STRATEGIC COMMUNICATION (BA)

Chair: John S. Dahlberg, PhD

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

For a more detailed description of the program, faculty, facilities, academic and co-curricular opportunities please go to the Strategic Communication website (https://www.canisius.edu/academics/programs/communication-studies/).

Qualifications
Majors must have a cumulative GPA of at least 2.0, a minimum grade of C- in all communication courses, 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 select an academic concentration within the Strategic Communication major and 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 appropriate double major request form and get the signature of each department chairperson and 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 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...
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 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. 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 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 minors page (http://catalog.canisius.edu/undergraduate/minors/) provides a complete list of 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/core-curriculum/) or the All-College Honors Curriculum (http://catalog.canisius.edu/undergraduate/academics/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

### Major Required Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 201</td>
<td>Dynamic Presentations</td>
<td>3</td>
</tr>
<tr>
<td>COM 202</td>
<td>Strategic Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>COM 203</td>
<td>Writing for Contemporary Media</td>
<td>3</td>
</tr>
</tbody>
</table>

### Strategic Communication Electives

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 204</td>
<td>Relational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 205</td>
<td>Media Literacy</td>
<td>3</td>
</tr>
<tr>
<td>COM 206</td>
<td>Introduction to Research Methods</td>
<td>3</td>
</tr>
</tbody>
</table>

### Major Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 302</td>
<td>Strategic Communication in Teams</td>
<td>3</td>
</tr>
<tr>
<td>COM 308</td>
<td>Social Media Effects</td>
<td>3</td>
</tr>
<tr>
<td>COM 311</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COM 312</td>
<td>Public Relations: Principles and Practices</td>
<td>3</td>
</tr>
<tr>
<td>COM 318</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 320</td>
<td>Advertising Writing</td>
<td>3</td>
</tr>
<tr>
<td>COM 325</td>
<td>Audience Analysis &amp; Media Message Design</td>
<td>3</td>
</tr>
<tr>
<td>COM 327</td>
<td>Impact of Culture, Race, and Gender on Message Design</td>
<td>3</td>
</tr>
<tr>
<td>COM 328</td>
<td>Screenwriting</td>
<td>3</td>
</tr>
<tr>
<td>COM 330</td>
<td>PR and Promotional Writing</td>
<td>3</td>
</tr>
<tr>
<td>COM 337</td>
<td>Constructive Uses of Humor</td>
<td>3</td>
</tr>
<tr>
<td>COM 350</td>
<td>Public Communication Campaigns</td>
<td>3</td>
</tr>
<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>
<td>3</td>
</tr>
<tr>
<td>COM 361</td>
<td>Introduction to TV Production</td>
<td>3</td>
</tr>
<tr>
<td>COM 367</td>
<td>Broadcast Industries and Audiences</td>
<td>3</td>
</tr>
<tr>
<td>COM 488</td>
<td>Internship I Seminar</td>
<td>3-9</td>
</tr>
<tr>
<td>COM 491</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>DMA 201</td>
<td>Introduction to Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>JRN 340</td>
<td>Podcasting and Audio Storytelling</td>
<td>3</td>
</tr>
</tbody>
</table>

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

Freshman
Fall: COM 205
Spring: COM 204
Sophomore
Fall: COM 201
Spring: COM 202
COM 206 (or COM Elective)
COM 203 (or COM Elective)
Junior
Fall: COM 206 (or COM Elective)
Spring: COM 203 (or COM Elective)
Senior
Fall: COM Elective
Spring: COM Elective
COM Elective
COM Elective

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
- Communication Studies 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.

Communication Minor

The Communication department offers a general 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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation Courses (select 3) ¹</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COM 201</td>
<td>Dynamic Presentations</td>
<td></td>
</tr>
<tr>
<td>COM 202</td>
<td>Strategic Communication Theory</td>
<td></td>
</tr>
<tr>
<td>COM 203</td>
<td>Writing for Contemporary Media</td>
<td></td>
</tr>
<tr>
<td>COM 204</td>
<td>Relational Communication</td>
<td></td>
</tr>
<tr>
<td>COM 205</td>
<td>Media Literacy</td>
<td></td>
</tr>
<tr>
<td>COM 206</td>
<td>Introduction to Research Methods</td>
<td></td>
</tr>
<tr>
<td>Concentration Courses (1 from each category)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relational/Organizational Communication Course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Advertising/Public Relations Communication Course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Media Studies Communication Course</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>9</td>
</tr>
</tbody>
</table>

¹ Note: A section of each foundation course is offered every semester. Multiple sections of COM 201 and COM 203 are offered each semester.

Relational/Organizational Communication Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 302</td>
<td>Strategic Communication in Teams</td>
<td>3</td>
</tr>
<tr>
<td>COM 304</td>
<td>Family Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 308</td>
<td>Social Media Effects</td>
<td>3</td>
</tr>
<tr>
<td>COM 318</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 319</td>
<td>Training and Development</td>
<td>3</td>
</tr>
<tr>
<td>COM 327</td>
<td>Impact of Culture, Race, and Gender on Message Design</td>
<td>3</td>
</tr>
<tr>
<td>COM 335</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COM 337</td>
<td>Constructive Uses of Humor</td>
<td>3</td>
</tr>
<tr>
<td>COM 350</td>
<td>Public Communication Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COM 354</td>
<td>Influence and Influencers: Persuasion Theory and Practices</td>
<td>3</td>
</tr>
<tr>
<td>COM 359</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

Advertising/Public Relations Communication Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 311</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COM 312</td>
<td>Public Relations: Principles and Practices</td>
<td>3</td>
</tr>
<tr>
<td>COM 315</td>
<td>Advertising and the Creative Process</td>
<td>3</td>
</tr>
<tr>
<td>COM 320</td>
<td>Advertising Writing</td>
<td>3</td>
</tr>
<tr>
<td>COM 330</td>
<td>PR and Promotional Writing</td>
<td>3</td>
</tr>
<tr>
<td>COM 340</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COM 348</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>COM 353</td>
<td>Advertising Account Strategies</td>
<td>3</td>
</tr>
<tr>
<td>COM 411</td>
<td>Advertising Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>Course Code</td>
<td>Title</td>
<td>Credits</td>
</tr>
<tr>
<td>-------------</td>
<td>--------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>COM 201</td>
<td>Dynamic Presentations</td>
<td>3</td>
</tr>
<tr>
<td>COM 202</td>
<td>Strategic Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>COM 203</td>
<td>Writing for Contemporary Media</td>
<td>3</td>
</tr>
<tr>
<td>COM 204</td>
<td>Relational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 205</td>
<td>Media Literacy</td>
<td>3</td>
</tr>
<tr>
<td>COM 206</td>
<td>Introduction to Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>COM 207</td>
<td>Introduction to Integrated Marketing</td>
<td>3</td>
</tr>
<tr>
<td>COM 208</td>
<td>Communication in Teams</td>
<td>3</td>
</tr>
<tr>
<td>COM 209</td>
<td>Strategic Writing</td>
<td>3</td>
</tr>
<tr>
<td>COM 210</td>
<td>Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 211</td>
<td>Advanced Writing</td>
<td>3</td>
</tr>
</tbody>
</table>

**Leadership Minor**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MLS 101</td>
<td>Introduction to the Army and Critical</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Thinking</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Media Studies Communication Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 325</td>
<td>Audience Analysis &amp; Media Message Design</td>
<td>3</td>
</tr>
<tr>
<td>COM 351</td>
<td>Media Ethics</td>
<td>3</td>
</tr>
<tr>
<td>COM 361</td>
<td>Introduction to TV Production</td>
<td>3</td>
</tr>
<tr>
<td>COM 367</td>
<td>Broadcast Industries and Audiences</td>
<td>3</td>
</tr>
<tr>
<td>COM 374</td>
<td>Film History</td>
<td>3</td>
</tr>
<tr>
<td>COM 375</td>
<td>Film Classics</td>
<td>3</td>
</tr>
<tr>
<td>COM 376</td>
<td>Film Genres</td>
<td>3</td>
</tr>
<tr>
<td>COM 378</td>
<td>American Film Directors</td>
<td>3</td>
</tr>
<tr>
<td>COM 385</td>
<td>Media &amp; Children</td>
<td>3</td>
</tr>
<tr>
<td>COM 479</td>
<td>World Cinema</td>
<td>3</td>
</tr>
</tbody>
</table>

**Courses**

**COM 201 Dynamic Presentations**  
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.  
Fulfills College Core: Oral Communication  
Offered: every fall & spring.

**COM 202 Strategic Communication Theory**  
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.  
Offered: every fall & spring.

**COM 203 Writing for Contemporary Media**  
Intensive writing assignments employing message-design principles provide opportunities to prepare news, features, press releases, advertising copy and opinion pieces.  
Fulfills College Core: Advanced Writing-Intensive  
Offered: every fall & spring.

**COM 204 Relational Communication**  
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.  
Fulfills College Core: Field 5 (Social Sciences)  
Offered: every fall.

**COM 205 Media Literacy**  
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.  
Fulfills College Core: Field 5 (Social Sciences)  
Offered: every fall & spring.

**COM 206 Introduction to Research Methods**  
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.  
Offered: every fall.

**COM 207 Introduction to Integrated Marketing Communication**  
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, etc.) 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.  
Offered: every fall.

**COM 302 Strategic Communication in Teams**  
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.  
Offered: every other year.

**COM 304 Family Communication**  
Examines contemporary family communication theories, concepts, models and research. Special emphasis on improving family communication across the lifespan.  
Fulfills College Core: Field 5 (Social Sciences)  
Offered: every other year.
COM 308 Social Media Effects 3 Credits
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.
Offered: spring of odd-numbered years.

COM 311 Principles of Advertising 3 Credits
Focused on the strategic impact of advertising as part of marketing, which includes history and development, agencies, audiences, advertising and social media, campaign objectives, budget, creativity and ethics. (DMA elective)
Offered: every fall.

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: fall.

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: every spring.

COM 320 Advertising Writing 3 Credits
Covers a variety of ways of developing advertising copy (copywriting) and creative concepts, based on strategic marketing goals. Includes workshop writing for print, electronic and social media tactics.
Offered: every other year.

COM 325 Audience Analysis & Media Message Design 3 Credits
Focuses on theoretical approaches and practical skills. Students learn to analyze, think critically and produce effective mediated messages.
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: every other year.

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 337 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: every other year.

COM 345 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 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: every other year.

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 in 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 examines 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 contempoary 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 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.

This major will be discontinued and replaced with the Strategic Communication major requirements. No new student will be able to declare this major after September 30, 2021. Students who have declared this major prior to September 30, 2021 will use these standards to complete the program requirements.

Overview
The Communication Studies major is grounded firmly in the liberal arts tradition. The Communication Studies curriculum reflects an equal interest in what is communicated within and between cultures in how communication takes place in relational (intrapersonal/interpersonal), organizational and mediated contexts. The department’s curriculum addresses three major facets of the academic study of communication: theory, criticism and professional skills. In the Communication Studies program, students examine the dynamic nature of modern communication processes and technologies by emphasizing the theory, structure, function, value systems and effects of society’s communication institutions. In practical terms, students examine how we communicate as families, couples and friends. We study how we interact in work and corporate settings; how we persuade and are persuaded, as individuals, professionals and intended targets; and how we affect others through various media, from oral to written to electronic to digital. The program offers students a variety of opportunities to acquire professional knowledge, skills and production competencies relevant to diverse careers in many communication-related fields. Recognizing the need to prepare students for productive lives in a changing world, the department aims at educating its graduates to welcome change. In a rapidly changing and highly competitive job market, the Communication Studies faculty provides the foundation on which to build meaningful roles in the contemporary world. Students may concentrate in Media Studies, Advertising and Public Relations, and/or Relational/ Organizational Communication. For a more detailed description of the program, faculty, facilities, academic and co-curricular opportunities please go to the Communications Studies website (https://www.canisius.edu/ academics/programs/communication-studies/).
Qualifications

Majors must have a cumulative GPA of at least 2.0, a minimum grade of C- in all communication courses, 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. Communication Studies majors select an academic concentration within the Communication major and need at least 36 hrs. of communication courses (33 hrs. for double majors).

Communication Studies majors are assigned an advisor at the beginning of their freshman year. If you are a transfer into the Communication Studies major or you do not have an advisor, please contact the Communication Studies 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 Communication Studies 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 with Communication Studies are available with the permission of both chairs. Students complete a minimum of 33 credit hours of communication courses. Communication Studies dual 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 Communication Studies and dual 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 communication major requirements, prerequisites, recommended sequences and communication electives. Communication Studies 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 Communication Studies major (i.e., not 33 or 36 in-class hours).

Concentration Courses

Relational/Organizational Communication

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 302</td>
<td>Strategic Communication in Teams 3</td>
<td></td>
</tr>
<tr>
<td>COM 304</td>
<td>Family Communication 3</td>
<td></td>
</tr>
<tr>
<td>COM 308</td>
<td>Social Media Effects 3</td>
<td></td>
</tr>
<tr>
<td>COM 318</td>
<td>Organizational Communication 3</td>
<td></td>
</tr>
<tr>
<td>COM 319</td>
<td>Training and Development 3</td>
<td></td>
</tr>
<tr>
<td>COM 327</td>
<td>Impact of Culture, Race, and Gender on Message Design 3</td>
<td></td>
</tr>
<tr>
<td>COM 337</td>
<td>Constructive Uses of Humor 3</td>
<td></td>
</tr>
<tr>
<td>COM 350</td>
<td>Public Communication Campaigns 3</td>
<td></td>
</tr>
<tr>
<td>COM 354</td>
<td>Influence and Influencers: Persuasion Theory and Practices 3</td>
<td></td>
</tr>
</tbody>
</table>

Advertising/Public Relations Communication

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 308</td>
<td>Social Media Effects 3</td>
<td></td>
</tr>
<tr>
<td>COM 312</td>
<td>Public Relations: Principles and Practices 3</td>
<td></td>
</tr>
<tr>
<td>COM 315</td>
<td>Advertising and the Creative Process 3</td>
<td></td>
</tr>
<tr>
<td>COM 320</td>
<td>Advertising Writing 3</td>
<td></td>
</tr>
<tr>
<td>COM 330</td>
<td>PR and Promotional Writing 3</td>
<td></td>
</tr>
<tr>
<td>COM 353</td>
<td>Advertising Account Strategies 3</td>
<td></td>
</tr>
<tr>
<td>COM 411</td>
<td>Advertising Campaigns 3</td>
<td></td>
</tr>
<tr>
<td>COM 414</td>
<td>Issues in Integrated Marketing Communications 3</td>
<td></td>
</tr>
</tbody>
</table>

Media Studies

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 308</td>
<td>Social Media Effects 3</td>
<td></td>
</tr>
<tr>
<td>COM 325</td>
<td>Audience Analysis &amp; Media Message Design 3</td>
<td></td>
</tr>
<tr>
<td>COM 351</td>
<td>Media Ethics 3</td>
<td></td>
</tr>
<tr>
<td>COM 361</td>
<td>Introduction to TV Production 3</td>
<td></td>
</tr>
<tr>
<td>COM 367</td>
<td>Broadcast Industries and Audiences 3</td>
<td></td>
</tr>
<tr>
<td>COM 374</td>
<td>Film History 3</td>
<td></td>
</tr>
<tr>
<td>COM 375</td>
<td>Film Classics 3</td>
<td></td>
</tr>
<tr>
<td>COM 376</td>
<td>Film Genres 3</td>
<td></td>
</tr>
<tr>
<td>COM 378</td>
<td>American Film Directors 3</td>
<td></td>
</tr>
<tr>
<td>COM 385</td>
<td>Media &amp; Children 3</td>
<td></td>
</tr>
<tr>
<td>COM 479</td>
<td>World Cinema 3</td>
<td></td>
</tr>
</tbody>
</table>
### Major Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 302</td>
<td>Strategic Communication in Teams</td>
<td>3</td>
</tr>
<tr>
<td>COM 304</td>
<td>Family Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 308</td>
<td>Social Media Effects</td>
<td>3</td>
</tr>
<tr>
<td>COM 311</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>COM 312</td>
<td>Public Relations: Principles and Practices</td>
<td>3</td>
</tr>
<tr>
<td>COM 315</td>
<td>Advertising and the Creative Process</td>
<td>3</td>
</tr>
<tr>
<td>COM 318</td>
<td>Organizational Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 319</td>
<td>Training and Development</td>
<td>3</td>
</tr>
<tr>
<td>COM 320</td>
<td>Advertising Writing</td>
<td>3</td>
</tr>
<tr>
<td>COM 325</td>
<td>Audience Analysis &amp; Media Message Design</td>
<td>3</td>
</tr>
<tr>
<td>COM 327</td>
<td>Impact of Culture, Race, and Gender on Message Design</td>
<td>3</td>
</tr>
<tr>
<td>COM 330</td>
<td>PR and Promotional Writing</td>
<td>3</td>
</tr>
<tr>
<td>COM 337</td>
<td>Constructive Uses of Humor</td>
<td>3</td>
</tr>
<tr>
<td>COM 350</td>
<td>Public Communication Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COM 351</td>
<td>Media Ethics</td>
<td>3</td>
</tr>
<tr>
<td>COM 353</td>
<td>Advertising Account Strategies</td>
<td>3</td>
</tr>
<tr>
<td>COM 354</td>
<td>Influence and Influencers: Persuasion Theory and Practices</td>
<td>3</td>
</tr>
<tr>
<td>COM 361</td>
<td>Introduction to TV Production</td>
<td>3</td>
</tr>
<tr>
<td>COM 375</td>
<td>Film Classics</td>
<td>3</td>
</tr>
<tr>
<td>COM 376</td>
<td>Film Genres</td>
<td>3</td>
</tr>
<tr>
<td>COM 378</td>
<td>American Film Directors</td>
<td>3</td>
</tr>
<tr>
<td>COM 383A</td>
<td>Conflict Strategy &amp; Tactics</td>
<td>3</td>
</tr>
<tr>
<td>COM 385</td>
<td>Media &amp; Children</td>
<td>3</td>
</tr>
<tr>
<td>COM 411</td>
<td>Advertising Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>COM 414</td>
<td>Issues in Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>COM 479</td>
<td>World Cinema</td>
<td>3</td>
</tr>
<tr>
<td>COM 488</td>
<td>Internship I Seminar</td>
<td>3-9</td>
</tr>
<tr>
<td>COM 498</td>
<td>Internship II Seminar</td>
<td>3-9</td>
</tr>
<tr>
<td>COM 499</td>
<td>Independent Study</td>
<td>3</td>
</tr>
<tr>
<td>DMA 201</td>
<td>Introduction to Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>DMA 212</td>
<td>2D Graphics</td>
<td>3</td>
</tr>
<tr>
<td>DMA 215</td>
<td>Digital Media Culture</td>
<td>3</td>
</tr>
<tr>
<td>DMA 216</td>
<td>Digital Media Law</td>
<td>3</td>
</tr>
<tr>
<td>DMA 217</td>
<td>Interaction Design</td>
<td>3</td>
</tr>
<tr>
<td>DMA 310</td>
<td>Digital Audio/Music Production</td>
<td>3</td>
</tr>
<tr>
<td>DMA 342</td>
<td>Introduction to Web Design</td>
<td>3</td>
</tr>
<tr>
<td>DMA 385</td>
<td>Digital Filmmaking</td>
<td>3</td>
</tr>
<tr>
<td>DMA 442</td>
<td>Advanced Web Design</td>
<td>3</td>
</tr>
<tr>
<td>FAS 140</td>
<td>Introduction to Still Photography</td>
<td>3</td>
</tr>
<tr>
<td>FAS 141</td>
<td>Digital Photography</td>
<td>3</td>
</tr>
<tr>
<td>JRN 310</td>
<td>Journalism</td>
<td>3</td>
</tr>
<tr>
<td>JRN 311</td>
<td>Advanced Journalism and Investigative Reporting</td>
<td>3</td>
</tr>
<tr>
<td>JRN 322</td>
<td>Feature/Magazine Writing</td>
<td>3</td>
</tr>
<tr>
<td>JRN 336</td>
<td>Sports Journalism</td>
<td>3</td>
</tr>
<tr>
<td>JRN 369</td>
<td>Television Features</td>
<td>3</td>
</tr>
</tbody>
</table>

**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

**Freshman**

- **Fall**
  - COM 205
  - COM 204
- **Spring**
  - COM 204

**Sophomore**

- **Fall**
  - COM 201
  - COM 202
  - COM 206 (or COM Elective)
  - COM 203 (or COM Elective)
- **Spring**
  - COM 206 (or COM Elective)
  - COM 203 (or COM Elective)

**Junior**

- **Fall**
  - COM 206 (or COM Elective)
  - COM 203 (or COM Elective)
- **Spring**
  - COM Elective
  - COM Elective
  - COM Elective

**Senior**

- **Fall**
  - COM Elective
  - COM Elective
  - COM Elective
- **Spring**
  - COM Elective
  - COM Elective
  - COM Elective

### Course Descriptions

Course titles and descriptions prior to Spring 2021

**COM 201 Oral Communication 3 Credits**

Study and practice of concepts, processes and techniques of effective verbal communication in face-to-face, small group and public-address contexts. Speeches required.

Fulfills College Core: Oral Communication

Offered: fall & spring.

**COM 202 Communication Theory 3 Credits**

Fundamental forms of communication theory and perspectives are explored and related to daily life applications and particular lines of research in relational, group, organizational, gender, social media, public and mass mediated communication contexts.

Offered: every spring.

**COM 203 Writing for the Public Media 3 Credits**

Intensive writing assignments employing message-design principles provide opportunities to prepare news, features, press releases, advertising copy and opinion pieces.

Fulfills College Core: Advanced Writing-Intensive

Offered: fall & spring.

**COM 204 Interpersonal Communication 3 Credits**

Examines the theoretical and pragmatic aspects of interpersonal communication in various contexts to enhance self-awareness and effective self-expression in relationships.

Fulfills College Core: Field 5 (Social Sciences)

Offered: fall & spring.

**COM 205 Mass Communication and Society 3 Credits**

Survey of mass communication processes and the mass media in terms of development, industry structure, functions, effects and interactive relationships with American society.

Fulfills College Core: Field 5 (Social Sciences)

Offered: fall & spring.

---

\(^1\) Only 6 credits of FAS photography courses can be applied as COM elective credit.
COM 206 Introduction to Research Methods 3 Credits
The fundamentals of the scientific method, especially the basics of research methods, designs and hypothesis testing.
Offered: every fall.

COM 211 Introduction to Integrated Marketing Communication 3 Credits
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, etc.) 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.
Offered: every fall.

COM 302 Small Group Communication 3 Credits
Communication variables in small groups involving task, maintenance, leadership, conformity, shift-to-risk and development. Some emphasis on skill development.
Offered: every other year.

COM 304 Family Communication 3 Credits
Examines contemporary family communication theories, concepts, models and research. Special emphasis on improving family communication across the lifespan.
Fulfills College Core: Field 5 (Social Sciences)
Offered: every other year.

COM 308 Social Media Effects 3 Credits
This course provides an overview of the effects of social media use on our interactions and relationships. It also examines individual differences in social media use as well as how social media is used to manage one's identity. Open to Communications Studies majors and minors only.
Offered: spring of odd-numbered years.

COM 311 Principles of Advertising 3 Credits
The fundamentals of advertising, including history and development, advertising media, marketing, audiences, campaign objectives, budget, creativity and agency functions. (DMA elective).
Offered: fall.

COM 312 Public Relations: Principles and Practices 3 Credits
Historical antecedents and contemporary 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. (ADV/PR sequence).
Offered: 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 advertising context. (DMA elective).
Offered: every other year.

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

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.
Prerequisite: COM 201.
Fulfills College Core: Oral Communication
Offered: every spring.

COM 320 Advertising Writing 3 Credits
Covers a variety of ways of developing advertising copy (copywriting) and creative concepts for persuasive advertising pieces. Includes workshop writing for print, television and radio commercials, and social media.
Offered: every other year.

COM 325 Media Literacy 3 Credits
Focuses on theoretical approaches and practical skills. Students learn to analyze, think critically and produce effective mediated messages through the production of a service-oriented video project. Service Learning Option. (DMA, JRN elective).
Offered: every other year.

COM 327 Gender Differences in Human Communication 3 Credits
Examines gender as a variable of interest in social interaction with special emphasis on contemporary gender theories, concepts, and research. Understand the reasons why communication misunderstandings related to gender differences occur.
Offered: every other year.

COM 330 Public Relations Writing 3 Credits
Fulfills College Core: Oral Communication
Writing for print, television and radio commercials, and social media. Emphasis on research that highlights the benefits of humor in PR writing tools and techniques. (ADV/PR).
Offered: spring.

COM 335 Communication and Personality 3 Credits
The role of personality in human communication (especially argumentative and aggressive traits). Emphasis on critical thinking and constructive arguing. Students develop arguing skills.
Offered: every other year.

COM 337 Constructive Uses of Humor 3 Credits
Survey of classic and contemporary humor theories, concepts and research. Special emphasis on research that highlights the benefits of humor in education, medicine, business and relational contexts.
Offered: every other year.

COM 340 Media Relations 3 Credits
One form of public relations is communicating with audiences through the news media. This course focuses on the principles and practices of media relations. (ADV/PR sequence).
Offered: every other year.

COM 348 Environmental Communication 3 Credits
Writing about the environment began in earnest with Thoreau, continued with Rachel Carson and Silent Spring, and is an important issue for journalists, PR specialists, environmental scientists and ordinary citizens. This course examines issues in environmental communication from the various public roles. (ADV/PR sequence).
Offered: every other year.
COM 350 Health Communication 3 Credits
Examines how communication plays a role in the health decisions people make from a variety of perspectives. Focuses on theoretical approaches to health communication, influence tactics, challenges associated with medical adherence/compliance gaining, caregiver-client communication, how personality affects health decisions, nonverbal and verbal factors in the health interaction, and social-cultural factors in health.
Offered: every other year.

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

COM 353 Advertising Account Strategies 3 Credits
Account management is a critical component of marketing and communications. We’ll cover the practical aspects of planning, client-agency relationships, functioning effectively in a creative environment, working with media outlets and start to learn how to develop an integrated marketing communications program.
Offered: occasionally.

COM 354 Persuasion 3 Credits
Students explore classic and contemporary persuasion theories, models and concepts. Students participate in semester long persuasion and social influence projects where they apply theories and concepts.

COM 359 Communication and Sports 3 Credits
Why do so many people enjoy playing, watching, and talking about sports? This course examines the significance of interpersonal communication in the context of sports. Communication interactions between coaches and athletes, athletes and teammates, coaches and parents, and parents and athletes are explored.
Offered: every other year.

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 Broadcasting in America 3 Credits
Explores all aspects of broadcasting and cable, including history, technology, programs and programming, the ratings, commercial and non-commercial operations, and effects.
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 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
Designed as a capstone course for advertising students, this course examines current and classic advertising campaigns for technique and effectiveness. Students will also develop their own advertising campaigns.
Prerequisite: COM 311 or permission of instructor.

COM 412 Public Relations Case Studies 3 Credits
Students will become familiar with a process for public relations problem-solving through analysis of a variety of PR case studies in major areas of the field, including employee relations, consumer relations, media relations and crisis communications. (ADV/PR sequence).
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/IPR or MKT background.
Restriction: senior standing.
Fulfills College Core: Core Capstone
Offered: fall & spring.

COM 415 Partnerships and the Not-for-Profit Organization 3 Credits
Growing and strengthening our non-profit organizations through partnerships is one of the most important strategies available to organizational leaders today. Say the word ‘collaboration’ and everyone knows it is code for innovation, inspiration, new funding sources and a great deal of hard work. In this course, we will blend practice and theory to gain a deeper understanding and mastery of the process of collaboration. During our time together, we will use the power of our own partnership success stories and lessons learned in order to weave together key content areas of communication, collaboration and leadership in the non-profit.
Offered: spring of even-numbered years.
COM 416 Fund Raising and Development at Not-for-Profit Organizations 3 Credits
This course will introduce students to the principles and practices of fundraising and long-term development planning in the not-for-profit organization. Blended into each topic area is the professional code of ethics, advocacy and role and responsibilities. The course combines theory and practice by using case studies, in-class small group exercises, case writing, role plays and experience sharing.
Offered: every fall.

COM 422 Public Relations Campaigns 3 Credits
Designed as a capstone course for public relations students, this course examines PR campaigns as the concerted efforts of an organization to build socially responsible relationships by achieving research-based goals through the application of communication strategies and the measurement of outcomes. Students produce an actual campaign.
Prerequisite: COM 312 or permission of instructor.
Offered: every other year.

COM 478 Capstone Project 3 Credits
This is an applied course that will expect students to create integrated marketing communication plans including media strategies, as well as develop complete creative concepts and tactics that will address those plans and media strategies. Students will produce portfolio pieces as outcomes. Students will demonstrate a working knowledge of how to construct a basic integrated marketing communication plan; demonstrate an understanding of what media are most appropriate for reaching specific targets; and demonstrate a working knowledge of how to create communication tactics that address specific marketing strategies and targets.
Offered: every 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 compatibly 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 491 Video Institute I 3 Credits
Students are immersed in the development and creation of original video/film projects, which may take the form of a service-oriented video for a non-profit organization or a social documentary. May be repeated as COM 492.
Offered: every other year.

COM 492 Video Institute II 3 Credits
Sequel to COM 491. Students are immersed in the development and creation of original video/film projects, which may take the form of a service-oriented video for a non-profit organization or a social documentary.
Prerequisites: COM 491
Offered: every other year.

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.