COMMUNICATION

- Bachelor of Arts, Communication (p. __)

Concentrations:
- Communication Management
- Communication Studies
- Journalism
- Media Production
- Public Relations

Minors:
- Communication (p. 2)
- Political Journalism (p. 2)

Certificate:
- International and Intercultural Leadership (p. 2)

The course requirement for communication majors is 39 semester hours. Teacher licensure through the dual-degree B.A. and B.S.E. program, conducted in conjunction with the Department of Teacher Education in the School of Education and Health Sciences, is an option for communication majors. Consult department chairperson for details.

A minor in communication consists of 15 semester hours. A minor in political journalism is available for political science majors and international studies majors. The political journalism minor consists of 18 semester hours.

Faculty
Joseph M. Valenzano, III, Chairperson
Professors Emeriti: Anderson, Blatt, Gilvary, Lain, Morlan, Watters
Professors: Hess, Robinson, Skill, Thompson, Wallace
Associate Professors: Griffin, Han, Scantlin, Valenzano
Assistant Professors: Abitbol, Beckner, Painter, Ptacek, Sangalang, Simmons, Taylor, Vibber
Lecturers: Baker, Combs, Flynn, Freitag, Jones, Kelley, Oh, Richardson, Sagradia, Secrease, Sweet, Toomb
Media Specialist in Residence: Kennedy
Director of Flyer Media: Enright

Bachelor of Arts, Communication (CMM) minimum 124 hours

Common Academic Program (CAP) ¹

<table>
<thead>
<tr>
<th>First-Year Humanities Commons ²</th>
<th>12 cr. hrs.</th>
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<tbody>
<tr>
<td>HST 103 The West &amp; the World</td>
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<tr>
<td>REL 103 Introduction to Religious and Theological Studies</td>
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<tr>
<td>PHL 103 Introduction to Philosophy</td>
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<tr>
<td>ENG 100 Writing Seminar I ³</td>
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<tr>
<td>Second-Year Writing Seminar ⁴</td>
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<tr>
<td>ENG 200 Writing Seminar II</td>
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<tr>
<td>Oral Communication</td>
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<tr>
<td>CMM 100 Principles of Oral Communication</td>
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<tr>
<td>Mathematics</td>
<td>3 cr. hrs.</td>
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<tr>
<td>Social Science</td>
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<tr>
<td>SSC 200 Social Science Integrated</td>
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<tr>
<td>Arts</td>
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<tr>
<td>Natural Sciences ⁵</td>
<td>7 cr. hrs.</td>
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<tr>
<td>Crossing Boundaries</td>
<td>up to 12 cr. hrs.</td>
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<td>Faith Traditions</td>
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<td>Practical Ethical Action</td>
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<tr>
<td>Inquiry ⁶</td>
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<tr>
<td>Integrative</td>
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<tr>
<td>Advanced Study</td>
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<tr>
<td>Philosophy and/or Religious Studies (6 cr. hrs.)</td>
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<tr>
<td>Historical Studies (3 cr. hrs.) ⁷</td>
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<tr>
<td>Diversity and Social Justice ⁸</td>
<td>3 cr. hrs.</td>
</tr>
<tr>
<td>Major Capstone ⁹</td>
<td>0-6 cr. hrs.</td>
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</table>

¹ The credit hours listed reflect what is needed to complete each CAP component. However, they should not be viewed as a cumulative addition to a student’s degree requirements because many CAP courses are designed to satisfy more than one CAP component (e.g., Crossing Boundaries and Advanced Studies) and may also satisfy requirements in the student’s major.

² May be completed with ASI 110 and ASI 120 through the Core Program.

³ May be completed with ENG 100A and ENG 100B, by placement.

⁴ May be completed with ENG 114 or ENG 198 or ASI 120.

⁵ Must include two different disciplines and at least one accompanying lab.

⁶ U.S. History AP and CLEP credit will not satisfy this requirement.

⁷ May be completed with ASI 110 and ASI 120 through the Core Program. U.S. History AP and CLEP credit will not satisfy this requirement.

⁸ May not double count with First-Year Humanities Commons, Second-Year Writing, Oral Communication, Social Science, Arts, or Natural Sciences CAP components, but may double count with courses taken to satisfy other CAP components and/or courses taken in the student’s major.
The course or experience is designed by faculty in each major; it may, or may not, be assigned credit hours.

Liberal Studies Curriculum
Creative and Performing Arts (May include CAP Arts) 3
L2 Proficiency (Proficiency in a language other than English) 0-11
Literature (May include CAP components) 3
Mathematics, excluding MTH 205 (Satisfies CAP Mathematics) 3
Natural Sciences (Satisfies CAP Natural Science) 11
Social Sciences (Includes CAP Social Science) 12

Major Requirements 40
CMM 100 Principles of Oral Communication 3
CMM 201 Foundations of Mass Communication 3
CMM 202 Foundations of Communication Theories & Research 3
CMM 351 Public Speaking 3
CMM 491 Communication Vocation Capstone 1

Select one concentration from:
Communication Management (CMT)
CMM 320 Interpersonal Communication 3
CMM 321 Small Group Communication 3
CMM 352 Persuasion 3
CMM 412 Research Methods in Communication 3
CMM 421 Organizational Communication and Writing 1 3
CMM 425 Professional Seminar in Communication Management in Organizations 3

Optional Courses 4 9

Communication Studies (CSS)
Select courses from CMM 27
Course selection requires advisor and department chair approval.

Media Production (RTV)
CMM 341 Audio Production 3
CMM 342 Fundamentals of Video Production 3
CMM 343 Scriptwriting for Media Production Platforms 1 3
CMM 347 Post Production 3
CMM 348 Animation Effects 3
CMM 471 Communication and Digital Literacy 3

Optional Courses 4 9

Journalism (JRN)
CMM 330 Media Writing 1 3
CMM 337 Journalism Ethics and Values 3
CMM 338 Reporting 2 3
CMM 430 Editing and Verification 3
CMM 432 Media Law 3
CMM 438 Multi-Media Journalism 3

Optional Courses 4 9

Public Relations (PUB)
CMM 330 Media Writing 1 3
CMM 360 Principles of Public Relations 3
CMM 365 Public Relations Strategies 3
CMM 412 Research Methods in Communication 2 3
CMM 460 Advanced Public Relations Writing 3
CMM 461 Public Relations Campaigns 3

Optional Courses 4 9

Breadth
ASI 150 Introduction to the University Experience 1
Professional Studies Block, minor, or Interdisciplinary Undergraduate Certificate 12
Total Hours to total at least 124

1 Writing-intensive course.
2 Methods course.
3 Capstone course.
4 Any three 300/400 level CMM courses.

Minor in Communication (CMM)

Communication
CMM 100 Principles of Oral Communication 3
Select four CMM courses (300/400-level) 1 12
Total Hours 15

1 In consultation with the chairperson.

Minor in Political Journalism (POJ)

Political Journalism 1
CMM 201 Foundations of Mass Communication 3
CMM 330 Media Writing 3
Select four courses from:
12
CMM 331 Feature Writing
CMM 354 Political Campaign Communication
CMM 355 Rhetoric of Social Movements
CMM 431 Public Affairs Reporting
CMM 432 Media Law
Total Hours 18

1 Available only to international studies majors and political science majors.

Certificate in International and Intercultural Leadership (IIL)
The International and Intercultural Leadership Certificate is a distinguished academic track within multiple disciplines that highlights and promotes the value and necessity of working across cultures. Courses and experiences within the certificate afford UD students the opportunity to learn and develop knowledge, skills, and attitudes to work and lead across cultures in order to build a more just and sustainable future within a specific context and language.

Interested students should contact: Dr. Francisco Peñas-Bermejo, Global Languages and Cultures

Other advisers for the certificate include: Dr. Leslie Picca, Sociology, Anthropology and Social Work; Ms. Heather Parsons, Communication; Mr.
Nick Cardilino, Center for Social Concern; Dr. Amy Anderson or Dr. Karen McBride, Center for International Programs

**Social Justice Core** 6
Choose two courses from two different disciplines from the following:

- **ANT 306** Culture & Power
- **ANT/SOC 368** Immigration & Immigrants
- **CMM 316** Intercultural Communication
- **CMM 385** Dialogue, Power, and Diversity
- **EDT 340** Educating Diverse Student Populations in Inclusive Settings
- **ENG 345** Postcolonial Literature
- **HST 375** History of US Foreign Relations Since 1750
- **POL 333** Politics of Human Rights
- **PHL 327** Philosophy of Peace
- **PHL 371** Philosophy & Human Rights
- **REL 261** Faith Traditions: Human Rights
- **REL 475** Theology of Inculturation
- **SOC 339** Social Inequality
- **VAH 483** Postcolonial and Global Art Histories

**Context Course** 3
Choose one course from a discipline different than taken above from the following:

- **ANT 325** Anthropology of Human Rights
- **ANT 352** Cultures of Latin America
- **ANT 360** Making of Modern South Asia
- **CHI 345** Chinese Civilization and Culture
- **CMM 414** Global Communication
- **CMM 464** International Public Relations
- **ENG 335** African American Literature
- **ENG 340** US Prison Literature and Culture
- **ENG 346** Literature & Human Rights
- **ENG 359** Discourse Analysis
- **ENG 374** Visual Rhetoric
- **ENG 387** Literature & Ethics
- **FRN 341** French Culture & Civilization
- **FRN 381** History of French Cinema
- **GER 341** German Culture & Civilization
- **GER 351** German Film
- **HST 310** Making of Modern South Asia
- **HST 312** Age of Democratic Revolutions
- **HST 314** Modern Europe in Decline 1900-1945
- **HST 315** Postwar Europe 1945-1990
- **HST 319** The British Empire
- **HST 329** Americans and the Middle East
- **HST 331** India: Traditions and Encounters
- **HST 332** History of Modern East Asia
- **HST 339** Gandhi’s India
- **HST 354** History of Women & Gender in the Middle East
- **HST 357** Modern Latin America
- **HST 358** Social & Cultural History of Latin America
- **HST 368** The Soviet Experiment: From Lenin to Putin
- **HST 382** History of Mexico
- **HST 383** History of the Caribbean
- **HST 386** China in Revolution
- **ITA 341** Italian Culture & Civilization I
- **PHL 347** Japanese Philosophy
- **PHL 355** Asian Philosophy
- **PHL 363** African Philosophy
- **PHL 365** Islamic Philosophy & Culture
- **PHL 379** Latin American Philosophy
- **REL 207** Faith Traditions: Judaism
- **REL 208** Faith Traditions: Islamic Religious Traditions
- **REL 261** Faith Traditions: Human Rights
- **REL 322** Latino/Latina Religious Experiences
- **REL 358** Liberation Theologies
- **SOC 328** Racial & Ethnic Relations
- **SOC 371** Sociology of Human Rights
- **SPN 341** Spanish Culture & Civilization
- **SPN 342** Latin American Culture & Civilization
- **SPN 480** Spanish & Ibero-American Cinema
- **VAH 310** History of Art and Activism
- **VAH 320** Latin American Art
- **VAH 330** Arts of Asia
- **VAR 330** Comparative Visual Culture in Film

**Language** 0-15

**Leadership** 3
Choose one from the following:

- **ASI 372** Professional Ethics in a Global Community - Education
- **ASI 373** Professional Ethics in a Global Community - Engineering
- **MGT 403** Cross-Cultural Management
- **POL 361** Leadership in Nongovernmental Organizations
- **SOC/POL 426** Leadership in Building Communities

**Experiential Capstone** 1
Choose one from the following:

- **UDI 210** SAIL: Semester, Abroad, Intercultural Leadership and Re-Entry
- **UDI 267** Journey towards Global Citizenship
- **UDI 361** Cross Cultural Immersion Preparation
- **UDI 377** Understanding, Respecting and Connecting II: Taking Action
- **UDI 410** Maxie: Integration

**Total Hours** 13-28

<table>
<thead>
<tr>
<th>First Year</th>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
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<td>ASI 150</td>
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<td>1 CMM 351</td>
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<td>CMM 100 (CAP Communication)</td>
<td>3 EN 100 (CAP Humanities Commons)</td>
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<tr>
<td>CMM 201</td>
<td>3 HST 103, PHL 103, or REL 103 (CAP Humanities Commons)</td>
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### Courses

**CMM 100. Principles of Oral Communication. 3 Hours**
Introduces the relationship between communication and democratic life in contemporary and historical contexts. This course examines the importance of communication in achieving mutual understanding and provides the opportunity to demonstrate effective and ethical dialogue. Students learn to structure messages that deliver complex information to non-experts, effectively advocate a position, and critique the messages of others.

**CMM 113. Interviewing. 1 Hour**
Communication processes for information gathering and employment interviewing. Focus is on the development of general competencies in the conduct and organization of interviews, preparation of resumes, evaluation of questions and responses, research, listening, and nonverbal communication.

**CMM 201. Foundations of Mass Communication. 3 Hours**
Historical development of mass media in America; survey of mass media theories, impact of mass media on people and society, the role and influence of the news media, new technologies, programming, and pressure groups.

**CMM 202. Foundations of Communication Theories & Research. 3 Hours**
Study of the nature and scope of communication theories and research. Examination of how the communication discipline developed from classical traditions to its modern perspective.

**CMM 313. Nonverbal Communication. 3 Hours**
Overview of theory and application of nonverbal communication, raising students’ awareness of their own and others’ nonverbal behaviors, enhancing interpretation of messages and adaptation to changing cultural and relational contexts. Prerequisite(s): CMM 100 (may be taken at the same time).

**CMM 315. International Mass Media. 3 Hours**
Focus on the mass media of a particular foreign country or region of the world. Topics may include media content, use, societal effects and ownership.

**CMM 316. Intercultural Communication. 3 Hours**
Study of interpersonal communication with emphasis on people from different countries and with different cultural backgrounds. Focus on the influence of culture on communication and language, verbal and nonverbal communication similarities and differences from culture to culture, the articulation of strategies for achieving successful intercultural communication, and the providing of solutions for intercultural miscommunication. Prerequisite(s): CMM 100 (may be taken at the same time) and Sophomore standing or higher.

**CMM 320. Interpersonal Communication. 3 Hours**
Study of communication behavior in a variety of dyadic relationships including friendship, work, romantic, and family. Focus on communicative behavior and communicative processes in relationship development and maintenance including perception-taking, building trust, managing conflict, negotiating power, and listening empathetically. Prerequisite(s): CMM 100 (may be taken at the same time).

**CMM 321. Small Group Communication. 3 Hours**
Examination of theory and research related to communicative processes in small, task-oriented groups. Applications include a focus upon decision-making strategies, leadership, conflict management, and cohesion. Prerequisite(s): CMM 100.

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**HST 103, PHL 103, or REL 103 (CAP Humanities Commons)**
- 3 MTH (CAP Mathematics)

**HST 103, PHL 103, or REL 103 (CAP Humanities Commons)**
- 3 Language 141

**Language 101**
- 4

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**Second Year**

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<th>Course</th>
<th>Fall Hours</th>
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<td>CMM Concentration</td>
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<td>CMM Concentration</td>
<td>3 SSC 200</td>
<td>3 CAP Social Science</td>
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<tr>
<td>ENG 200 (CAP Writing Seminar)</td>
<td>3 INSS (CAP Natural Science)</td>
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<td>INSS (CAP Natural Science w/lab)</td>
<td>4 CAP Faith Traditions</td>
<td>3</td>
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<tr>
<td>Language 201, or contextual course</td>
<td>3 Literature</td>
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**Third Year**

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<th>Spring Hours</th>
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<td>CMM Concentration</td>
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<tr>
<td>CAP Arts / Creative and Performing</td>
<td>3 CAP Advanced Philosophy/Religious Studies</td>
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<tr>
<td>Social Science - intro level</td>
<td>3 CAP Advanced Historical Studies</td>
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<tr>
<td>INSS Natural Science</td>
<td>3 Social Science - 300/400 level</td>
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**Fourth Year**

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<tr>
<td>CAP Advanced Philosophy/Religious Studies</td>
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<td>CAP Practical Ethical Action</td>
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<td>Social Science - elective</td>
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Total credit hours: 124

* Some CAP requirements may be fulfilled through the major.
and build skills for reporting and editing across media platforms. Strategies, including accessing public documents and interviewing, and ethical beat reporting. Students develop news judgment and research to understand the issues and institutions of public concern through accurate reporting and public engagement. Prerequisite(s): PHL 103, CMM 100. (May be taken at the same time).

CMM 330. Media Writing. 3 Hours
Students develop and practice writing skills for journalism and public relations across media platforms. Course introduces techniques for writing news and information for mass audiences, news principles and values, and skills for gathering information and interviewing. Clarity and accuracy are emphasized.

CMM 331. Feature Writing. 3 Hours
Developing and writing nonfiction stories for newspapers and magazines. Story types include personality profile, color, background, consumer, and commentary. Study and practice in journalistic reporting skills and literary writing techniques. Emphasis on content, organization, style, and accuracy. Strong command of AP style necessary. Prerequisite(s): CMM 330.

CMM 332. Publication Design. 3 Hours
Layout and design of print and electronic publications, including newsletters, brochures, and web-based publications. Instruction in desktop and web publishing software, use of type and illustration, cost appraisal, printing methods.

CMM 333. Free Lance Writing. 3 Hours
Steps of freelance publication, from market analysis to query letters to writing and rewriting. Mostly nonfiction, magazine markets, some newspaper and nonfiction book markets.

CMM 334. Sportswriting. 3 Hours
In addition to game stories, attention is also paid to writing about personalities, legal issues, and financial issues on the interscholastic, intercollegiate, amateur, and professional levels. Strong writing skills and knowledge of journalistic style expected. Prerequisite(s): CMM 330.

CMM 335. Journalists in Film. 3 Hours
Exploration of the myths, stereotypes, adventures, romances, and realities of journalism through a look at how the field is portrayed in a wide-ranging view of creative works about journalists and journalism in the 20th and 21st centuries. Images of journalists are shaped and formed in part by popular culture mythologies in film and television, as well as other media. Students will examine the role of the journalist character in a variety of film and television genres including dramas, comedies, satires, film noir, thrillers, and biopics. Prerequisite(s): CMM 201.

CMM 337. Journalism Ethics and Values. 3 Hours
Exploration of the ethics and values that guide the practice of journalism. Students will develop knowledge of theories and frameworks for journalistic principles and practices, and critically examine and evaluate historical and current ethical challenges. Through discussion, research, and case studies, students will enhance their awareness of ethical issues in journalism and their ability to make ethical choices in all aspects of reporting and public engagement. Prerequisite(s): PHL 103, CMM 100 (may be taken at the same time).

CMM 338. Reporting. 3 Hours
Exploration of issues and institutions of public concern through accurate and ethical beat reporting. Students develop news judgment and research strategies, including accessing public documents and interviewing, and build skills for reporting and editing across media platforms. Prerequisite(s): CMM 100 (may be taken at the same time), CMM 330.

CMM 339. Post Production. 3 Hours
Analysis of communication in structured dyadic interaction. Emphasis on the following types of interviews: information-gathering, employment, appraisal, and persuasive. Application through role-playing and feedback systems. Prerequisite(s): CMM 100.

CMM 340. Fundamentals of Broadcasting. 3 Hours
Survey of broadcasting, with emphasis on television and radio networks, programming, regulation, audience measurement, audience effects, and technology. Although attention is given both to the origins and future of the field, contemporary broadcasting is emphasized.

CMM 341. Audio Production. 3 Hours
Study of the theories, processes, and technologies of audio production practices that can be applied in radio, television, and multimedia production. Experiential learning in the recording of voice, location specific sound and special effects. Course includes the operation of basic studio and field equipment, including analog and basic digital recording and editing. Audio is a vital form of communication. As media makers, students will learn how to use audio to convey a sense of place, emotion, atmosphere, as well as tell a story. This class will focus on learning field recording techniques to capture high quality audio in a variety of situations. There will be exercises in the recording of voice, location sound and special effects. This course includes the operation of basic studio and field equipment, including editing with Pro Tools. Students will dive into the fundamentals of sound and field recording through lectures, hands on labs, readings and assignments. Prerequisite(s): CMM 100 (may be taken at the same time).

CMM 342. Fundamentals of Video Production. 3 Hours
Explores the techniques of studio and remote video production. Includes the technical and creative aspects of planning and script preparation, producing, directing, technical directing, graphics, editing, camera, lighting, and sound for a variety of video programs.

CMM 343. Writing for Electronic and Digital Media. 3 Hours
Study of concrete approaches to and practical applications of professional level writing for video, audio, television, radio, digital and corporate media platforms.

CMM 344. Multimedia Design & Production I. 3 Hours
Introduction to producing in the interactive media of CD-ROM and other digital formats. Reviews basic object linking and embedding in familiar computer programs such as Word, PowerPoint, and Freelance Graphics. Students build skills in multimedia authoring, using all the fundamental tools of graphics, text, audio, and video.

CMM 345. Classic American Film. 3 Hours
Introduction to classic U.S. films through the ages. Revolves around the viewing and analysis of significant Hollywood films. Course varies topically, ranging from a broad overview of classic American films to versions examining a particular film genre to versions exploring a theme through the medium of classic film. May be repeated once as topics change. Prerequisite(s): CMM 100 (may be taken at the same time).

CMM 346. Topics in Film Genre. 3 Hours
Survey of films revolving around the viewing and analysis of significant films in a particular genre. Each iteration of this topics course focuses on one specific genre, such as mystery and suspense films, road films, movie musicals, westerns, science fiction and fantasy films, adventure films, or film noir. This course may be repeated once, for credit as topics change.

CMM 347. Post Production. 3 Hours
This course combines the technical aspects of post-production workflow, editing software and a comprehensive overview of editing theory. Students will be able to construct media content using the industry standard editing softwares, Avid Media Composer and Adobe Premiere. In this class students will grow as storytellers by developing the ability to deconstruct editing decisions and by analyzing the ethical considerations within editing. This course will also be a required course for students in the Media Production concentration of the CMM major.
CMM 348. Animation Effects. 3 Hours
The interactive world of media enables communicators to develop exciting new ways to reach their audience from multiple mediums. This course uses Adobe After Effects CC to present ways to animate text, still images in various ways, interactive features, audio & video, and combinations of other means made possible through the advancement of technology. We will examine how designing creative projects interact in this professional world of media which we see all around us. Prerequisite(s): CMM 100 (may be taken at the same time), CMM 342.

CMM 350. History and Analysis of Propaganda. 3 Hours
In-depth examination of major propaganda campaigns throughout history. Emphasis on twentieth and twenty-first century propaganda as psychological warfare. Includes exploration of how victors of social struggles use their dominance to control the version of historical events in a way that favors their own interpretation. The course includes application of rhetorical, social scientific and cultural, historiographical methods for analyzing propaganda. Prerequisite(s): HST 103, CMM 100 (may be taken at the same time).

CMM 351. Public Speaking. 3 Hours
Oral communication in professional situations. Adaptation of principles of ethical and effective speaking to specific audiences and occasions. Delivery of informative and persuasive speeches. Prerequisite(s): CMM 100.

CMM 352. Persuasion. 3 Hours
An in depth examination of the attitude - behavior relationship and a detailed overview of persuasion theory. Students will create and test the effectiveness of theoretically derived messages in a service learning project and study the role communication plays this process. Prerequisite(s): Sophomore standing.

CMM 354. Political Campaign Communication. 3 Hours
Examination of theory and research on the role, processes and effects of communication in political campaigns with emphasis on mass media, public speaking, debates, advertising, and interpersonal communications. Prerequisite(s): CMM 100 and Sophomore standing.

CMM 355. Rhetoric of Social Movements. 3 Hours
Study of rhetorical communication in American social movements through examination of the strategies, themes and tactics used by agitators and the institutional responses to discourse aimed at social change. Prerequisite(s): CMM 100 (may be taken at the same time) and Sophomore standing or higher.

CMM 356. Argumentation and Advocacy. 3 Hours
Study of theory and practice in persuasive argument. Explores the nature of argument, advocacy, debate, persuasion, and dialogue. Students will learn how to articulate a persuasive case and critique the arguments of others. Prerequisite(s): CMM 100 and (ENG 100 or 100B or 200H or ASI 110) and (((HST 103, PHL 103, REL 103) or ASI 120).

CMM 357. Religious Rhetoric in American Culture. 3 Hours
Exploration of the theoretical and practical intersections of faith and communication. Addresses how faith is articulated and represented through the use of language, symbols and media. The course explores the relationship of language and religion, the practice of preaching, how religion is depicted in popular culture and through media, and the relationship between faith and politics in contemporary America. Prerequisite(s): CMM 100 and (ENG 100 or 100B or 200H or ASI 110) and (((HST 103, PHL 103, REL 103) or ASI 120).

CMM 359. The Road to Hell: The Apocalypse in Classical and Contemporary Forms. 3 Hours
Study of depictions of the apocalypse in classical and contemporary literature, film and speech with special attention to the rhetorical dimensions of those messages. Prerequisite(s): CMM 100; ASI 110 or REL 103.

CMM 360. Principles of Public Relations. 3 Hours
Survey of the field of public relations emphasizing writing and public relations, theoretical implications of the field, the practitioner’s role in organization and the community.

CMM 365. Public Relations Strategies. 3 Hours
This course will allow students to understand why PR practitioners develop PR campaigns the way they do and when campaigns based on internal and external factors should be implemented to best achieve organizational objectives and goals. Throughout this course, considerable emphasis will be placed on understanding the differences between a public relations strategy and a public relations tactic, as well as understanding when to use specific tactics to achieve organizational objectives and goals. Prerequisite(s): CMM 100 (may be taken at the same time) and CMM 360.

CMM 372. Communication for Health Professionals. 3 Hours
Analysis of communication skills that are particularly relevant in the health care setting. The course addresses ways of improving communication between providers and patients through the use of interactions with simulated patients. Primarily serves health science or communication/social science students. Prerequisite(s): CMM 100 (may be taken at the same time) and Sophomore standing or higher.

CMM 381. Faith and Free Expression. 3 Hours
Exploration of issues related to religious expression and the First Amendment. Examination of the impact of the First Amendment on American society through study of its historical, political, social, and religious meaning and influence. Topics may include obscenity laws, prayer in school, and other matters of faith and free speech. Prerequisite(s): CMM 100 (may be taken at the same time) and Sophomore standing or higher.

CMM 385. Dialogue, Power, and Diversity. 3 Hours
Exploration of how diversity and power intersect and how dialogic communication may facilitate interaction about and is affected by diversity and power. Prerequisite(s): CMM 100 and Sophomore standing or higher.

CMM 390. Independent Study. 1-3 Hours
Supervised study involving directed readings, individual research (library, field, or experimental), or projects in the specialized areas of communication. May be repeated for up to six semester hours. Prerequisite(s): Permission of department chairperson.

CMM 397. Communication Practicum. 1 Hour
Offers students an opportunity to participate in the operation of Flyer TV, Flyer Radio, or Flyer News (the University of Dayton's student-run media platforms.) One semester hour per term.

CMM 410. Family Communication. 3 Hours
Study of the family from a communication perspective, considering the communication processes within the family and the extent to which communication affects and is affected by the family. Prerequisite(s): CMM 100 (may be taken at the same time) and (ENG 100 or 100B or 114 or 198 or ASI 110) and (((HST 103, PHL 103, REL 103) or ASI 120).
CMM 411. Health Communication. 3 Hours
Examination of communication theory and research as they relate to health care. Issues include provider-patient interaction, the role of the patient, health organizations, the media and health, end-of-life concerns, and health campaigns. Prerequisite(s): CMM 100 and Sophomore standing or higher.

CMM 412. Research Methods in Communication. 3 Hours
Study of data gathering and analysis in communication research. Specific attention to survey design and analysis, and focus group implementation and analysis.

CMM 413. Communication in the Information Age. 3 Hours
Examination of issues related to development, economics, programming, and the future of new mass communication technologies. Prerequisite(s): CMM 201 or permission of instructor.

CMM 414. Global Communication. 3 Hours
Introduction to the main topics in the field of global communication. Emphasis on comparative mass media and current issues in global communication. Prerequisite(s): CMM 100 (may be taken at the same time) and sophomore standing or higher.

CMM 415. Gender and Communication. 3 Hours
Seminar focusing on gender differences in communication, unique aspects to women’s communication, and women’s rhetoric, and providing solutions to gender and miscommunication. Current theory and research examined. Prerequisite(s): CMM 100.

CMM 416. Development of Mass Media. 3 Hours
History and analysis of the development and interdependence of mass media, print and electronic. Emphasis on its role in political and economic progress of U.S. and attendant responsibility.

CMM 417. Introduction to Audience Research. 3 Hours
Overview of how media organizations describe and analyze audiences, the statistical and methodological techniques they use, and how those same methods are used to study the impact of media portrayals. Prerequisite(s): CMM 100 (may be taken at the same time) and (ENG 100 or 100B or 114 or 198 or ASI 110) and ((HST 103, PHL 103, REL 103) or ASI 120).

CMM 420. Communication & Conflict Management. 3 Hours
Students will study conflict as a process of communication and learn strategies and skills for effective conflict management, which can be used in various relationships in one’s life, including family relationships, friendships, and professional relationships. A focus on forgiveness and reconciliation is fundamental to the study of conflictual communication. Prerequisite(s): CMM 100 (may be taken at the same time) and sophomore status.

CMM 421. Organizational Communication and Writing. 3 Hours
This course explores communication in an organizational setting, with particular attention paid to oral and written forms prevalent in contemporary institutions. Students will be exposed to theories of message initiation, diffusion, and reception in organizations; and will examine the role of communication in developing productive work relationships, management practices, and organizational cultures. Prerequisite(s): CMM 100 (may be taken at the same time).

CMM 425. Professional Seminar in Communication Management in Organizations. 3 Hours
Capstone experience for Communication Management. Examines a focused topic in organizational communication allowing students the opportunity to diagnose and provide solutions through the integration and application of communication principles and best practices. Prerequisite(s): CMM 325; Senior standing.
CMM 443. Screenwriting for Film and Television. 3 Hours
Students will learn skills and knowledge relevant to the art of screenwriting. In a context that marries lecture, screening, film analysis, screenplay dissection, and workshop discussion of student work, the student will be exposed to a wide variety of concepts related to the preparation and writing of a screenplay. Prerequisite(s): CMM 100; sophomore standing.

CMM 444. Multimedia Design & Production II. 3 Hours
Advanced level multimedia production emphasizing client-based project generation through a design/production team approach. Focus is on interface design; project planning, script writing, storyboarding; digital image, sound and video editing; and the use of authoring software. Prerequisite(s): CMM 344.

CMM 445. Media Performance. 3 Hours
Course focuses on learning and practicing the fundamentals of on-camera and on-air broadcast and digital delivery performance. Students will also practice critical analysis of broadcast performance.

CMM 446. Electronic Media Management. 3 Hours
Survey of the leadership/management roles and responsibilities of broadcasting, cable television and corporate media enterprises. Prerequisite(s): CMM 340.

CMM 447. Children and Mass Media. 3 Hours
Introduction to and understanding of how children and adolescents use media in their daily lives. Also examines how that use influences their cognitive, emotional, social, and physical development.

CMM 449. Topics in Electronic Media. 3 Hours
Concentrated study in special areas of electronic media production, criticism, and management. May be repeated once with change of topic. Depending on topic, prerequisites may be imposed.

CMM 452. Public Discourse & Criticism. 3 Hours
Examination of the foundations of the field of communication. Major focus on the development of rhetorical theory with attention to rhetorical analysis and criticism.

CMM 453. Communication, Cybersecurity, and Social Engineering. 3 Hours
Study of the role persuasion plays in computer hacking and what individuals and organizations can do to defend against social engineering exploits. Prerequisite(s): CMM 100 and (ENG 100 or 100B or 200H or ASI 110) and ((HST 103, PHL 103, REL 103) or ASI 120).

CMM 454. Documentary I. 3 Hours
Students will apply advanced skills in media production to create a documentary film. The course will consist of three phases. The three phases are development, pre-production, and production. Prerequisite(s): CMM 342 and CMM 343. Senior standing or instructor approval.

CMM 455. Documentary II. 3 Hours
Students will apply advanced skills in media production to create a documentary film. This course will consist of three phases. The three phases are production, post production, and distribution. Prerequisite(s): CMM 454 and senior standing.

CMM 460. Advanced Public Relations Writing. 3 Hours
Study, development and application of public relations strategies and tactics. Emphasis on strategically effective, factually accurate and grammatically sound written communications for organizational and mass audiences. Prerequisite(s): CMM 330, CMM 360, junior or senior standing.

CMM 461. Public Relations Campaigns. 3 Hours
Capstone course in the PR concentration that focuses on planning and implementing a public relations campaign for an established professional organization. Students work out solutions to communication and public relations problems, and prepare written campaign materials. Prerequisite(s): CMM 330, CMM 360, CMM 460; senior standing.

CMM 463. Online & Digital Public Relations. 3 Hours
Exploration of digital, mobile, and social media and how tools associated with these new and emerging media can best be used in the practice of public relations. The course considers how digital media fit within the larger new media context, while also providing an overview of the major and emerging tools associated with social media and mobile media. Particular attention will be devoted to understanding both strategic and tactical implications of digital media within a public relations campaign or comprehensive strategic communications program. Prerequisite(s): CMM 100 (may be taken at the same time) and CMM 360.

CMM 464. International Public Relations. 3 Hours
Examination of effective public relations (PR) practices in international settings. Analysis and evaluation of real cases to investigate effective PR strategies for different countries or organizational settings. Particular emphasis is placed on how non-profits and/or NGOs employ public relations strategies to constructively engage issues of diversity and social justice. Prerequisite(s): CMM 100 (may be taken at the same time) and CMM 360.

CMM 468. Case Studies in PR. 3 Hours
Examination of PR cases that illustrate models and theories, and teach key PR principles. Allows students to critically analyze, judge, and evaluate situations by applying PR principles and theories. Prerequisite(s): CMM 360.

CMM 469. Special Topics in Public Relations. 3 Hours
A concentrated study in specific areas of public relations. Development of specialized projects. May be repeated once with change of topics. Prerequisite(s): CMM 360 or permission of instructor.

CMM 471. Communication and Digital Literacy. 3 Hours
Exploration of questions surrounding the development of media literacy skills from childhood through adulthood, creation of media literacy materials applicable to diverse audiences, and evaluation of implications of participatory culture.

CMM 477. Honors Thesis Project. 3 Hours
First of two courses leading to the selection, design, investigation, and completion of an independent, original Honors Thesis project under the guidance of a faculty research advisor. Restricted to students in the University Honors Program with permission of the program director and department chairperson. Students pursuing an interdisciplinary thesis topic may register for three semester hours each in two separate disciplines in consultation with the department chairpersons. Prerequisite(s): Approval of University Honors Program.

CMM 478. Honors Thesis Project. 3 Hours
Second of two courses leading to the selection, design, investigation and completion of an independent, original Honors Thesis project under the guidance of a faculty research advisor. Restricted to students in the University Honors Program in the University Honors Program with permission of the program director and department chairperson. Students pursuing an interdisciplinary thesis topic may register for three semester hours each in two separate disciplines in consultation with the department chairpersons. Prerequisite(s): Approved 477; approval of University Honors Program.
CMM 491. Communication Vocation Capstone. 1 Hour
An in-depth examination and reflection on students’ knowledge and skills acquired in college and their major. Prerequisite(s): CMM 201, 202, 351; senior standing.

CMM 498. Communication Internship. 1-6 Hours
Communication work experience in an approved organization. Student must be in good academic standing. Students are normally limited to a maximum of three semester hours. Under exceptional circumstances, students may petition the department chair for an additional three semester hours if the second internship is at a different organization and the student can demonstrate that the position offers a unique and significant educational opportunity not available through the first internship. Grading Option Two only. Prerequisite(s): CMM 100; CMM 201; CMM 202. Additionally, CMM 330 for PUB and JRN concentrations; CMM 343 for RTV concentration; one course within the concentration for CMT concentrations.

CMM 499. Special Topics in Communication. 3-6 Hours
Concentrated study in specific areas of speech communication. May be repeated once with change of topic.