The Bachelor of Arts degree with a major in communication is designed to prepare graduates for a variety of careers in the field of communication. Students will have a solid grounding in the discipline and the opportunities to choose a concentration in social and emerging media, business and corporate communication, or film production through the Georgia Film Academy. The program will emphasize media literacy, information technology literacy, critical thinking, research, and strong writing and oral communication skills to meet workforce needs as well as prepare students for further study. Students will be required to earn a grade of C or better in COMM 1110 and all 2000- and upper-level communication courses.

**Area A: Essential Skills**
ENGL 1101 English Composition I 3
ENGL 1102 English Composition II 3
MATH 1101 Intro to Mathematical Modeling 3
or MATH 1111 College Algebra

**Area B: Institutional Options**
COMM 1110 Fundamentals of Speech 3
Select one of the following electives: 1
- COMM 1120 Argumentation and Advocacy
- ENGL 1105 Intro to Greek Mythology
- ENGL 1110 Creative Writing
- GEOL 1000 Natural Hazards
- HIST 1050 Appalachian Hist-Special Topic
- HIST 1051 Sports Hist & Amer Character
- HLTH 1030 Health and Wellness Concepts
- HUMN 1000 Mystery Fiction in Pop Culture
- HUMN 1100 Political and Social Rhetoric
- HUMN 1300 Christian Fiction/Pop Culture
- SOCI 1000 Race and Ethnicity in America
- PRSP Elective (See advisor)

**Area C: Humanities/Fine Arts** *
Choose one to two ENGL course(s): 3-6
- ENGL 2000 Topics in Literature & Culture
- ENGL 2111 World Literature I
- ENGL 2112 World Literature II
- ENGL 2120 British Literature I
- ENGL 2121 British Literature II
- ENGL 2130 American Literature I
- ENGL 2131 American Literature II
- ENGL 2201 Intro to Film as Literature

If only one ENGL course chosen, add one of the following: 0-3
- ARTS 1100 Art Appreciation
- HUMN 1201 Expressions of Culture I
- HUMN 1202 Expressions of Culture II
- MUSC 1100 Music Appreciation
- MUSC 1110 World Music
- MUSC 1120 American Music
- THEA 1100 Theatre Appreciation

**Area D: Science/Mathematics/Technology** **
Eight Credit Hours of Lab Science Electives: 8
- ASTR 1010 Astronomy of the Solar System
- ASTR 1010L Astronomy of the Solar System Lab
- ASTR 1020 Stellar and Galactic Astronomy
- ASTR 1020L Stellar and Galactic Astronomy Lab
- BIOL 1105K Environmental Studies
- BIOL 1107K Principles of Biology I
- BIOL 1108K Principles of Biology II
- BIOL 1203K Principles of Botany
- BIOL 1224K Entomology
- CHEM 1151K Survey of Chemistry
- CHEM 121K Principles of Chemistry I
- CHEM 1212K Principles of Chemistry II
- GEOL 1121K Principles of Geology
- GEOL 1122K Historical Geology
- GEOL 1131K Geology & the Environment
- PHYS 1111K Introductory Physics I
- PHYS 1112K Introductory Physics II
- PHYS 2211K Principles of Physics I
- PHYS 2212K Principles of Physics II

Select one of the following electives: 3-4
- ASTR 1010 Astronomy of the Solar System
- ASTR 1020 Stellar and Galactic Astronomy
- BIOL 1105K Environmental Studies
- BIOL 1107K Principles of Biology I
- BIOL 1108K Principles of Biology II
- BIOL 1203K Principles of Botany
- BIOL 1224K Entomology
- CHEM 1151K Survey of Chemistry
- CHEM 121K Principles of Chemistry I
- CHEM 1212K Principles of Chemistry II
- CMPS 1130 Computer Concepts/Programming
- CMPS 1301 Principles of Programming I
- CMPS 1302 Principles of Programming II
- GEOL 1121K Principles of Geology
- GEOL 1122K Historical Geology
- GEOL 1131K Geology & the Environment
- MATH 1113 Precalculus Mathematics
- MATH 1401 Elementary Statistics
- MATH 2181 Applied Calculus
- MATH 2253 Calculus and Analytic Geom I
- MATH 2254 Calculus and Analytic Geom II
- PHYS 1111K Introductory Physics I
- PHYS 1112K Introductory Physics II
- PHYS 2211K Principles of Physics I
- PHYS 2212K Principles of Physics II

**Area E: Social Sciences**
- HIST 2111 United States History to 1877 3
- or HIST 2112 United States Hist since 1877 3
- POLS 1101 American Government 3
- PSYC 1101 Introduction to Psychology 3
Communication

Select one of the following electives: 3

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTH 1103</td>
<td>Intro to Cultural Anthropology</td>
</tr>
<tr>
<td>ECON 2105</td>
<td>Principles of Macroeconomics</td>
</tr>
<tr>
<td>ECON 2106</td>
<td>Principles of Microeconomics</td>
</tr>
<tr>
<td>GEOG 1100</td>
<td>Introduction to Geography</td>
</tr>
<tr>
<td>GEOG 1101</td>
<td>Intro to Human Geography</td>
</tr>
<tr>
<td>GEOG 1111</td>
<td>Intro to Physical Geography</td>
</tr>
<tr>
<td>HIST 1111</td>
<td>World Civilization to 1500 CE</td>
</tr>
<tr>
<td>HIST 1112</td>
<td>World Civilization since 1500</td>
</tr>
<tr>
<td>HIST 2111</td>
<td>United States History to 1877</td>
</tr>
<tr>
<td>HIST 2112</td>
<td>United States Hist since 1877</td>
</tr>
<tr>
<td>PHIL 1103</td>
<td>Intro to World Religions</td>
</tr>
<tr>
<td>PHIL 2010</td>
<td>Logic and Critical Thinking</td>
</tr>
<tr>
<td>POLS 2101</td>
<td>Intro to Political Science</td>
</tr>
<tr>
<td>POLS 2201</td>
<td>State and Local Government</td>
</tr>
<tr>
<td>POLS 2301</td>
<td>Comparative Politics</td>
</tr>
<tr>
<td>POLS 2401</td>
<td>International Relations</td>
</tr>
<tr>
<td>PSYC 2101</td>
<td>Psychology of Adjustment</td>
</tr>
<tr>
<td>PSYC 2103</td>
<td>Human Development</td>
</tr>
<tr>
<td>SOCI 1101</td>
<td>Introduction to Sociology</td>
</tr>
<tr>
<td>SOCI 1160</td>
<td>Social Problems</td>
</tr>
</tbody>
</table>

Area F: Major Related (Grades of C or better required.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1100</td>
<td>Human Communications</td>
</tr>
<tr>
<td>COMM 2000</td>
<td>Intro to Mass Communication</td>
</tr>
<tr>
<td>COMM 2110</td>
<td>Interpersonal Communication</td>
</tr>
</tbody>
</table>

Choose one Foreign Language Sequence: 6

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREN 1001</td>
<td>Elementary French I</td>
</tr>
<tr>
<td>FREN 1002</td>
<td>Elementary French II</td>
</tr>
<tr>
<td>FREN 2001</td>
<td>Intermediate French I</td>
</tr>
<tr>
<td>FREN 2002</td>
<td>Intermediate French II</td>
</tr>
</tbody>
</table>

or

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRMN 1001</td>
<td>Elementary German I</td>
</tr>
<tr>
<td>GRMN 1002</td>
<td>Elementary German II</td>
</tr>
</tbody>
</table>

or

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPAN 1001</td>
<td>Elementary Spanish I</td>
</tr>
<tr>
<td>SPAN 1002</td>
<td>Elementary Spanish II</td>
</tr>
<tr>
<td>SPAN 1003</td>
<td>Accelerated Elementary Spanish</td>
</tr>
<tr>
<td>SPAN 2001</td>
<td>Intermediate Spanish I</td>
</tr>
<tr>
<td>SPAN 2002</td>
<td>Intermediate Spanish II</td>
</tr>
</tbody>
</table>

Choose one of the following electives: 3

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 2110</td>
<td>Linguistics</td>
</tr>
<tr>
<td>ENGL 2111</td>
<td>World Literature I</td>
</tr>
<tr>
<td>ENGL 2112</td>
<td>World Literature II</td>
</tr>
<tr>
<td>ENGL 2120</td>
<td>British Literature I</td>
</tr>
<tr>
<td>ENGL 2121</td>
<td>British Literature II</td>
</tr>
<tr>
<td>ENGL 2130</td>
<td>American Literature I</td>
</tr>
<tr>
<td>ENGL 2131</td>
<td>American Literature II</td>
</tr>
<tr>
<td>ENGL 2201</td>
<td>Intro to Film as Literature</td>
</tr>
<tr>
<td>HUMN 1201</td>
<td>Expressions of Culture I</td>
</tr>
<tr>
<td>HUMN 1202</td>
<td>Expressions of Culture II</td>
</tr>
<tr>
<td>MUSC 1100</td>
<td>Music Appreciation</td>
</tr>
</tbody>
</table>

THEA 1100 Theatre Appreciation
THEA 2000 Practicum in Theatre (must be taken three times to receive credit here)
THEA 2100 Play Development
THEA 2300 Children's Theatre

Upper-Division Communication Core:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3100</td>
<td>Intro to Communication Theory</td>
</tr>
<tr>
<td>COMM 3301</td>
<td>Communication for Prof Setting</td>
</tr>
<tr>
<td>COMM 3310</td>
<td>Communication Research Methods</td>
</tr>
<tr>
<td>COMM 3400</td>
<td>Organizational Communication</td>
</tr>
<tr>
<td>COMM 4001</td>
<td>Applied Research Methods</td>
</tr>
<tr>
<td>COMM 4180</td>
<td>Media Effects</td>
</tr>
<tr>
<td>COMM 4400/ENGL 4410</td>
<td>Studies in Film</td>
</tr>
<tr>
<td>COMM 4425</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>COMM 4602</td>
<td>Mass Media and Society</td>
</tr>
<tr>
<td>COMM 4999</td>
<td>Senior Seminar in Communication</td>
</tr>
</tbody>
</table>

Choose one Concentration:

Generalist:

Upper-division communication courses 12-15
Minor from another department (must be declared) 15-18

Business and Corporate:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3000</td>
<td>Intro to Public Relations</td>
</tr>
<tr>
<td>COMM 4100</td>
<td>Integrated Marketing Comm</td>
</tr>
</tbody>
</table>

Business and Corporate Communication Electives: 9

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3001</td>
<td>Principles of Advertising</td>
</tr>
<tr>
<td>COMM 3101</td>
<td>Writing for Electronic Media</td>
</tr>
<tr>
<td>COMM 3220</td>
<td>Persuasive Communication</td>
</tr>
<tr>
<td>COMM 3425</td>
<td>Communication Small Grps/Teams</td>
</tr>
<tr>
<td>COMM 3350</td>
<td>Listening</td>
</tr>
<tr>
<td>COMM 3331</td>
<td>Nonverbal Communication</td>
</tr>
<tr>
<td>COMM 3405</td>
<td>Readings in Leadership &amp; Comm</td>
</tr>
<tr>
<td>COMM 3500</td>
<td>Humor Communication</td>
</tr>
<tr>
<td>COMM 3510</td>
<td>Political Communication</td>
</tr>
<tr>
<td>COMM 3700</td>
<td>Intro to Video Production</td>
</tr>
<tr>
<td>COMM 3705</td>
<td>Introduction to Screenwriting</td>
</tr>
<tr>
<td>COMM 3900</td>
<td>Special Topics Communication</td>
</tr>
<tr>
<td>COMM 4000</td>
<td>Communication Internship</td>
</tr>
<tr>
<td>COMM 4110</td>
<td>Interperson Comm/Conflict Mgmt</td>
</tr>
<tr>
<td>COMM 4380</td>
<td>Law &amp; Ethics in Communication</td>
</tr>
<tr>
<td>COMM 4711</td>
<td>Gender and Communication</td>
</tr>
</tbody>
</table>

Optional Minor or Upper-Level Electives 15

Digital/Social Media Concentration:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 4200</td>
<td>Social Media Communication</td>
</tr>
<tr>
<td>COMM 4300</td>
<td>Emerging Media</td>
</tr>
</tbody>
</table>

Digital/Social Media Communication Electives: 6-9

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3000</td>
<td>Intro to Public Relations</td>
</tr>
<tr>
<td>COMM 3001</td>
<td>Principles of Advertising</td>
</tr>
<tr>
<td>COMM 3101</td>
<td>Writing for Electronic Media</td>
</tr>
<tr>
<td>COMM 3220</td>
<td>Persuasive Communication</td>
</tr>
<tr>
<td>COMM 3332</td>
<td>New Communication Technology</td>
</tr>
<tr>
<td>COMM 3700</td>
<td>Intro to Video Production</td>
</tr>
<tr>
<td>COMM 3705</td>
<td>Introduction to Screenwriting</td>
</tr>
</tbody>
</table>
COMM 3900  Special Topics Communication
COMM 4000  Communication Internship
COMM 4100  Integrated Marketing Comm
COMM 4380  Law & Ethics in Communication

Optional Minor or Upper-Level Electives  15-18

Film Studies Concentration:

Film Studies Certification *  18
GFA 1000  Intr to On-Set Film Production
GFA 2000  GA Film & TV Prod Internship
GFA 2010  GFA Set Construction & Paint
GFA 2020  GFA Lighting & Electric
GFA 2030  Grip & Rigging
GFA 2040  Post ProdAvid Media Composer I
GFA 2060  GFA Production Accounting
GFA 3140  Prof Asst Sound Engr w/ Avid P
GFA 4040  Professional Editing-Post Prof

Upper-Level COMM Electives  12

Physical Education
PHED Activity Elective  1

Total Hours  121-122

* ENGL 2201 is strongly suggested in Area C or F.
** MATH 1401 is strongly suggested in Area D.
+ Students who desire to pursue the Georgia Film Academy concentration should speak with their advisor and the chair of the department to register for these courses, which are by chair approval.

Courses

COMM 1100. Human Communications. 3-0-3 Units.
Provides a broad approach to oral communication skills including intrapersonal, interpersonal, small group, and public speaking. Presents students with an introduction to communication as a field of academic study. In addition, students will be required to demonstrate proficiency in various communication techniques, including public speaking, group presentations, and critical listening skills. (F, S) Prerequisites: ENGL 0999 unless exempt.

COMM 1110. Fundamentals of Speech. 3-0-3 Units.
Presents the basic principles of effective oral communication. Emphasizes planning, researching, organizing, and presenting types of speeches used in business, educational, and political activities. Gives special attention to informative and persuasive extemporaneous speeches. (F, S, M) Pre- or co-requisite ENGL 0999, unless exempt.

COMM 1110H. Honors Fundamentals of Speech. 3-0-3 Units.

COMM 1120. Argumentation and Advocacy. 1-0-1 Unit.
Explores aspects of speech research and policy analysis. Students will research, develop, and persuasively argue selected topics. Additionally, the course will prepare students for competition in parliamentary and public debate. Issues to be discussed, analyzed, and debated include educational, political, and social events. (S, alternate years) Prerequisites: COMM 1110.

COMM 2000. Intro to Mass Communication. 3-0-3 Units.
Provides a historical and social overview of the mass media and their relationship to the mass communication process in a modern society. (F, S, M) Prerequisites: COMM 1110 and ENGL 1101 with grades of C or better.

COMM 2000H. Honors Mass Communication. 3-0-3 Units.

COMM 2110. Interpersonal Communication. 3-0-3 Units.
Focuses on the development of assertiveness, leadership, conflict resolution skills, critical thinking, and greater understanding of the complexities of the communication process. Practical and theoretical applications for all theories and concepts will be discussed. (F, S) Prerequisites: COMM 1110 with a grade of C or better, ENGL 1101.

COMM 3000. Intro to Public Relations. 3-0-3 Units.
An introduction to the history, role, and functions of public relations, including public relations theory, ethics, and industry and career issues. (F) Prerequisites: COMM 1110 with a C or better; and COMM 2000 or permission of instructor.

COMM 3001. Principles of Advertising. 3-0-3 Units.
Explores advertising and promotion as related to level of economic growth, cultural influences, and sociological environments. (S) Prerequisites: COMM 1110 with a C or better; COMM 2000 or permission of instructor.

COMM 3110. Writing for Electronic Media. 3-0-3 Units.
Non-fiction writing for television, radio, and the Internet focusing on issues such as public affairs, commercials, documentaries, and narrative pieces. (F) Prerequisite: COMM 1110 with a C or better; and COMM 2000 or instructor permission.

COMM 3200. Sports Communication. 3-0-3 Units.
Examines the role communication plays in sports and sports organizations, including marketing, sports journalism, and critical examinations of how controversial issues in sports are discussed and disseminated by the media. (Offered as needed) Prerequisites: COMM 1110 with a C or better; English 1102.

COMM 3200H. Sports Communication. 3-0-3 Units.

COMM 3201. Persuasive Communication. 3-0-3 Units.
Focuses on the development of critical evaluation, research, and persuasive speaking skills. Individual oral presentations, small group problem-solving discussions, and debating contexts will be considered. (S) Prerequisites: COMM 1110 with a C or better; ENGL 1102.
COMM 3301. Communication for Prof Setting. 3-0-3 Units.
Introduces baccalaureate students outside of the School of Business
to the purposes, modes, and desired outcomes of oral and written
communication in the business and professional workplace. Topics
will include internal and external correspondence such as letters, email,
reports, and newsletters; communication tasks involved in gaining
employment; understanding the contemporary workplace environment;
communicating in groups and teams; and public presentation for training
and sales. (FS, M online)
Prerequisites: ENGL 1102 with a grade of C or better; COMM 1110 with a
grade of C or better; successful completion of at least 30 credit hours.

COMM 3310. Communication Research Methods. 3-0-3 Units.
Examines research methods including survey, experimental,
observational, and content analysis methods as well as philosophy
of science, research design, measurement, sampling, data collection,
analysis, interpretation, and reporting. (S)
Prerequisites: COMM 1100, COMM 1110, COMM 2110 with a C or better;
COMM 2000; COMM 3100.

COMM 3330. Advanced Communication Skills. 3-0-3 Units.
(F through eMajor)
Prerequisites: COMM 1110 with a C or better.

COMM 3331. Nonverbal Communication. 3-0-3 Units.
A review of recent literature on nonverbal communication including such
topics as kinesics, proxemics, kinesthetic behavior, environment, physical
characteristics, and personal appearance. (When needed) Prerequisites:
COMM 1110 with a C or better; COMM 2110 or instructor permission

COMM 3332. New Communication Technology. 3-0-3 Units.
Relates the design, development, and the use of new communication
technologies to social, economic, and policy implications. (Offered as
needed) Prerequisite: COMM 1110 with a C or better; COMM 2000

COMM 3350. Listening. 3-0-3 Units.
This course teaches students to understand the complexity of listening
and the nature of listening in the human communication process. This
course will stress six skill areas: 1) hearing messages, 2) understanding
messages, 3) remembering messages, 4) interpreting messages, 5)
evaluating messages, and 6) responding to messages. (F, alternate years)
Prerequisite: COMM 1110 with a C or better; COMM 2110

COMM 3400. Organizational Communication. 3-0-3 Units.
Introduces students to the processes and principles that explain
the way organizations communicate both internally and externally.
Examines topics such as organizational cultures, conflict management,
initiating change, leadership, team building, globalization, technology,
and organizational diversity, etc. Exposes students to organizational
communication from a historical and theoretical perspective, as well as
an examination of current trends. (F)
Prerequisites: COMM 1110 with a C or better; ENGL 1102.

COMM 3405. Readings in Leadership & Commu. 3-0-3 Units.
Examines leadership theory in light of the communication discipline (in
reference to communication theory and practice) and offers opportunities
for students to understand leadership theory and to examine practices
of communication in leadership across multiple sectors of social,
educational, and political contexts. (F, alternate years) Prerequisites:
COMM 1110 and COMM 2000

COMM 3425. Communication Small Grps/Teams. 3-0-3 Units.
Examines the theories behind small group interaction with a view to
equipping students to perform leadership roles in small educational
discussion groups, work teams, parliamentary style meetings, and
decision-making groups. Emphasis will be placed on practical application,
listening skills, conflict resolution, arriving at consensus, creativity, and
critical thinking with many opportunities for leadership development. (F,
alternate years)
Prerequisites: COMM 1110 with a C or better; COMM 2000.

COMM 3500. Humor Communication. 3-0-3 Units.
Explores humor as a communication device in a variety of contexts
including, but not limited to, interpersonal communication, public
address, organizational communication, language health communication,
humor theory, intercultural communication, and humor in the media.
Focuses on theoretical moorings and application to real-world settings.
(S)
Prerequisites: COMM 1110 with a C or better; ENGL 1101.

COMM 3510. Political Communication. 3-0-3 Units.
This course will examine political campaigns, elections, and
American politics with regard to the use of communication. Strategic
communication and planning campaign strategies will also be covered.
(When needed)
Prerequisites: COMM 1110 with a C or better; COMM 2000; COMM 3100.

COMM 3700. Intro to Video Production. 3-0-3 Units.
Presents the basic skills in pre-production, video production, and post-
production. Specific skills will include storyboarding, lighting, audio
recording, cinematography, and non-linear audio and video production. (F)
Prerequisites: COMM 1100, COMM 2000, and COMM 2110.

COMM 3705. Introduction to Screenwriting. 3-0-3 Units.
Covers the most important aspects of the art and craft of writing for
the screen. Topics include techniques for generating ideas, the drafting
process, classical screenplay structure, conflict, characterization,
dialogue, writing visually, analyzing one's own work and the work of
others as a screenwriter, dealing with notes/feedback, scene structure,
revision, and other tools of the trade. (S, alternating years)
Prerequisites: ENGL 1102 with a C or better.

COMM 3801. Epublishing. 3-0-3 Units.
Introduces the student to the following categories in Epublishing: history
of the phenomena of epublishing, current venues for self- and traditional
publishing through e-books; technology used for formatting and reading
ebooks, marketing ebooks, and social media. This class also contains a
creative writing component in which students will do and receive peer
review on their writing projects. (When needed)
Prerequisites: COMM 1110 with a C or better; ENGL 1102.

COMM 3900. Special Topics Communication. 3-0-3 Units.
Offers an examination of rotating topics relevant to the field of
communication. This course may be repeated twice for credit when
topics vary. (When needed)
Prerequisites: COMM 1110 with a C or better; ENGL 1102.

COMM 4000. Communication Internship. 0-10-3 Units.
Provides experience in applying communication skills in a variety of
professional environments, including large corporations, media outlets
(television, radio, newspapers, etc.); educational institutions, and others.
Application and credit arrangements should be made through the
department in advance, normally by mid-semester prior to the internship.
Repeatable for a maximum of 6 credit hours. (F, S, M)
Prerequisites: COMM 1110 with a C or better; 15 hours of COMM
coursework and permission of instructor.
COMM 4001. Applied Research Methods. 3-0-3 Units.
Builds on COMM 3310 to strengthen communication majors’ knowledge and proficiency in conducting mixed-methods research that includes qualitative and quantitative methods, in analyzing and interpreting data to include basic descriptive and inferential statistical analyses, and drawing defensible conclusions. The instructor may allow individualized or group projects to teach these skills. Methods valuable to academic and industry research will be included. Students will learn about Institutional Review Board approval, selecting methodologies, conducting data collection and analysis, and presenting findings orally and in writing. Presentation in a public forum is also possible. (F)
Prerequisites: COMM 3310 and 3100.

COMM 4100. Integrated Marketing Comm. 3-0-3 Units.
This course will provide students with both a theoretical and practical understanding of integrated marketing communication, such as inbound and outbound promotional channels—advertisements, direct marketing, public relations, sponsorships, sales promotion, interactive and social media, and more. (S) Prerequisite: COMM 1110 with a C or better; COMM 2000, COMM 3100, COMM 3301

COMM 4110. Interperson Comm/Conflict Mgmt. 3-0-3 Units.
Introduces students to the basic principles of effective communication and conflict interaction. Explores conflict in groups, organizations, romantic relationships, family relationships, and friendships, building from a primarily interpersonal focus to investigate how conflict occurs and is handled in broader contexts. (S, alternate years)
Prerequisites: COMM 3100.

COMM 4180. Media Effects. 3-0-3 Units.
Examines individuals’ selection, uses, and preceptions of media and the effects of media on individuals’ attitudes, beliefs, and behaviors. (S)
Prerequisites: COMM 1110 with a C or better; COMM 2000, COMM 3100.

COMM 4200. Social Media Communication. 3-0-3 Units.
This course explores the evolution of social media platforms, the research methodologies and emerging research in social media platforms, and current and future trends in the industry and scholarship. (F, alternate years)
Prerequisites: COMM 1110 with a C or better; COMM 2000.

COMM 4300. Emerging Media. 3-0-3 Units.
Provides students with in-depth historical and social perspectives on newly emerged and emerging digital media, namely in the form of the internet, and explores their relationship to the communication process in contemporary society. (S, alternate years)
Prerequisites: COMM 1110 with a C or better; COMM 2000, COMM 3100.

COMM 4380. Law & Ethics in Communication. 3-0-3 Units.
This first part of this course will examine the development, interpretation, and case law surrounding the First Amendment and government regulations of media; the second part will explore various philosophical approaches to ethical communication, both public and private, moving from the ancient world to modern theorists. (S, alternate years)
Prerequisites: COMM 1110 with a C or better; COMM 2000, COMM 3100.

COMM 4400. Studies in Film. 3-0-3 Units.
Examines films as texts through historical, aesthetic, thematic, and/or cultural questioning and analysis. Offerings may include Film and the Novel, Representations of Women in Film, Teen Cultures in Film, etc. (S)
Prerequisite: COMM 3100

COMM 4425. Intercultural Communication. 3-0-3 Units.
Explores the meaning of culture, intercultural theories and research and examines the interactions of members of various cultures. Barriers to effective intercultural communication will be examined, as will methods of improving intercultural communication. (F and/or S, as needed)
Prerequisites: COMM 1110 with a C or better; COMM 2000.

COMM 4602. Mass Media and Society. 3-0-3 Units.
Critically explores mass media’s effect and influence on society through an examination of communication theories, concepts, and principles. (F)
Prerequisites: COMM 3100; COMM 2000 with a C or better.

COMM 4711. Gender and Communication. 3-0-3 Units.
Exposes students to the theory and process of gender communication (about and between genders) from an interpersonal context perspective. (As needed)
Prerequisites: COMM 1110 with a C or better; COMM 2110.

COMM 4999. Senior Seminar in Communication. 3-0-3 Units.
Focuses on a problem, question, issue, or specialized subject. Topics vary. (F, S)
Prerequisites: 30 hours of upper-level Communication courses and permission of chair and advisor.