>
<td>(48C:123g)</td>
<td>Rhetoric and Civic Culture</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>COMM 4320</td>
<td>3</td>
</tr>
<tr>
<td>(48C:155g)</td>
<td>Leadership Communication and Citizenship</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>COMM COR 1010</td>
<td>3</td>
</tr>
<tr>
<td>(48J:002)</td>
<td>Mass Communication and Society</td>
<td></td>
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<tr>
<td>or</td>
<td>COMM COR 2020</td>
<td>3</td>
</tr>
<tr>
<td>(48C:080)</td>
<td>Communication Research Methods **</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>COMM COR 4124</td>
<td>3</td>
</tr>
<tr>
<td>(48C:124)</td>
<td>Communication Theories **</td>
<td></td>
</tr>
</tbody>
</table>

Select three from the following Theories and Concepts courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3000/5000</td>
<td>Selected Topics in Communication</td>
<td>9</td>
</tr>
<tr>
<td>(48C:166g)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COMM 3055 (48C:132) Organizational Communication **
COMM 3455 (48C:146) Storytelling and Identity
COMM 4111/5111 (48C:131g) Group Communication Theory and Analysis **
COMM 4116/5116 (48C:136g) Health Communication
COMM 4134/5134 (48C:134g) Organizational Cultures and Communication *
COMM 4211/5211 (48C:123g) Rhetoric and Civic Culture
COMM 4213/5213 Visual Rhetoric
COMM 4216/5216 Political Communication (48C:160g)
COMM 4217/5217 (48C:176g) Freedom of Speech
COMM 4218 (48C:178) Persuasion
COMM 4236/CAP 3128 (CAP:128) Ethics in Communication
COMM 4311 (48C:121g) Nonverbal Communication
COMM 4322/5322 (48C:144g) Advanced Interpersonal Communication *
COMM 4333/5333 (48C:148g) Communication and Conflict Management *
COMM 4344/5344 (48C:151g) Intercultural Communication
COMM 4346/5346 (48C:153g) Gender Issues in Communication
COMM 4347/5347 (48C:142g) Family Communication *
COMM 4411 (48C:122g) Language and Communication
COMM 4412/5412 Performing History
COMM 4444/5444 (48C:155g) Communication, Community, and Change
COMM 4446/5446 (48C:113g) Social Protest: Performance and Rhetoric
COMM 4447/5447 (48C:108g) Performance and Social Change
COMM 4448/5448 (48C:110g) Cultural Performance
COMM 4544/5544 (48C:120g) Digital Culture and Communication
COMM 4909/5909 (48C:119g) 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 (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.

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.

Communication-Theatre-Teaching Major

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 3
COMM 2257 (48C:074) Argumentation and Debate 3
COMM 2344 (48C:004) Interpersonal Communication 3
COMM 2555 (48C:025) Interactive Digital Communication 3
COMM 4355 (48C:141g) Listening 3
COMM 4559/5559 (48C:187g) Methods of Teaching Speech 3
COMM DM 1611 Digital Media Literacies 3

Theatre:
COMM 2455 (48C:015) A Skills for Making Performance 3

OR
THEATRE 1010 (490:010) Foundations of Theatre (THEATRE 1010 is a co-requisite with THEATRE 1011) 3
THEATRE 1012 (490:015) Stagecraft: Scenery/Lights * 3
THEATRE 1030 (490:024) Acting * 3
THEATRE 2020 Playscript Analysis and Interpretation 3
THEATRE 3070 (490:136) History of the Theatre II 3
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:

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-prerequisite 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 4441/5441 (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

** 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

Total Hours 48

Other courses are available consult with your advisor.
* These three courses may be taken in any sequence; all prerequisites for THEATRE 3160 (490:161).
## Department of Communication and Media

### Digital Media:
- **COMM DM 2651**: Digital Media Production II  
- **COMM DM 2652**: Advanced Digital Media Production: Television News *  
- **COMM DM 2653**: Advanced Digital Media Production: Documentary  
- **COMM DM 3651**: Advanced Digital Media Production: Fiction  
- **COMM DM 3652**: Advanced Digital Media Production: Documentary  
- **COMM DM 3653**: Advanced Digital Media Production: Video Editing  
- **COMM DM 3654**: Advanced Digital Media Production: Audio  
- **COMM DM 3655**: Advanced Digital Media Production: Documentary  
- **COMM DM 4631**: Digital Media Law  
- **COMM DM 4632**: Digital Media Distribution  
- **COMM DM 4633**: Digital Media Management  
- **ECON 1031**: Introduction to Economics  
- **ECON 1041**: Principles of Macroeconomics  
- **ECON 1051**: Principles of Microeconomics  
- **MKTG 2110**: Principles of Marketing  
- **MGMT 3153**: Organizational Management  
- **MKTG 3163**: Consumer Behavior  
- **MKTG 3164**: Advertising and Promotion  
- **MKTG 3165**: Digital Advertising  
- **ART 2030**: Graphic Design I  
- **ART 2070**: Creative Photography I: Digital Photography  
- **ART 3035**: Graphic Design: Motion Graphics  
- **COMM 2555**: Interactive Digital Communication  
- **COMM 4447**: Performance and Social Change  
- **CS 1000**: Computing Skills and Concepts  
- **CS 1120**: Media Computation  
- **CS 3120**: User Interface Design  
- **CS 2880**: Topics in Computing  
- **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 3658**: Editing and Design *  
- **COMM DM 3950**: Advanced Applied Digital Media  
- **COMM DM 4641**: Critical Studies in Digital Media: (Topic)  
- **COMM DM 4655**: Photojournalism  
- **COMM DM 4656**: Feature Writing  
- **COMM DM 4657**: Global Media  

### 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**: Digital Media Law 3  
- **COMM DM 4632**: Digital Media Distribution 3  
- **COMM DM 4633**: Digital Media Management 3  
- **ECON 1031**: Introduction to Economics 3  
- **ECON 1041**: Principles of Macroeconomics 3  
- **MKTG 2110**: Principles of Marketing 3  
- **MGMT 3153**: Organizational Management 3  
- **MKTG 3163**: Consumer Behavior 3  
- **MKTG 3164**: Advertising and Promotion 3  
- **MKTG 3165**: Digital Advertising 3  
- **ART 2030**: Graphic Design I 3  
- **ART 2070**: Creative Photography I: Digital Photography 3  
- **ART 3035**: Graphic Design: Motion Graphics 3  
- **COMM 2555**: Interactive Digital Communication 3  
- **COMM 4447**: Performance and Social Change 3  
- **CS 1000**: Computing Skills and Concepts 3  
- **CS 1120**: Media Computation 3  
- **CS 3120**: User Interface Design 3  
- **CS 2880**: Topics in Computing 3  
- **COMM DM 1620**: Fundamentals of Journalism 3  
- **COMM DM 2652**: Emerging Digital Media: (Topic) 3  
- **COMM DM 2653**: News Writing for Media * 3  
- **COMM DM 2654**: Scriptwriting for Digital Media 3  
- **COMM DM 2950**: Applied Digital Media 3  
- **COMM DM 3651**: Advanced Digital Media Production: Television News 3  
- **COMM DM 3652**: Advanced Digital Media Production: Documentary 3  
- **COMM DM 3653**: Advanced Digital Media Production: Fiction 3  
- **COMM DM 3654**: Advanced Digital Media Production: Video Editing 3  
- **COMM DM 3655**: Advanced Digital Media Production: Audio 3  
- **COMM DM 3656**: Digital Media Industries 3  
- **COMM DM 3657**: Promotion of Digital Media 3  
- **COMM DM 3658**: Editing and Design * 3  
- **COMM DM 3950**: Advanced Applied Digital Media 3  
- **COMM DM 4641**: Critical Studies in Digital Media: (Topic) * 3  

### Emphasis 3: Digital Media Production

**Required**

**Digital Media:**
- **COMM DM 2651**: Digital Media Production II 3  
- **COMM DM 4621**: Digital Media Analysis 3  
- **COMM DM 4631**: Digital Media Law 3  
- **Select 6 hours from the following:** 6

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**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  
- **COMM 4447**: Performance and Social Change  
- **CS 1000**: Computing Skills and Concepts  
- **CS 1120**: Media Computation  
- **CS 3120**: User Interface Design  
- **CS 2880**: Topics in Computing  
- **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 3658**: Editing and Design *  
- **COMM DM 3950**: Advanced Applied Digital Media  
- **COMM DM 4641**: 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 (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 1010 Mass Communication and Society 3
COMM COR 2020 Communication Research Methods ** 3

COMM COR 4124 Communication 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 3179 Cooperative Education 3
or COMM PR 3900/5900 Internship in Public Relations (48P:197g)

Communication:
COMM 3155 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:
ACCT 2120 Principles of Financial Accounting 3
or ECON 1041 Principles of Macroeconomics (920:053) 3

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

MKTG 2110 Principles of Marketing 3

Select one of the following three emphases 15

Emphasis 1: Strategic Public Relations

Communication:
COMM 3055 Organizational Communication (48C:132) 3

Digital Journalism:
COMM DM 4630/5630 Journalism, Law, and Ethics 3

Public Relations:
COMM PR 3844/5844 Public Relations: Integrated Communications 3
or COMM PR 482 Global Public Relations (48P:184g) 3

Management:
MGMT 3153 Organizational Management (150:153) 3

Marketing:
MKTG 3113 Consumer Behavior (130:106g) 3

Emphasis 2: Special Events

Public Relations:
COMM PR 4856/5856 Public Relations Special Events Planning 3
COMM PR 4858/585 Sports Public Relations 3
Recreation, Tourism and Nonprofit Leadership
RTNL 2120 Foundations of Tourism or RTNL 3777/577 Special Events Management 3
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 (48C:025) Interactive Digital Communication 3
- COMM 4544/5544 (48C:120g) Digital Culture and Communication 3

University, Interdisciplinary:
- ENGLISH 2770 (620:077) Introduction to Professional Writing 3
- 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 15

* 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 (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

4. Digital Writing (15 hours)

English:
- ENGLISH 2770 (620:077) Introduction to Professional Writing 3

Total Hours 60

** 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.
ENGLISH 4785/5785 (620:177g)  Applied Writing: Projects, Grants and Careers 3
or ENGLISH 4770/5770 (620:104g)  Applied Writing: Proposals and Grants 3

ENGLISH 4025/5025 (620:163g)  Theory and Practice of Writing 3
or ENGLISH 4040/5040 (620:164g)  Digital Writing: Theory and Practice 3

Select 2 from the following courses (6 units total)

ENGLISH 4672/5672 (620:170g)  Electronic Literature *
ENGLISH 4160/5160  Issues in Digital Humanities
ENGLISH 4765/5765 (620:102g)  Applied Writing: Workplace Communication
ENGLISH 4775/5775 (620:105g)  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)  Graphic Communications Technical Visualization * 3
  or TECH 4161 (330:161g)  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.

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 3

Total Hours 15

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
- 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:**
- COMM 4211/5211 (48C:123g) Rhetoric and Civic Culture 3
- COMM 4216/5216 (48C:160g) Political Communication 3
  or POL AMER 4160/Political Communication
- COMM 4444/5444 (48C:155g) Communication, Community, and Change 3

**Political Science:**
- POL AMER 1014 (942:014) Introduction to American Politics * 3
- POL AMER 3112 (942:112) Campaigns and Elections 3
- POL AMER 3150 (942:150) Public Opinion and Voting Behavior 3

**Methodology:**
Select one of the following from Communication and Media/Political Science: 3
- COMM COR 2020 (48C:080) Communication Research Methods *
- COMM 4023/5023 (48C:189g) Rhetorical Research Methods *
- POL GEN 2010 (940:010) Analyzing Politics

**Internship in Communication and Media/Political Science:**
- COMM 3900/5900 (48C:197g) Internship in Communication 3
- POL GEN 3181 (940:181) 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 (48C:074) Argumentation and Debate *
- COMM 3055 (48C:132) Organizational Communication *
- COMM 4217/5217 (48C:176g) Freedom of Speech
- COMM 4218 (48C:178) Persuasion
- COMM 4333/5333 (48C:148g) Communication and Conflict Management *
- COMM 4344/5344 (48C:151g) Intercultural Communication
- COMM 4446/5446 (48C:113g) Social Protest: Performance and Rhetoric
- COMM 4544/5544 (48C:120g) Digital Culture and Communication
- COMM DM 1611 Digital Media Literacies

**Political Science:**
- POL AMER 2131 (942:131) American State Politics
- POL AMER 3132 (942:132) Community Politics
- POL AMER 3134 (942:134) Congress: The First Branch *
- POL AMER 3144 (942:144) Civil Rights and Liberties
- POL AMER 3151 (942:151) Modern Presidency *
- POL AMER 3166 (942:166) Political Parties and Interest Groups *
- POL AMER 4143/5143 Citizen Participation and Civic Engagement
- POL AMER 4177/5177 Political Psychology (942:177g)
- POL INTL 3126 (943:126) Human Rights
- POL INTL 3143 (943:143) 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 (942:014) satisfies Category 5B of the Liberal Arts Core.
  - COMM COR 2020 (48C:080), COMM 2257 (48C:074), and COMM 3055 (48C:132) have prerequisite of COMM 1000 (48C:001). COMM 1000 (48C:001) satisfies Category 1B of the Liberal Arts Core.
  - POL GEN 3181 (940:181) has prerequisites of POL GEN 2010 (940:010); 15 hours of Political Science, Political Communication, or Public Administration major.
  - COMM 4023/5023 (48C:189g) has prerequisite of COMM COR 2020 (48C:080) but will be waived for Political Communication majors.
  - COMM 4333/5333 (48C:148g) has a prerequisite of COMM 2344 (48C:004).
  - COMM DM 4612/5612 has prerequisite of COMM COR 2020 or consent of instructor.
  - COMM DM 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

**Communication or English:**
- COMM 2555 (48C:025) Interactive Digital Communication 3 or ENGLISH 2770 Introduction to Professional Writing (620:077)

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

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

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

**Total Hours** 21

** EMPHASSES 
1. Applied Writing Skills**

Select one course from the following: 3

**ENGLISH:**
- ENGLISH 4765/5765 Applied Writing: Workplace Communication (620:102g) 3
- ENGLISH 4770/5770 Applied Writing: Proposals and Grants (620:104g) 3
- ENGLISH 4775/5775 Applied Writing: Specialized Documents (620:105g) 3

**2. Communication Skills**

Select one course from the following: 3

**Communication and Media:**
- COMM 1205 (48C:031) Group Communication Skills 3
- COMM 4333/5333 (48C:148g) Communication and Conflict Management 3
- COMM 4355 (48C:141g) Listening 3
- COMM PR 1811 (48P:005) Principles of Public Relations 3

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

Select one of the following: 3

**Communication and Media:**

**Communication Studies Minor (Liberal Arts)**

**Required**

**Communication:**
- COMM 1000 (48C:001) Oral Communication 3
- COMM 2256 (48C:011) Performing Texts ** 3
- COMM 2344 (48C:004) Interpersonal Communication ** 3
- COMM 2555 (48C:025) Interactive Digital Communication 3
- COMM COR 2020 (48C:080) Communication Research Methods 3

Select one of the following: 3

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

**Electives in COMM courses:** 6

**Total Hours** 24

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

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

Available to all UNI majors.
Department of Communication and Media

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

**Total Hours** 24

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

Communication/Digital 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:
- 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 4621/56:Digital Media Analysis *
  - COMM DM 4641/56: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 * (620:182g)

Communication/Digital Journalism Minor (Liberal Arts)

**Required**
- Communication:
- 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
- COMM DM 3658 Digital Journalism: (Topic)
- COMM DM 4611/56 History of U.S. Media
- COMM DM 4630/56 Journalism, Law, and Ethics
- COMM DM 4644/56:Global Media
- COMM DM 4650/56:Advanced Reporting
- COMM DM 4655 Photojournalism
- COMM DM 4656/56:Feature Writing

**Total Hours** 18
ENGLISH 4660/5660 Film History *  
(620:142g)

Total Hours 16

* These courses have the following prerequisites: 
COMM 1650 and COMM 1651 are corequisites 
COMM 2651 has COMM 1651 and COMM 1652 as prerequisites 
COMM 2652 has COMM 1651 or consent of instructor as prerequisites 
COMM 4621/5621 and COMM 4641/5641 have COMM 4660/5660 (48C:080) as a prerequisite 
ENGLISH 4660/5660 (620:142g) and ENGLISH 4664/5664 (620:034) or COMM 1651 or ENGLISH 2650 (620:035) as prerequisites

Communication/Public Relations Minor

Required

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

Public Relations:
COMM PR 1811  Principles of Public Relations * 3
(48P:005)
COMM PR 3855  Public Relations Writing 3
(48P:173)
COMM PR 4811/5811  Public Relations: Cases and Studies 3
(48P:188g)
COMM PR 4855/5855  Public Relations Campaign Methods 3
(48P:182g)
COMM PR 4856/5856  Public Relations Special Events Planning 3
 or COMM PR 4858/5Sports Public Relations

Electives

Select one from the following: 3

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

Digital Journalism:
COMM DM 1620  Fundamentals of Journalism 3
COMM DM 4630/56:Journalism, Law, and Ethics

Public Relations:
COMM PR 3844/584/Public Relations: Integrated Communications 3
(48P:184g)
COMM PR 4822/582Global Public Relations 3
(48P:170g)
COMM PR 4857/585Crisis Communication 3

Total Hours 24

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.

Required

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

COMM 3557  Advanced Digital Visualization: (Topic) 3
COMM 4556/5556  Interactive Digital Visualization 3
COMM DM 1611  Digital Media Literacies 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 (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 3
(810:112g)

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:**

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

**Total Hours:** 15

### 4. Digital Writing (15 hours)

**English:**

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>ENGLISH 2770</td>
<td>Introduction to Professional Writing</td>
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<tr>
<td>ENGLISH 4025/5025</td>
<td>Theory and Practice of Writing</td>
<td>3</td>
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<tr>
<td>or ENGLISH 4040/5040</td>
<td>Digital Writing: Theory and Practice</td>
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<tr>
<td>ENGLISH 4785/5785</td>
<td>Applied Writing: Projects, Grants and Careers</td>
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<tr>
<td>or ENGLISH 4770/5770</td>
<td>Applied Writing: Proposals and Grants</td>
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Select 2 from the following courses (6 units total)

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<td>Electronic Literature</td>
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<tr>
<td>ENGLISH 4765/5765</td>
<td>Applied Writing: Workplace Communication</td>
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<tr>
<td>ENGLISH 4775/5775</td>
<td>Applied Writing: Specialized Documents</td>
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<tr>
<td>ENGLISH 4160/5160</td>
<td>Issues in Digital Humanities</td>
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</table>

**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):**

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<tr>
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<th>Course Title</th>
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<tbody>
<tr>
<td>MUS THEO 1300</td>
<td>Topics in Music Composition (Electronic Composition section)</td>
<td>2</td>
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<tr>
<td>MUS THEO 3220/5220</td>
<td>Music and Technology</td>
<td>4</td>
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<tr>
<td>MUS THEO 3230/5230</td>
<td>Music Technology, Advanced</td>
<td>4</td>
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**Music Theory (select two of the following):**

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<td>MUS THEO 1100</td>
<td>Introduction to Music Theory</td>
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<tr>
<td>MUS THEO 1110</td>
<td>Theory I</td>
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<td>MUS THEO 1120</td>
<td>Theory II</td>
<td>4</td>
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**Music elective**

Theory class placement is determined by a diagnostic examination.

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

**Total Hours:** 15

### 6. Digital Imaging (15 hours)

**Graphic Technologies:**

<table>
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<tbody>
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<td>TECH 1055</td>
<td>Graphic Communications Foundations</td>
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<tr>
<td>TECH 2070</td>
<td>Digital Pre-Media</td>
<td>3</td>
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<td>TECH 3169</td>
<td>Digital Imaging</td>
<td>3</td>
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<tr>
<td>TECH 4158/5158</td>
<td>Graphic Communications Technical Visualization</td>
<td>3</td>
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<tr>
<td>or TECH 4161</td>
<td>Digital Graphic Communications</td>
<td>3</td>
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<tr>
<td>TECH 4184/5184</td>
<td>Digital Imaging II</td>
<td>3</td>
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**Total Hours:** 15

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

### 7. Digital Advertising (15 hours)

**Economics:**

<table>
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<td>ECON 1031</td>
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<td>or ECON 1041</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
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**Marketing:**

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<td>MKTG 3143</td>
<td>Advertising and Promotion</td>
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<td>MKTG 3146</td>
<td>Digital Advertising</td>
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<tr>
<td>or MKTG 4150</td>
<td>Advertising Campaign Development</td>
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<td>MKTG 3148</td>
<td>Digital Customer Experience</td>
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<tr>
<td>or MKTG 3583/5583</td>
<td>Entrepreneurship</td>
<td>3</td>
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**Total Hours:** 15

### 8. Digital History (15 hours)

**Communication:**

<table>
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<th>Course Title</th>
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<tbody>
<tr>
<td>COMM 4412/5412</td>
<td>Performing History</td>
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<td>COMM 4556/5556</td>
<td>Interactive Digital Visualization</td>
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**History:**

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<th>Course Title</th>
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<tr>
<td>HIST 1010</td>
<td>Introduction to the Study of History</td>
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<td>HIST 4010/5010</td>
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<td>HIST 4020/5020</td>
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**Total Hours:** 15

### 9. Web Development (15 hours)

**Total Hours:** 15
Communication:

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<tr>
<td>COMM 3557</td>
<td>Advanced Digital Visualization:</td>
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<tr>
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<td>CS 2100</td>
<td>Web Development: Server-</td>
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<td>CS 3120/5120</td>
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Marketing:

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<td>MKTG 3148</td>
<td>Digital Customer Experience *</td>
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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:

- No more than 6 hours of independent work: readings, projects, or specialized individual instruction.
- No more than 3 hours of workshop credit.

Communication Education Emphasis

Non-thesis Option

<table>
<thead>
<tr>
<th>Required Core</th>
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<tr>
<td>COMMGRAD 6001</td>
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<td>COMMGRAD 6011</td>
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<td>(48C:224)</td>
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<td>COMMGRAD 6022</td>
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<td>(48C:236)</td>
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<td>COMM 4134/5134</td>
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<td>COMM 4411</td>
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<td>COMM 4544/5544</td>
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<td>COMMGRAD 6042</td>
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Thesis Option

Required Core:

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<tbody>
<tr>
<td>COMMGRAD 6001</td>
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<tr>
<td>(48C:201,48E:201,48P:2 and Research</td>
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Department of Communication and Media

COMMGRAD 6011 (48C:224) Communication Theory 3
COMMGRAD 6022 (48C:236) Communication Research Methodology 3
COMMGRAD 6045 (48C:282) Seminar in Communication Education 3
COMMGRAD 6299 (48C:299,48E:299,48P:2) Research 6

Electives (select 12 hours from the following): 12
POSTSEC 6256 (170:256) The Two-Year College
COMM 4111/5111 (48C:131) Group Communication Theory and Analysis
COMM 4134/5134 (48C:134) Organizational Cultures and Communication
COMM 4211/5211 (48C:123) Rhetoric and Civic Culture
COMM 4311 (48C:121) Nonverbal Communication
COMM 4322/5322 (48C:144) Advanced Interpersonal Communication
COMM 4333/5333 (48C:148) Communication and Conflict Management
COMM 4344/5344 (48C:151) Intercultural Communication
COMM 4346/5346 (48C:153) Gender Issues in Communication
COMM 4347/5347 (48C:142) Family Communication
COMM 4355 (48C:141) Listening
COMM 4411 (48C:122) Language and Communication
COMM 4544/5544 (48C:120) Digital Culture and Communication
COMMGRAD 6014 (48C:251) Critical and Cultural Studies in Communication
COMMGRAD 6041 (48C:232) Seminar in Organizational Communication
COMMGRAD 6042 (48C:222) Seminar in Communication
COMMGRAD 6044 (48C:212) Seminar in Performance Studies

Total Hours 30

General Communication Emphasis

Non-thesis Option

Required Core:
COMMGRAD 6001 (48C:201,48E:201,48P:2) Introduction to Graduate Study 3
COMMGRAD 6011 (48C:224) Communication Theory 3
COMMGRAD 6022 (48C:236) Communication Research Methodology 3

Select one of the following 200/6000-level seminars: 3
COMMGRAD 6027 Seminar in Public Relations (48P:282)
COMMGRAD 6041 Seminar in Organizational Communication (48C:232)
COMMGRAD 6042 Seminar in Communication (48C:222)
COMMGRAD 6044 Seminar in Performance Studies (48C:212)
COMMGRAD 6045 Seminar in Communication Education (48C:282)
COMMGRAD 6046 Seminar in Mass Communication (48E:222)

Electives (select 21 hours from the following): 21
COMMGRAD 6014 Critical and Cultural Studies in Communication (48C:251)
COMMGRAD 6016 Mass Communication Theory (48E:224)
COMMGRAD 6022 Communication Research Methodology (additional section/s of this besides what is required) (48C:236)
COMMGRAD 6027 Seminar in Public Relations (48P:282)
COMMGRAD 6041 Seminar in Organizational Communication (48C:232)
COMMGRAD 6042 Seminar in Communication (48C:222)
COMMGRAD 6044 Seminar in Performance Studies (48C:212)
COMMGRAD 6045 Seminar in Communication Education (48C:282)
COMMGRAD 6046 Seminar in Mass Communication (48E:222)

Other 200/6000-level or 100g/5000-level (approved through MyUniverse student request)

Total Hours 33

Thesis Option

Required Core 18
COMMGRAD 6001 Introduction to Graduate Study (48C:201,48E:201,48P:2) and Research 3
COMMGRAD 6011 Communication Theory (48C:224) or COMMGRAD 6016 Mass Communication Theory (48E:224)
COMMGRAD 6022 Communication Research Methodology (48C:236)
COMMGRAD 6299 Research (6 hrs.) (48C:299,48E:299,48P:299)

Select one of the following 200/6000-level seminars:
COMMGRAD 6027 Seminar in Public Relations (48P:282)
COMMGRAD 6042 Seminar in Communication (48C:222)
### Department of Communication and Media

#### Mass Communication Emphasis

##### Non-thesis Option

<table>
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<tr>
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<th>Course Title</th>
<th>Credits</th>
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<td>COMMGRAD 6016</td>
<td>Mass Communication Theory</td>
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<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
<td>3</td>
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<td>COMMGRAD 6046</td>
<td>Seminar in Mass Communication</td>
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**Electives (select 21 hours from the following):**

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<td>COMMGRAD 6014</td>
<td>Critical and Cultural Studies in Communication</td>
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<td>COMMGRAD 6042</td>
<td>Seminar in Communication</td>
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<tr>
<td>COMM DM 4612/56</td>
<td>Digital Media: Processes and Effects</td>
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<td>COMM DM 4621/56</td>
<td>Digital Media Analysis</td>
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<td>COMM DM 4622/56</td>
<td>Digital Media Audiences</td>
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**Total Hours**

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

#### Thesis Option

##### Required Core

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<td>(48C:201,48E:201,48P:2and Research)</td>
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<td>COMMGRAD 6016</td>
<td>Mass Communication Theory</td>
<td>3</td>
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<td>Communication Research Methodology</td>
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<td>3</td>
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<tr>
<td>COMMGRAD 6299</td>
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**Select 12 hours of electives from the following:**

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<td>3</td>
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<td>COMMGRAD 6027</td>
<td>Seminar in Public Relations</td>
<td>3</td>
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<td>COMMGRAD 6042</td>
<td>Seminar in Communication</td>
<td>3</td>
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<tr>
<td>(48C:222)</td>
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<tr>
<td>COMM DM 4612/56</td>
<td>Digital Media: Processes and Effects</td>
<td>3</td>
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<td>COMM DM 4621/56</td>
<td>Digital Media Analysis</td>
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<tr>
<td>COMM DM 4622/56</td>
<td>Digital Media Audiences</td>
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</table>

**Total Hours**

* First seminar course/topic counts toward core requirement, additional course(s)/topic(s) count as electives.
Department of Communication and Media

COMM DM 4631/5631 - Digital Media Law
COMM DM 4641/5641 - Critical Studies in Digital Media: (Topic)
COMM DM 4642/5642 - Digital Technologies (Topic)
COMM DM 4654/5654 - Digital Media Management

COMMGRAD 6046 - 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 PR 3844/5844 - Seminar in Mass Communication (first course/topic counts toward core requirement, additional course(s)/topic(s) count as electives)
COMMGRAD 6046 - Seminar in Mass Communication

Total Hours 30

* 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.

Organizational Communication Emphasis
Non-thesis Option

Required Core
COMMGRAD 6001 - Introduction to Graduate Study (48C:201,48E:201,48P:2and Research)
COMMGRAD 6011 - Communication Theory (48C:224)
COMMGRAD 6022 - Communication Research Methodology (48C:236)
COMMGRAD 6041 - Seminar in Organizational Communication (48C:232)
COMMGRAD 6045 - Seminar in Communication Education (48C:282)

Department Electives (select 15 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)
COMMGRAD 6014 - Critical and Cultural Studies in Communication (48C:251)
COMMGRAD 6027 - Seminar in Public Relations (48P:282)
COMMGRAD 6041 - Seminar in Organizational Communication (first and second courses/topics counts toward core requirement; additional course(s)/topic(s) count as electives)
COMMGRAD 6042 - Seminar in Communication
COMMGRAD 6044 - Seminar in Performance Studies (48C:212)
COMMGRAD 6045 - Seminar in Communication Education (first course/topic counts toward core requirement; additional course(s)/topic(s) count as electives)
COMMGRAD 6046 - Seminar in Mass Communication (48E:222)

Total Hours 33

Thesis Option

Required Core
COMMGRAD 6001 - Introduction to Graduate Study (48C:201,48E:201,48P:2and Research)
COMMGRAD 6011 - Communication Theory (48C:224)
COMMGRAD 6022 - Communication Research Methodology (48C:236)
COMMGRAD 6041 - Seminar in Organizational Communication (48C:232)
COMMGRAD 6045 - Seminar in Communication Education (48C:282)
COMMGRAD 6299 - Research (48C:299,48E:299,48P:299)

Electives (select 6 hours from the following): *
COMM 4116/5116 - Health Communication (48C:138g)
COMM 4134/5134 - Organizational Cultures and Communication (48C:134g)
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<td>Communication and Conflict Management</td>
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<td>COMM 4344/5344</td>
<td>Intercultural Communication</td>
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<td>COMM 4346/5346</td>
<td>Gender Issues in Communication</td>
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<td>COMM 4412/5412</td>
<td>Performing History</td>
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<td>COMM 4444/5444</td>
<td>Communication, Community, and Change</td>
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<td>COMM 4446/5446</td>
<td>Social Protest: Performance and Rhetoric</td>
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<td>COMM 4447/5447</td>
<td>Performance and Social Change</td>
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<td>Cultural Performance</td>
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<td>COMM 4544/5544</td>
<td>Digital Culture and Communication</td>
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<td>Seminar in Communication Education (first course/ topic counts toward core requirement; additional course(s)/topic(s) count as electives)</td>
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<td>COMM 6046</td>
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**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**

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<td>COMMGRAD 6011</td>
<td>Communication Theory</td>
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<td>or COMMGRAD 6011</td>
<td>Mass Communication Theory</td>
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<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
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<td>COMMGRAD 6044</td>
<td>Seminar in Performance Studies</td>
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**Electives (select 21 hours from the following):**

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<tr>
<td>COMM 4344/5344</td>
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**Total Hours**: 33

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

#### Thesis Option:

**Required Core**

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<tr>
<td>COMMGRAD 6001</td>
<td>Introduction to Graduate Study and Research</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6011</td>
<td>Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>or COMMGRAD 6011</td>
<td>Mass Communication Theory</td>
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<tr>
<td>COMMGRAD 6022</td>
<td>Communication Research Methodology</td>
<td>3</td>
</tr>
<tr>
<td>COMMGRAD 6044</td>
<td>Seminar in Performance Studies</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Hours**: 17
# COMMGRAD 6299
Research (6 hrs.)

<table>
<thead>
<tr>
<th>Electives (select 12 hours from the following):</th>
<th>12</th>
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<tbody>
<tr>
<td>COMM 4344/5344 Intercultural Communication</td>
<td></td>
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<tr>
<td>COMM 4346/5346 Gender Issues in Communication</td>
<td></td>
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<tr>
<td>COMM 4412/5412 Performing History</td>
<td></td>
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<tr>
<td>COMM 4444/5444 Communication, Community, and Change</td>
<td></td>
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<tr>
<td>COMM 4446/5446 Social Protest: Performance and Rhetoric</td>
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<tr>
<td>COMM 4447/5447 Performance and Social Change</td>
<td></td>
</tr>
<tr>
<td>COMM 4448/5448 Cultural Performance</td>
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<tr>
<td>COMM 4490/5490 Interpreters Theatre Production</td>
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<tr>
<td>COMM 4544/5544 Digital Culture and Communication</td>
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<tr>
<td>COMM 4909/5490 Readings in Performance Studies</td>
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<tr>
<td>COMMGRAD 6014 Critical and Cultural Studies in Communication</td>
<td></td>
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<tr>
<td>COMMGRAD 6022 Communication Research Methodology</td>
<td></td>
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<tr>
<td>COMMGRAD 6027 Seminar in Public Relations</td>
<td></td>
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<tr>
<td>COMM PR 3844/5844 Public Relations: Integrated Communications</td>
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<table>
<thead>
<tr>
<th>Electives (select 18 hours from the following):</th>
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<tbody>
<tr>
<td>COMMGRAD 6014 Critical and Cultural Studies in Communication</td>
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<tr>
<td>COMMGRAD 6041 Seminar in Organizational Communication</td>
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<tr>
<td>COMMGRAD 6042 Seminar in Communication</td>
<td></td>
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<tr>
<td>COMMGRAD 6044 Seminar in Performance Studies</td>
<td></td>
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<tr>
<td>COMMGRAD 6045 Seminar in Communication Education</td>
<td></td>
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<tr>
<td>COMMGRAD 6046 Seminar in Mass Communication</td>
<td></td>
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<tr>
<td>COMMGRAD 6285 (Readings)</td>
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<tr>
<td>COMMGRAD 6286 (Studies in)</td>
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<tr>
<td>COMM 3000/5000 Selected Topics in Communication</td>
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<tr>
<td>COMM DM 4611/56 History of U.S. Media</td>
<td></td>
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<tr>
<td>COMM DM 4650/56 Advanced Reporting</td>
<td></td>
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<tr>
<td>COMM DM 4630/56 Journalism, Law, and Ethics</td>
<td></td>
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<tr>
<td>COMM DM 4644/56 Global Media</td>
<td></td>
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<tr>
<td>COMM DM 4656/56 Feature Writing</td>
<td></td>
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<tr>
<td>COMM PR 4811/581 Public Relations: Cases and Studies</td>
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<tr>
<td>COMM PR 4822/582 Global Public Relations</td>
<td></td>
</tr>
<tr>
<td>COMM PR 4855/585 Public Relations Campaign</td>
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</tbody>
</table>

Total Hours: 30

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

## Public Relations Emphasis

### Non-thesis Option

<table>
<thead>
<tr>
<th>Required Core</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>COMMGRAD 6001 Introduction to Graduate Study</td>
<td>3</td>
</tr>
</tbody>
</table>

**Required Core**

| COMMGRAD 6001 Introduction to Graduate Study | 3 |
| COMMGRAD 6011 Communication Theory          | 3 |

or COMMGRAD 601 Mass Communication Theory (48E:224)

| COMMGRAD 6022 Communication Research Methodology | 3 |
| COMMGRAD 6027 Seminar in Public Relations       | 3 |
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))
(48E:222)
COMMGRAD 6285 (Readings)
COMMGRAD 6286 (Studies in)
COMM DM 4611/5611: History of U.S. Media
COMM DM 4650/5650: Advanced Reporting
COMM DM 4630/5630: Journalism, Law, and Ethics
COMM DM 4644/5644: Global Media
COMM DM 4656/5656: Feature Writing
COMM PR 4811/5811: Public Relations: Cases and Studies
(48P:188g)
COMM PR 4822/5822: Global Public Relations
(48P:170g)
COMM PR 4855/5855: Public Relations Campaign Methods
(48P:182g)
Total Hours  30

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

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.

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.

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.

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

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

SLO6: Present messages using an effective style.

Communication: Digital Media-Production, B.A.

Goal #1: Apply learning.

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

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

Goal #2: Think critically.

SLO3: Evaluate issues using a communication perspective.

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.
Department of Communication and Media

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

SLO6: Present messages using an effective style.

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

Goal #1: Think Critically

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

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

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

Goal #2: Apply Learning

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

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

Goal #3: Communicate competently

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

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

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

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

Goal #1: Think Critically

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

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

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

Goal #2: Apply Learning

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

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

Goal #3: Communicate competently

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

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

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

**Communication-Theatre-Teaching, B.A.**

Goal #1: Apply learning.

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

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

Goal #2: Think critically.

SLO3: Evaluate issues using a communication perspective.

Goal #3: Communicate competently.

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

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

SLO6: Present messages using an effective style.

**Interactive Digital Studies, B.A.**

GOAL #1: Apply “Digility”

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

SLO2: Demonstrate ability to code a website and/or work within a content management system
GOAL #2 Apply Design Theory

SLO3: Demonstrate the ability to articulate web design principles

GOAL #3 Demonstrate Digital Citizenship

SLO3: Demonstrate knowledge of usability testing and accessibility.

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

GOAL #4: Exhibit teamwork and professionalism

SLO5: Exhibit 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