STRATEGIC COMMUNICATION (BA)

Chair: Benjamin Dunkle, MFA

Introduction

The Strategic Communication major underscores themes and strengths that align with the Jesuit philosophy of creating ethical, credible, and inclusive messages for audiences. The program emphasizes message design and delivery in organizations and media; inclusiveness, with a focus on diversity; and mastery and application of media tools for appropriate and effective delivery of specialized content.

Strategic Communication majors will study how and why individuals and organizations design and disseminate messages to accomplish specific goals. Majors will learn to apply strategic communication techniques that emphasize inclusiveness and effectiveness in different types of corporate and non-corporate settings including non-profit, for-profit, government, and health-related organizations. The strategic communication major will focus on how media creates and disseminates messages purposefully to influence diverse audiences. Majors will become skilled creators and critical consumers of media content. They will also learn to design and deliver credible, ethical, inclusive, and effective messages in the context of media and non-media organizations. Majors will learn how messages are used by corporations to cultivate relationships in the workplace and to advance an organization’s mission, services, and vision through persuasive messaging in the broad organizational context, by exploring the use of communication campaigns.

Strategic Communication majors:

• are competent and dynamic writers and speakers
• understand communication theories, models, and concepts
• understand how to conduct and critically evaluate research
• understand how to design and assess messages in corporations and media
• apply problem solving and critical thinking skills to projects
• understand how to cultivate and maintain relationships at work and with clients
• apply persuasive skills and assess outcomes
• work with a variety of technology formats
• are proficient in the use of various media platforms
• work independently and as part of a team
• evaluate ideas and structures in communication events
• adapt messages to needs of diverse publics

Qualifications

Majors must have a cumulative GPA of at least 2.0, a minimum grade of C- in the six required courses (COM 201 [https://canisius-curr.courseleaf.com/search/?P=COM%20201], COM 202 [https://canisius-curr.courseleaf.com/search/?P=COM%20202], COM 203 [https://canisius-curr.courseleaf.com/search/?P=COM%20203], COM 204 [https://canisius-curr.courseleaf.com/search/?P=COM%20204], COM 205 [https://canisius-curr.courseleaf.com/search/?P=COM%20205], and COM 206 [https://canisius-curr.courseleaf.com/search/?P=COM%20206]), and a minimum overall average of 2.0 in all communication coursework. Performance of majors is subject to review relative to their continuation in the program.

Strategic Communication majors need at least 36 hrs. of communication courses (33 hrs. for double majors).

Advisement

All students should have an advisor in the major and should contact the department directly to have an advisor assigned if they do not already have one. Meetings with academic advisors are required prior to students receiving their PIN for course registration each semester. All majors should work closely with their advisor in discussing career expectations, choosing their major electives, developing their entire academic program and planning their co-curricular or supplemental academic experiences.

Strategic Communication majors are assigned an advisor at the beginning of their freshman year. If you are a transfer into the Strategic Communication major or you do not have an advisor, please contact the Communication departmental office at 716-888-2115 so that an advisor can be assigned to you.

Major Experiences

Internships (COM 488, COM 498) awarding up to a maximum of 12 credit hours may be earned by qualified Strategic Communication majors at approved locations in Buffalo or other cities. The internships are individually arranged, require department approval and are available only to junior or senior candidates with a cumulative GPA of at least 2.5 and a Communication average of at least 2.7. Internships are taken on a Pass/Fail basis and are counted towards free elective credit. Students are encouraged to plan early to do internships during their junior and senior years. Interested majors should consult with their advisor or see the department chair for more information.

Double Majors

Students who wish to expand their educational opportunities may decide to declare a double major. This decision may be based on career goals, planned graduate studies, and/or other student interests. Before a student declares a double major, it is important to meet with the appropriate academic departments for advisement. In order to declare a double major, the student must complete the Major/Minor Declaration form. This form will be submitted electronically and reviewed and approved by each department chairperson as well as the appropriate associate dean.

Per college policy, each additional major requires a minimum of 15 credits that do not apply to the student’s first or subsequent major. Some double major combinations can be completed within the minimum 120 credit hour degree requirement, but in other cases additional course work may be required. Please note that students will receive only one degree, regardless of the number of majors they complete. Both (all) majors appear on a student’s transcript.

Double majors with Strategic Communication are available with the permission and guidance of both chairs. Students complete a minimum of 33 credit hours of communication courses. Strategic Communication double major sequences allow several different choices; among those most frequently involved are digital media arts, journalism, political science, psychology, sociology, English, creative writing, history, marketing and modern languages. Each Strategic Communication and double major is assigned a department faculty advisor for the purpose of planning an individual program that will satisfy the department’s requirements and the student’s personal goals. Course selections develop from Strategic Communication major requirements, prerequisites, recommended sequences and communication electives. Strategic Communication students who are double majors and successfully complete 3 or more credit hours in
Internships (COM 488, COM 498) are required to complete 30 hours of in-class credit in order to complete the Strategic Communication major (i.e., not 33 or 36 in-class hours).

Students interested in declaring double majors within the Department of Communication (Strategic Communication (p. 1), Digital Media Arts (http://catalog.canisius.edu/undergraduate/college-arts-sciences/digital-media-arts/), Integrated Marketing Communication (http://catalog.canisius.edu/undergraduate/college-arts-sciences/integrated-marketing-communication/), or Journalism (http://catalog.canisius.edu/undergraduate/college-arts-sciences/journalism/)) will be allowed to share a maximum of 9 credits between the two majors. This requires 24 distinct credits for communication studies, 27 distinct credits for digital media arts, 36 distinct credits for integrated marketing communication, and 24 distinct credits for journalism. Additionally, for students with a double major outside the Department of Communication, students may double count up to 9 credit hours of electives between the two majors. Please note, however, that the second major may not necessarily allow double counting of credits. For more information, please contact the department chair.

**Minors in Other Disciplines**

Minors provide students the opportunity to pursue additional interests but generally do not require as many courses as a major. Minors generally range from five to eight required courses. To receive a minor, the student must complete at least 9 credit hours of coursework distinct from their other credentials (i.e., majors, other minors). The complete list of minors is available on the Canisius website (https://www.canisius.edu/academics/programs/undergraduate/?type%5B%5D=17) and in the catalog (https://catalog.canisius.edu/undergraduate/minors/) and provides links to each minor. Some majors and minors can be completed within the minimum 120 credit hour degree requirement, but in some cases additional coursework may be required. Students must complete the appropriate minor request form.

**Curriculum**

**An Ignatian Foundation**

All undergraduate students must complete either the Canisius Core Curriculum (http://catalog.canisius.edu/undergraduate/academics/curricular-information/core-curriculum/) or the All-College Honors Curriculum (http://catalog.canisius.edu/undergraduate/academics/curricular-information/all-college-honors-program/). Many schools refer to their college-wide undergraduate requirements as "general education" requirements. We believe that the core curriculum and the honors curriculum are more than a series of required classes; they provide the basis for a Jesuit education both with content and with required knowledge and skills attributes that are central to our mission.

**Free Electives**

Students may graduate with a bachelor’s degree with more but not less than 120 credit hours. Free electives are courses in addition to the Canisius Core Curriculum or All-College Honors Curriculum and major requirements sufficient to reach the minimum number of credits required for graduation. The number of credits required to complete a bachelor’s degree may vary depending on the student’s major(s) and minor(s).

**Major Requirements**

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COM 201</td>
<td>Dynamic Presentations</td>
<td>3</td>
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<tr>
<td>COM 202</td>
<td>Strategic Communication Theory</td>
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**Major Electives**

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<td>Writing for Contemporary Media</td>
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<td>COM 206</td>
<td>Introduction to Research Methods</td>
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**Strategic Communication Electives**

Select 6 courses from list below; only 5 courses needed if double major within Department of Communication

**Total Credits**

6

1 Students interested in declaring double majors within the Department of Communication (Strategic Communication in combination with Digital Media Arts, Integrated Marketing Communication, or Journalism) will be allowed to share a maximum of 9 credits between the two majors. This requires 24 distinct credits for strategic communication, 27 distinct credits for digital media arts, 36 distinct credits for integrated marketing communication, and 24 distinct credits for journalism. Additionally, for students with a double major outside the Department of Communication, students may double count up to 9 credit hours of electives between the two majors. Double majors in Communications and another social science (e.g., Political Science, Psychology, Sociology, or Criminal Justice) may elect to substitute PSY 202, SOC 375, or HSV 303. Please consult with your advisor or the department chair for details.
Note: Four computer labs, HD digital video editing stations, an audio/music production studio and an HD television studio/control room are available for student use in Lyons Hall.

Roadmap
Recommended Semester Schedule for Major Course Requirements

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<th>Freshman</th>
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<td>Fall</td>
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<td>COM 205</td>
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<td>Sophomore</td>
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<th>Junior</th>
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<tr>
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<th>Senior</th>
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<td>Fall</td>
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<td>COM Elective</td>
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Learning Goals & Objectives
These learning goals and objectives apply to all Strategic Communication majors.

Student Learning Goal 1:
Strategic Communication majors will be critical thinkers who apply communication theories and concepts in life situations.
Students will:
- **Objective 1:** Demonstrate advanced skills in analyzing research.
- **Objective 2:** Apply targeted communication theories and constructs to specific projects or situations.

Student Learning Goal 2:
Strategic Communication majors will design and deliver effective messages.
Students will:
- **Objective 1:** Demonstrate an understanding of the intended audience
- **Objective 2:** Determine appropriate means of communication to reach that audience.
- **Objective 3:** Demonstrate an ability to design and deliver messages.

Minors
- **Strategic Communication Minor** (p. 3)
- **Leadership Minor** (p. 4)

Minors are an important part of the undergraduate curriculum. If students declare a minor by sophomore year, they can usually complete it in a timely manner. Students should work with their advisor to determine if it is possible that the minor can be completed by graduation.

To receive a minor, a student must complete at least 9 credit hours of coursework distinct from their major(s) and from other minors, and students must complete more than 50% of the coursework required for the minor at Canisius. Please note that “ancillary/supporting” courses required for a major may still count as distinct courses as long as the remaining coursework still meets the 30 credit-hours required for a major. For more information about minor policies, please see the Declaring Majors and Minors (http://catalog.canisius.edu/undergraduate/academics/student-records/declaring-majors-minors/) page in the catalog.

Strategic Communication Minor
The Communication department offers a general Strategic Communication minor for students wishing to add the study of communication to their curricula. Students need to complete 18 credit hours of Strategic Communication courses, based on the following requirements:

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<td>COM 203</td>
<td>Writing for Contemporary Media</td>
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<tr>
<td>COM 204</td>
<td>Relational Communication</td>
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<tr>
<td>COM 205</td>
<td>Media Literacy</td>
<td>3</td>
</tr>
<tr>
<td>COM 206</td>
<td>Introduction to Research Methods</td>
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Strategic Communication Electives
Select three of the following COM electives:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>COM 302</td>
<td>Strategic Communication in Teams</td>
<td>3</td>
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<tr>
<td>COM 304</td>
<td>Family Communication</td>
<td>3</td>
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<td>COM 311</td>
<td>Principles of Advertising</td>
<td>3</td>
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<tr>
<td>COM 312</td>
<td>Public Relations: Principles and Practices</td>
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<tr>
<td>COM 315</td>
<td>Advertising and the Creative Process</td>
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<tr>
<td>COM 318</td>
<td>Organizational Communication</td>
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<tr>
<td>COM 319</td>
<td>Training and Development</td>
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<td>COM 320</td>
<td>Media Literacy</td>
<td>3</td>
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<tr>
<td>COM 325</td>
<td>Film History</td>
<td>3</td>
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<td>COM 327</td>
<td>Impact of Culture, Race, and Gender on Message Design</td>
<td>3</td>
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<tr>
<td>COM 328</td>
<td>Screenwriting</td>
<td>3</td>
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<tr>
<td>COM 330</td>
<td>PR and Promotional Writing</td>
<td>3</td>
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<td>COM 337</td>
<td>Constructive Uses of Humor</td>
<td>3</td>
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<td>COM 350</td>
<td>Public Communication Campaigns</td>
<td>3</td>
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<tr>
<td>COM 351</td>
<td>Media Ethics</td>
<td>3</td>
</tr>
<tr>
<td>COM 354</td>
<td>Influence and Influencers: Persuasion Theory and Practices</td>
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<tr>
<td>COM 361</td>
<td>Introduction to TV Production</td>
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<td>COM 367</td>
<td>Broadcast Industries and Audiences</td>
<td>3</td>
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<td>COM 374</td>
<td>Film History</td>
<td>3</td>
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<td>COM 375</td>
<td>Film Classics</td>
<td>3</td>
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<tr>
<td>COM 376</td>
<td>Film Genres</td>
<td>3</td>
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<td>COM 383</td>
<td>Conflict Strategy and Tactics</td>
<td>3</td>
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<td>COM 378</td>
<td>American Film Directors</td>
<td>3</td>
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<tr>
<td>COM 385</td>
<td>Media &amp; Children</td>
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<tr>
<td>COM 411</td>
<td>Advertising Campaigns</td>
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Leadership Minor

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<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MLS 101</td>
<td>Introduction to the Army and Critical Thinking</td>
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Choose one of the following courses focused on communication: 3 Credits

- COM 201 Dynamic Presentations
- COM 204 Relational Communication
- COM 318 Organizational Communication
- MLS 201 Foundations of Leadership

Choose one of the following courses focused on organization and management style: 3 Credits

- MGT 101 Introduction to Management
- MGT 360 Organizational Behavior
- MGT 472 Comparative Management Systems

Choose two of the following courses focused on ethics and the human dimension: 6 Credits

- PHI 241 Ethics: Traditions in Moral Reasoning
- SOC 110 Introduction to Sociology
- PSY 323 Motivation and Emotion
- PSY 329 Leadership and Motivation
- RST 340 Moral Issues Today
- COM 319 Training and Development

Total Credits 15

Courses

<table>
<thead>
<tr>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>COM 201 Dynamic Presentations</td>
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<tr>
<td>Study and practice of concepts, processes, and techniques of dynamic presentations delivered face-to-face and/or online. Apply communication theories, models and constructs to design, deliver, and critically assess presentations. Speeches required.</td>
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<tr>
<td>Fulfills College Core: Oral Communication</td>
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<td>Offered: every fall &amp; spring.</td>
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<tr>
<td>COM 202 Strategic Communication Theory</td>
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<tr>
<td>Communication theories, models, and constructs are explored and applied to research in relational, group, organizational, gender, social media, public and mass mediated communication contexts. The role of theory in designing, delivering, and assessing messages for diverse audiences is emphasized.</td>
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<td>Offered: every spring.</td>
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<tr>
<td>COM 203 Writing for Contemporary Media</td>
<td>3</td>
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<tr>
<td>Intensive writing assignments employing message-design principles provide opportunities to prepare news, features, press releases, advertising copy and opinion pieces.</td>
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<td>Fulfills College Core: Advanced Writing-Intensive</td>
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<td>Offered: every fall &amp; spring.</td>
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<tr>
<td>COM 204 Relational Communication</td>
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<tr>
<td>Examines theoretical and pragmatic aspects of relational communication in social contexts to enhance self-awareness and effective self-expression in relationships. Survey of interpersonal/relational theories, models, and constructs associated with competent communication in platonic, romantic, familial, and work relationships.</td>
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<td>Fulfills College Core: Field 5 (Social Sciences)</td>
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<td>Offered: every fall.</td>
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<tr>
<td>COM 205 Media Literacy</td>
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<tr>
<td>Survey of mass communication processes and the media in terms of development, industry structure, functions, effects and the role of the media in American society, with the goal of students becoming more critical consumers and creators of media content.</td>
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<tr>
<td>Fulfills College Core: Field 5 (Social Sciences)</td>
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<td>Offered: every fall.</td>
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<tr>
<td>COM 206 Introduction to Research Methods</td>
<td>3</td>
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<tr>
<td>Overview and application of qualitative and quantitative research methods in communication. Survey of basic research methods concepts including, among others, identifying credible research, formulating hypotheses/research questions, sampling, reliability/credibility, widely-used qualitative and quantitative methodologies, and data analysis and interpretation.</td>
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<td>Offered: every fall.</td>
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<td>COM 211 Introduction to Integrated Marketing Communication</td>
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<tr>
<td>An introduction to the historical, theoretical and practical implications of integrated marketing communication that spans decades and communication channels to affect an array of stakeholders and target publics. Students will learn the basics of how integrated marketing communication has evolved from disparate skill sets (advertising, public relations, marketing, social media, e.g.) into a unified approach to communicating to various market segments. In addition, they will explore the various elements of IMC and learn the advantages of each and their optimal application in the marketplace.</td>
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<td>Offered: every fall.</td>
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<td>COM 302 Strategic Communication in Teams</td>
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<tr>
<td>Communication processes and strategic implementation of messages involving task and maintenance messaging, leadership strategies for team building, conformity, shift-to-risk and development. Some emphasis on skill development.</td>
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<td>Offered: occasionally.</td>
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<td>COM 304 Family Communication</td>
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<td>Examines contemporary family communication theories, concepts, models and research. Special emphasis on improving family communication across the lifespan.</td>
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<td>Fulfills College Core: Field 5 (Social Sciences)</td>
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<td>Offered: occasionally.</td>
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<td>COM 308 Social Media Effects</td>
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<tr>
<td>Survey of scholarship on the effects of social media on individuals, relationships, communities, and organizations. Course emphasizes creating and evaluating social media content for strategic, ethical, and effective personal and professional use.</td>
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<td>Offered: spring of odd-numbered years.</td>
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<td>COM 311 Principles of Advertising</td>
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<td>Focused on the strategic impact of advertising, which includes history and development, agencies, audiences, advertising and social media, campaign objectives, budget, creativity and ethics. (DMA elective).</td>
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<td>Offered: every fall.</td>
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</table>
COM 312 Public Relations: Principles and Practices 3 Credits
Historical antecedents and contemporary strategic practice of public relations are examined in the context of public relations concepts and theories. The course also examines the day-to-day responsibilities and ethical obligations of PR practitioners in a variety of public settings. 
Offered: every fall.

COM 315 Advertising and the Creative Process 3 Credits
Study of techniques, tools and theories for generating innovative concepts and ideas. Emphasize application to strategic advertising context. (DMA elective). 
Offered: occasionally.

COM 318 Organizational Communication 3 Credits
Communication principles and practices, including communicator style variables, communication flow and competent superior-subordinate communication. 
Offered: occasionally.

COM 319 Training and Development 3 Credits
Methods for assessing training needs within organizations, and designing, implementing and assessing outcomes of training. Emphasis on principles of effective training and development of training competencies. Students develop training skills. 
Fulfills College Core: Oral Communication 
Offered: occasionally.

COM 327 Impact of Culture, Race, and Gender on Message Design 3 Credits
Examines the impact of culture, race, and gender in social interactions with special emphasis on contemporary theories, concepts, and research on this topic. Understand why communication misunderstandings occur linked to gender, race, and culture and how to communicate competently to remediate and/or eliminate future communication problems. 
Offered: occasionally.

COM 328 Screenwriting 3 Credits
The fundamentals of developing an idea into a screenplay or teleplay. Explores characters, story, dialogue, and the business of screenwriting. 
Offered: occasionally.

COM 330 PR and Promotional Writing 3 Credits
Theoretical perspectives on various forms of promotional writing and the applications of each. Writing and editing skills. Students produce a portfolio demonstrating their understanding of public relations and promotional writing tools and techniques based on strategic objectives. 
Offered: spring.

COM 333 Constructive Uses of Humor 3 Credits
Survey of humor theories, concepts, and research emphasizing the benefits of humor in education, medicine, business, and relational contexts. Learn how to enact humor competently in social interactions and create humorous content to promote products, services, people, behavior, and social initiatives. 
Offered: occasionally.

COM 350 Public Communication Campaigns 3 Credits
Survey of effective communication campaign practices targeting public health issues, politics, and social justice. Examine strategic communication theories, research, and models used in communication campaigns. Design, deliver, and assess the effectiveness of a communication campaign. 
Offered: occasionally.

COM 351 Media Ethics 3 Credits
Explores ethics across media disciplines through the work of professional communicators -- journalists, broadcasters, advertising, public relations, marketing communications practitioners. Develop practices of making media-related decisions based on principles and idealism. 
Fulfills College Core: Ethics 
Offered: every spring.

COM 354 Influence and Influencers: Persuasion Theory and Practices 3 Credits
Survey of classic and contemporary persuasion and social influence theories, models, and concepts. Understand how to argue effectively without damaging relationships and become a change agent at work or in your community by using effective persuasion and social influence strategies. 
Offered: occasionally.

COM 361 Introduction to TV Production 3 Credits
Studio techniques, lighting, sound recording, set design, electronic graphics and editing, production of live and edited programs in studio. (DMA elective). 
Offered: every other year.

COM 367 Broadcast Industries and Audiences 3 Credits
Explores all aspects of broadcasting and cable, including history, technology, programs and programming, audience measurement and analysis, commercial and non-commercial operations, and how to utilize broadcast media to effectively communicate with and serve audiences. 
Offered: every 2-3 years.

COM 374 Film History 3 Credits
Development of film making and cinema art from 1895 through World War II. Students study, view, and discuss classic silent and sound pictures from Hollywood and abroad. (DMA elective. Also accepted for Art History major/minor credit). 
Offered: every other year.

COM 375 Film Classics 3 Credits
The development of cinema worldwide from World War II through the 1990s. Study, view and discuss films representative of major directors, genres and national cinema movements. (DMA elective. Also accepted for Art History major/minor credit). 
Offered: every other year.

COM 376 Film Genres 3 Credits
Students who are interested in film professionally or personally are invited to view sequences from the finest motion pictures made in the past 100 years. The course will present an overview of the types (genres) of films, including: Action-Adventure, Animation, Avant-Garde, Biopic, Children’s Comedy, Crime, Cult Movies, Documentary, Drama, Film Noir Historical, Horror, Melodrama, Musical, Mystery, Romance, Science Fiction and Fantasy, Serials, War, and the Western. 
Offered: every other year.

COM 378 American Film Directors 3 Credits
A survey of representative film directors working on American productions of the twentieth-century and beyond. DMA elective. Also accepted for Art History major/minor credit. (Offered Online) 
Offered: occasionally.
COM 383 Conflict Strategy and Tactics 3 Credits
Conflict occurs in all relationships. This course focuses on analyzing how and why conflict occurs in our personal and professional lives. The focus is on understanding strategic communication strategies for facilitating and resolving conflict. Case studies and simulations are used to emphasize theory and application of conflict resolution strategies, facilitation, negotiation and mediation.
Offered: occasionally.

COM 385 Media & Children 3 Credits
Learn about the role of television in children’s lives. Course explores children’s television use, the development and content of children’s television programs (both commercial and educational), television and the family, and children’s advertising.
Offered: occasionally.

COM 411 Advertising Campaigns 3 Credits
This course explores current and classic advertising campaigns for technique and effectiveness. Students will also develop their own advertising campaigns.
Prerequisite: COM 311 or permission of instructor.
Offered: every other year.

COM 414 Issues in Integrated Marketing Communications 3 Credits
In this Core Capstone seminar, students explore a range of contemporary issues in advertising, public relations and marketing communications (IMC). They include: consumerism, social effects, privacy and social media, sexual and minority portrayals, political communication, messaging, and more. These are viewed against ethical, justice, global and diversity attributes. Recommend COM/ADV, COM/PR or MKT background.
Restriction: senior standing.
Fulfills College Core: Core Capstone
Offered: fall & spring.

COM 479 World Cinema 3 Credits
Award-winning and critically acclaimed films from different countries and cultures are studied through weekly screenings and written logs. By examining cinema practices beyond Hollywood, student experience alternative ways of using the universal language of cinema to tell stories and express the human condition from other national and artistic perspectives. Also accepted for Art History major/minor credit.
Offered: every other year.

COM 488 Internship I Seminar 1-12 Credits
Student experientially learns communication functions in compatible matched professional setting, locally or out-of-town. Faculty and on-site supervision. Seminar required. Pass/fail. May be repeated as COM 498; 12-credit limit for COM 488 and COM 498 combined. Information about the internship application process is available on the Communication Studies Department website.
Prerequisite: junior or senior standing, minimum overall GPA of 2.50, minimum communication studies average of 2.70, & approval by department faculty. Restriction: must be COM major.
Offered: every fall, spring, & summer.

COM 495 Integrated Marketing Communication Masterclass 3 Credits
Similar to a real-life integrated marketing communication (IMC) agency, the IMC Masterclass allows students to develop, create, launch and manage marketing, digital marketing, and communication strategies and tactics for real clients. Working in teams, students assess client goals, develop an IMC campaign based on those goals, launch the campaign, then optimize it for success. In addition to gaining hands-on experience with industry-leading digital marketing and analytics tools, students learn critical career-ready skills such as client management, creative development, budget and deadline management, and cross-functional teamwork—while also upleveling their skills in traditional advertising, social media marketing, search engine optimization (SEO), paid search, email marketing, landing page development, branding, analytics, and more.
Prerequisite: There is no specific prerequisite, but this course expects that participants will be nearing completion of their IMC major, that means they will have taken most of the required IMC curriculum.
Offered: This may become a two-semester continued course, now it’s proposed as a single course/pilot.

COM 498 Internship II Seminar 3-9 Credits
Sequel to COM 488 for students taking multiple internships. Each student is limited to a combined total of 12 credit hours for COM 488 and COM 498.
Prerequisite: junior or senior standing, minimum overall GPA of 2.50, minimum communication studies average of 2.70, & approval by department faculty. Restriction: must be COM major.
Offered: every semester.

COM 499 Independent Study 3 Credits
Student conducts original project or self-designed course of study under the tutelage of Communication Studies faculty member. Offered only in very specific circumstances. Independent studies require an application and approval by the associate dean.
Prerequisite: junior or senior standing; & permission of instructor, chair, & associate dean. Restriction: must be COM major.

3+3 Accelerated BA/BS-JD Program
Director: Robert Klump (klump@cirisius.edu), Esq. at 716.888.2884

The 3+3 Accelerated BA/BS-JD program (https://www.canisius.edu/academics/programs/pre-law/33-accelerated-ba-or-bs-plus-jd/) through the University at Buffalo School of Law (https://www.law.buffalo.edu/admissions/3-plus-3.html) is open to a variety of majors. By participating, you can:

- Complete your undergraduate education and law degree in less time (and for less cost) than the 7 years typically required
- Become fully eligible for scholarships and grants offered to qualified incoming students at the University at Buffalo School of Law
- Upon successful completion of the first-year curriculum at UB Law School, a student’s credits for the year will be transferred to Canisius to complete his or her bachelor’s degree which will then be conferred by Canisius.

Eligibility
This unique program is open to pre-law students who:

undergraduate/college-arts-sciences/history/), Philosophy (http://
catalog.canisius.edu/undergraduate/college-arts-sciences/philosophy/),
Psychology (BA) (http://catalog.canisius.edu/undergraduate/
college-arts-sciences/psychology/), Political Science (http://
catalog.canisius.edu/undergraduate/college-arts-sciences/political-
science/), Sociology (http://catalog.canisius.edu/undergraduate/college-
arts-sciences/sociology/), Strategic Communication (p. 1).

- Take the LSAT or GRE no later than January of their junior year*
- Apply to the UB School of Law no later than February 1 of their junior
  year
- Complete all academic requirements toward their major by the end of
  their junior year
- Maintain a cumulative GPA at Canisius of 3.5 or higher

*The LSAT score must be at or above the median LSAT score for the UB School
of Law's previous year's enrolled class or the GRE score must be at or above the
70th percentile for Verbal Reasoning and the 40th percentile for Quantitative
Reasoning.

For more information, contact the Raichle Center director.

3+3 Strategic Communication BA/JD
Roadmap

Freshman
Fall  |  Spring
ENG 111  |  ENG 112
RST 101  |  PHI 101
Attribute: Global Awareness  |  Field 7: Mathematical Sciences
COM 201  |  COM 205
COM 204  |  Field 3: Literature and Arts

Sophomore
Fall  |  Spring
Field 1: Religious Studies and
Theology  |  Field 2: Philosophy
Attribute: Justice  |  Attribute: Ethics*
COM 203  |  Attribute: Diversity
Field 4: History  |  COM 202
COM Major Elective  |  COM Major Elective

Junior
Fall  |  Spring
COM 206  |  COM Major Elective
Field 6: Natural Sciences  |  COM Major Elective
COM Major Elective  |  Free Elective
COM Major Elective  |  Capstone
Free Elective  |  Free Elective

Senior
Fall  |  Spring
1st year JD courses taken at UB  |  1st year JD courses taken at UB
LAW 509: Torts  |  LAW 507: Property
LAW 501: Civil Procedure  |  LAW 505: Criminal Law
LAW 503: Contracts  |  LAW 511: Constitutional Law
LAW 515: Legal Analysis, Writing and
Research I  |  LAW 515: Legal Analysis, Writing and
Research II

ATTRIBUTES - Can be fulfilled using
a variety of courses including Field of
Knowledge courses and electives with
attribute designation
Justice
Ethics*
Diversity
Global Awareness
Advanced Writing Intensive - Must be
at the 200-level or above
Oral Communication Skills

* Ethics is required of all students

Note: All students must complete a total of 60 hours of Arts and Science
courses. We strongly recommend that all students run a Griff Audit to check
for this and any other additional requirements.