DEPARTMENT OF MASS COMMUNICATION AND COMMUNICATION STUDIES

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STUDENT SERVICE CENTER
Media Center 009, 410-704-4917

Programs of the Department
The Department of Mass Communication and Communication Studies offers the following programs of study:

• Major in Communication Studies (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/communication-studies)
• Major in Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/mass-communication)
• Combined Major in Communication Studies and Political Science (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-communication-political-science)
• Combined Major in Mass Communication and Political Science (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-mass-communication-political-science)
• Minors in both Communication Studies (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-mass-communication-political-science)
• Minors in both Communication Studies (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/communication-studies-minor) and Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/mass-communication-minor)
• Master of Science in Communication Management (http://catalog.towson.edu/graduate/degree-certificate-programs/arts-communication/communication-management-ms)

In addition, the department participates in a multidisciplinary program offering a Master of Science in Human Resource Development.

The department focuses on the study of the structure, processes, aesthetics, functions and effects of human communication and mass media. In this, one of the most broad-based programs in Maryland and the region, students have the opportunity and flexibility to gain knowledge and skills in a wide array of communication fields. In addition, the study of human communication and mass media involves a strong practical content.

At the undergraduate level, the department seeks to contribute to a broad, liberal education for majors and non-majors by raising their level of oral, visual and written communication literacy, as well as their critical thinking abilities, by developing their understanding and appreciation of human message exchanges, and by recognizing how mass media and speech influence social, political, artistic and cultural existence. In addition, the department seeks to provide knowledge as well as skill needed for future employment in print and broadcast journalism, new media, advertising, and public relations and/or in business, law, government, education and consulting wherein communication skills are essential.

The faculty members of the department are committed to scholarly research and/or creative productions in the department’s various areas of expertise. The department is pledged to provide service to the university and to a larger community in a variety of ways, such as through its speech and debate program, affiliation with Lambda Pi Eta, American Advertising Foundation, Public Relations Group, Society of Professional Journalists, as well as faculty and student presentations, workshops and professional networking.

Internship Program Guidelines
The department has a highly successful internship program. Students who meet the requirements for participation are encouraged to consider taking an internship.

In order to be eligible for an internship, students must be admitted to the major, have obtained junior/senior status, and have met the following requirements. Refer to your Academic Requirements Report for your overall GPA and major GPA.

• COMM 490: COMM 300, a minimum GPA of 2.5 overall and 2.75 in the major
• MCOM 460: MCOM 214 or MCOM 253, a minimum GPA or 2.75 overall and 3.0 in the major
• MCOM 461: MCOM 258, a minimum GPA of 2.75 overall and 3.0 in the major

Visit the department website for information on the internship application and approval process. All internship worksites must be approved by the appropriate internship coordinators.

Departmental Scholarships
The Mass Communication and Communication Studies department is fortunate in being able to offer its majors a number of scholarship opportunities.

The Patrick John O’Connell Memorial Scholarship is available for Mass Communication students with a special interest in broadcast journalism, journalism, advertising or public relations. Other scholarships include the Eddie Ballard Award for Journalism, the Chrystal Marie Clifford Memorial Scholarship, the Sam Lacy Sports Communication Scholarship, the Steven and Laura Murfin Scholarship, the O’Connor Radio Broadcasting Scholarship, the Jamie Parker Memorial Scholarship, the George F. Rogers Jr. Memorial Scholarship, the Elizabeth Wainio Memorial Scholarship, the Public Relations Society of America Scholarship, the Reg Murphy Scholarship and speech and debate program scholarships. For scholarship information and deadlines, contact the department scholarship coordinator or visit the department website.

Departmental Activities
Department activities include support for the following student organizations: Speech and Debate Team, Pi Kappa Delta (national honorary forensic society), Lambda Pi Eta (national honorary society in communication), the American Advertising Federation Chapter, the Public Relations Student Group, and the Society for Professional Journalists.
Honors Program

Through its departmental honors program, the mass communication faculty recognizes students for academic excellence. Mass Communication majors with an overall GPA of 3.25 and a 3.50 in their major are eligible to participate in the program. To graduate with honors in Mass Communication, students must complete 6 units in MCOM Independent Study and MCOM 499. In addition, the student is required to make an oral presentation to the Thesis Committee, which is open to the public. At graduation, students will be recognized for honors both on the diploma and permanent transcript. Students interested in departmental honors should consult with the department’s honors coordinator no later than the first term of their junior year.

Graduate Program

The department offers a master’s degree in Communication Management. Information regarding the master’s program is included in the Graduate Catalog (http://catalog.towson.edu/graduate).

Students interested in becoming undergraduate Mass Communication majors must first become Pre-Mass Communication students (PMCO) and enroll in three required screening courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 102</td>
<td>WRITING FOR A LIBERAL EDUCATION</td>
<td>3</td>
</tr>
<tr>
<td>COMM 131</td>
<td>FUNDAMENTALS OF SPEECH COMMUNICATION</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 101</td>
<td>INTRODUCTION TO MASS COMMUNICATION</td>
<td>3</td>
</tr>
</tbody>
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Students cannot apply for MCOM as a major until they have completed these courses.

Note: This requirement applies to incoming freshmen, transfer students, currently enrolled Towson University students and students working on a second bachelor’s degree.

Admission to the MCOM major is highly competitive. Students are eligible to apply for admission to the Mass Communication (MCOM) major after completing at least 30 units at Towson University or elsewhere, and upon completion of the three courses named above earning a minimum GPA of B (3.00) in these courses. In addition, the overall GPA of all TU courses at the time of application must be B (3.00) or above. No more than one of the screening courses can be repeated for the purpose of determining eligibility. After the completion of the above courses, students should declare MCOM as their major by completing an online application. Several times a year, a group of eligible candidates will be able to declare Mass Communication as a major. Students who are denied may re-apply once. Appeals may be addressed to the department chair. All appeals should be in the form of a letter accompanied by a transcript.

Majors in Mass Communication and Communication Studies

- Major in Communication Studies (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/communication-studies)
- Double Major in Communication Studies and Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-communication-mass-communication)
- Combined Major in Communication Studies and Political Science (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-communication-political-science)
- Major in Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/mass-communication)
- Combined Major in Mass Communication and Political Science (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/combined-mass-communication-political-science)
- Minor in Communication Studies (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/communication-studies-minor)
- Minor in Mass Communication (http://catalog.towson.edu/undergraduate/fine-arts-communication/mass-communication-communication-studies/mass-communication-minor)

Communication Studies Courses

COMM 100 USING INFORMATION EFFECTIVELY IN PUBLIC POLICY DEBATE (3)
Basic skills in gathering, processing and using information to critically evaluate and debate questions of public policy. Emphasizing research using print, human, and electronic sources and presentation of argument through written briefs and oral advocacy. GenEd I.B.

COMM 131 FUNDAMENTALS OF SPEECH COMMUNICATION (3)
Perspectives of rhetoric and public speaking, investigating contemporary American experiences, delivering and critiquing speeches. GenEd II.B.3 or Core: Arts & Humanities.

COMM 132 HONORS FUNDAMENTALS OF SPEECH COMMUNICATION (3)
Instruction in various kinds of public speaking (e.g., informative, persuasive, introductory, and impromptu); doing research, developing ideas with evidence, preparing outlines, delivering and critiquing speeches with emphasis on rhetorical criticism and ethical issues in speech communication. GenEd II.B.3 or Core: Arts & Humanities.

COMM 201 COMMUNICATION THEORY (3)
Foundation for theories focusing specifically in relational, group, public, and cultural communication contexts. Not open to students who have successfully completed COMM 101. Prerequisite: ENGL 102 or ENGL190.

COMM 215 INTERPERSONAL COMMUNICATION (3)
Examination and application of core concepts, advanced theories, and recent research. Prerequisite: ENGL 102 or ENGL190.

COMM 231 NONVERBAL COMM (3)
Examination of the elements of nonverbal communication: environment, personal space, physical appearance, body movement, gestures, touching behavior, facial expression, and vocal cues. Course will investigate the effects of these on interpersonal and public communication. Prerequisite: COMM 201 [COMM 101] or consent of instructor.

COMM 249 SPEECH AND DEBATE I (1.5)
Practical skill development and participation within Towson’s Speech and Debate Program: preparation, practice and competition in debate and/or individual speaking events; researching controversial issues, preparing and delivering speeches, participating in on-campus and intercollegiate events. Course is repeatable for a maximum of 3.0 units. Prerequisite: Consent of instructor.

COMM 250 SPEECH AND DEBATE II (1.5)
Practical skill development and participation within Towson’s Speech and Debate Program: preparation, practice and competition in debate and/or individual speaking events; researching controversial issues, preparing and delivering speeches, participating in on-campus and intercollegiate events. Course is repeatable for a maximum of 3.0 units. Prerequisite: Consent of instructor.
COMM 300 RESEARCH METHODS (3)
Survey of methods and uses of research in communication studies fields. Not open to students who have successfully completed COMM 480. Prerequisite: COMM 101 or COMM 201 and COMM 215; majors and minors only.

COMM 303 ADV PUBL SPEAKING (3)
Principles and application of evidence, composition, organization, analysis, and criticism. Manuscript, persuasive, and impromptu speaking. Prerequisite: COMM 131 or COMM 132.

COMM 304 PERSUASION (3)
Theory and practice of linguistic and symbolic persuasion; applications of rhetorical principles in social sciences and formal and informal communication; analysis of rhetoric through discussion. Prerequisite: junior/senior standing or consent of instructor.

COMM 311 RHETORICAL THEORY & CRITICISM (3)
Foundation in the theories and practice of rhetorical studies with emphasis on the historical development of rhetorical theories and ideas, from Antiquity to the contemporary period, the application of theories to contemporary issues, and the scholarly process of studying rhetoric. Not open to students who have successfully completed COMM 211. Prerequisites: COMM 300 or COMM 480 or MCOM 390 or MCOM 490.

COMM 315 BUSIN & PROF COMM (3)
Professional interview and other dyadic encounters, curriculum vitae preparation, and exploration of communication in business structures: agendas, briefings, meetings, conferences, and strategies of attributional and communicative techniques. Prerequisite: COMM 131/COMM 132.

COMM 331 ADVOC & ARGUMT (3)
Essentials of argumentation; research, analysis, evidence, reasoning, case construction, and refutation. Applications in fact, value, and public policy settings. Prerequisite: COMM 201 [COMM 101] and COMM 215, Majors/Minors only or consent of instructor.

COMM 333 INTRODUCTION TO PERFORMANCE STUDIES (3)
Will examine a broad range of performances on and off the stage, live and recorded, including performance art, storytelling, celebrations, political speeches, concerts, protests, street happenings, and everyday encounters. Students will observe and participate in various modes of performances and sites based on readings of key texts. Throughout the course, emphasis is placed on the relationship between theory and practice through (auto)ethnographic writing and performance. Prerequisite: COMM 300.

COMM 349 SPEECH AND DEBATE III (1.5)
Practical skill development and participation within Towson’s Speech and Debate Program: preparation, practice and competition in debate and/or individual speaking events; researching controversial issues, preparing and delivering speeches, participating in on-campus and intercollegiate events. Course is repeatable for a maximum of 3.0 units. Prerequisite: Consent of instructor.

COMM 350 SPEECH AND DEBATE IV (1.5)
Practical skill development and participation within Towson’s Speech and Debate Program: preparation, practice and competition in debate and/or individual speaking events; researching controversial issues, preparing and delivering speeches, participating in on-campus and intercollegiate events. Course is repeatable for a maximum of 3.0 units. Prerequisite: Consent of instructor.

COMM 351 SPEC TPC/SPCH DEB (3)
In-depth study of selected areas dependent on student and faculty interest. May be repeated for a maximum of 6 credits provided a different topic is covered. Prerequisite: COMM 249.

COMM 377 INTERCULTURAL COMMUNICATION (3)
Principles, research and applications of cross-cultural discourse. Not open to students who have successfully completed COMM 378 or COMM 379. Prerequisite: COMM 300 [COMM 480].

COMM 418 COMMUNICATION TRAINING AND DEVELOPMENT (3)
Instructional strategies for implementing objectives, specifying and evaluating results. Prerequisite: COMM 300 [COMM 480].

COMM 419 ORGANIZATIONAL COMMUNICATION (3)
Theories and processes of decision making in organizations including classical, human resources, culture, systems, and critical approaches. Emphasis is on the role communication plays in assimilation, conflict, diversification, and crisis management. Prerequisites: COMM 300 or COMM 480 or MCOM 390 or MCOM 490.

COMM 420 COMM/LEGAL PROCEDURES (3)
Focus on communication questions and skills by lawyers, judges, litigants, and jurors in criminal and civil justice. Survey of research related to verbal and nonverbal aspects of communication as they apply to the legal concerns of interview, negotiation, and litigation. Prerequisite: COMM 300 [COMM 480].

COMM 422 CONFERENCE AND MEETING MANAGEMENT (3)
Communicative details in preparing for and conducting events. Prerequisite: COMM 300 [COMM 480].

COMM 440 COMMUNICATION AND GENDER (3)
The creation of gender images through communication and the development of lines of argument regarding masculinity and femininity. Emphasizing both historical and contemporary theories of gender arguments in public discourse. Prerequisites: COMM 300 or COMM480.

COMM 450 CAPSTONE IN COMMUNICATION STUDIES (3)
The capstone course is designed to help students apply all the knowledge gained throughout the communication studies major. Students will use previous knowledge to create an individual research project of their choosing, from start to finish, with a culminating public presentation. Prerequisites: COMM 300; majors only; senior standing.

COMM 470 SPECIAL TOPIC COMM (3)
In-depth study of a selected area dependent on student and faculty interest. May be repeated for a maximum of 6 units provided a different topic is covered. Prerequisites: COMM 201 [COMM 101] or MCOM 101 [MCOM 102].

COMM 490 INTERN COMM STUDY (1-6)
Practical field experiences. Under faculty and I/CE supervision, the student works as an intern with a working professional in some field of communication. May be repeated for a maximum of 6 credits. Graded S/U. Prerequisites: junior/senior standing; minimum overall GPA of 2.5 and 2.75 in the major; consent of the instructor; completion of appropriate courses determined by the department; please check with the Career Center for specifics.

COMM 495 INDEPENDENT STUDY IN COMMUNICATION STUDIES (1-6)
Directed study through readings, projects, papers, or seminars. May be repeated for a maximum of 6 units. Prerequisite: COMM 300 or COMM 480; minimum GPA 3.25 in the major or consent of the instructor.

Interdisciplinary Studies Courses
IDFA 201 AMERICAN VISION: BALTIMORE ARTS (3)
American culture through experiencing the visual, performing, media, and communication arts of Baltimore. Includes field trips. Core: Metropolitan Perspectives.
IDFA 203 CREATIVITY IN THE FINE ARTS (3)
An application of the creative process through the arts. GenEd I.E.

IDFA 207 APPLIED ETHICS AND AESTHETICS IN FINE ARTS AND COMMUNICATIONS (3)
Ethical issues and dilemmas encountered by consumers and practitioners of the arts and communication, specifically music, dance, theater, art, electronic media, film, mass communication and communication studies. Not open to students who successfully completed IDFA 205. GenEd IIIB.

IDFA 401 MOTION DESIGN (3)
Directed lab experience on the computer in concept and application of design for broadcast design, motion graphics and multimedia. Prerequisites: ART 217 or EMF 275.

IDFA 470 INTERDISCIPLINARY FINE ARTS SPECIAL TOPICS SEMINAR (3)
An in-depth study in a selected area dependent upon faculty and student interest. May be repeated for a total of 9 units provided a different topic is taken. Prerequisite: consent of instructor.

IDFA 480 TOPICS IN ARTS, MEDIA, COMMUNICATION, AND SOCIAL ACTION (3)
A multidisciplinary and collaborative service-learning seminar that explores complex problems of the Baltimore metropolitan region. Includes creative projects and fieldwork with civic, community, and/or non-profit organizations. Topics vary and could include homelessness, domestic violence, drug abuse, disabilities, housing, education, health issues, and welfare. May be repeated for a maximum of 6 units when a different topic is covered. Prerequisites: junior/senior standing or consent of instructor.

IDFA 493 INTERDISCIPLINARY FINE ARTS INDEPENDENT STUDY (1-6)
Directed study through readings, projects, papers, and/or seminars. May be repeated for a total of no more than 12 units. Graded S/U.

Mass Communication Courses

MCOM 100 USING INFORMATION EFFECTIVELY IN MASS COMMUNICATION (3)
Effective and ethical gathering, evaluation, application and presentation of information in the study of mass communication. Prerequisite: freshmen and sophomores only. GenEd I.B.

MCOM 101 INTRODUCTION TO MASS COMMUNICATION (3)
Issues, theories and structures of mass communication and careers in the mass media.

MCOM 102 HONORS INTRODUCTION TO MASS COMMUNICATION (3)
Issues, theories and structures of mass communication and careers in the mass media. Honors College course.

MCOM 214 PRINCIPLES OF ADVERTISING (3)
Review of contribution made by advertising to the United States economy and of the principles and practices as applied to mass media. Prerequisites: COMM 131/COMM 132 and MCOM 101/MCOM 102.

MCOM 253 PRINCIPLES OF STRATEGIC PUBLIC RELATIONS AND INTEGRATED COMMUNICATION (3)
History and development of the field as a profession; strategic management; research; legal and ethical issues; communication theories; strategies and tactics; global trends. Prerequisites: COMM 131 and MCOM 101.

MCOM 255 NEWSWRITING (3)
Newswriting from the standpoint of style, structure, and readability. Prerequisites: MCOM 101 and ENGL 102.

MCOM 256 WRITING FOR THE MEDIA (3)
Principles of good writing with emphasis on writing basics, research, and analysis to create effective communication in a variety of venues. Prerequisites: MCOM 101 or MCOM 102 and ENGL 102 or ENGL 190.

MCOM 257 JOURNALISM/NEW MEDIA I (3)
An introduction to writing skills required in print, broadcast, and online journalism, and emerging news media formats. Prerequisite: MCOM 101. Lab/Class fee will be assessed.

MCOM 258 JOURNALISM AND NEW MEDIA II (3)
Advanced skills in new writing, interviewing, reporting, and editing required in print, broadcast, and online journalism, and emerging new media formats. Prerequisite: MCOM 257. Lab/Class fee will be assessed.

MCOM 310 UNDERSTANDING DISABILITY THROUGH MASS MEDIA (3)
An overview of the ways that mass media frame disability for the general public through journalism, TV, film, advertising, photography, documentary, comic art and the Internet. Prerequisite: MCOM 101 or MCOM 102.

MCOM 323 ADVERTISING MEDIA PLANNING (3)
Application of advertising media principles to the development of a media plan that involves objectives, strategy, and execution of electronic, print and new media. Prerequisites: MCOM 214, majors only. Lab/Class fee will be assessed.

MCOM 325 ADVERTISING COPYWRITING (3)
Creative process and production of copy for various media including print, broadcast, direct mail, out-of-home, and new media. Prerequisite: MCOM 214, MCOM 256, majors only. Lab/Class fee will be assessed.

MCOM 333 SOCIAL MEDIA AND STRATEGIC COMMUNICATION (3)
Examines the changing world of social media, strategic implications, and its usefulness to advertising, journalism, and public relations practitioners. Prerequisite: MCOM 214 or MCOM 253 or MCOM 257.

MCOM 341 DIGITAL PUBLISHING (3)
Computer technology to create publications for delivery in print and online. Prerequisite: MCOM 257. Lab/Class fee will be assessed.

MCOM 350 MEDIA LAW (3)
Examination of libel, slander, invasion of privacy and copyright. Legal considerations in reporting on judicial and governmental activities. Prerequisites: MCOM 101/ MCOM 102, majors only, junior/senior standing.

MCOM 352 MEDIA CRITICISM (3)
Theory and practice of media criticism intended for various audiences, including consumer oriented criticism, social criticism, and scholarly criticism. Prerequisite: MCOM 101 or EMF 140 or COMM 201.

MCOM 356 FEATURE WRITING (3)
Researching and writing journalistic articles for publication in newspapers, magazines, and other media. Requires grade of C or better to fulfill Core or GenEd requirement. Prerequisites: ENGL 102 or ENGL 190 and (MCOM 255, MCOM 256, or MCOM 258). Core: Advanced Writing Seminar or GenEd. I.D.

MCOM 357 PUBLIC RELATIONSWRITING (3)
Composing, editing, and producing media materials for both internal and external audiences. Requires grade of C or better to fulfill Core or GenEd requirement. Prerequisites: ENGL 102 or ENGL 190; MCOM 253; MCOM 256. Core: Advanced Writing Seminar or GenEd I.D.

MCOM 358 NEWS EDITING (3)
Practice in editing and headline writing for print and online media. Prerequisites: MCOM 257 and majors only. Lab/Class fee will be assessed.
MCOM 381 BROADCAST JOURNALISM I (3)
Theory and practice of broadcast journalism. The gathering, writing and presentation of news for audio-only and audio-visual media. Ethical standards for broadcast journalism will be analyzed. Prerequisites: MCOM 258; junior/senior standing. Lab/Class fee will be assessed.

MCOM 383 NEWS REPORTING (3)
Experience in reporting. Coverage of specific news beats on and off campus and general assignment work. Consideration of news-gathering techniques, including direct and participant observation, use of survey research data and use of official records. Prerequisite: MCOM 258.

MCOM 385 MASS MEDIA AND SOCIETY (3)
Seminar on current issues and effects of mass communication. Prerequisite: MCOM 101/ MCOM 102 or EMF 140.

MCOM 390 MASS COMMUNICATION RESEARCH (3)
Survey of methods and uses of research in mass media fields. Prerequisites: majors and junior/ senior standing only. Not open to students who have successfully completed MCOM 490.

MCOM 391 PHOTOJOURNALISM I (3)
Photography for the mass media. History, aesthetics and ethics are covered. Prerequisite: MCOM 258 or consent of instructor. Lab/Class fee will be assessed.

MCOM 402 SPORTS WRITING (3)
Researching and writing news and feature articles and opinion columns focusing on local, state, and national sports. Prerequisite: MCOM 356.

MCOM 407 MULTIMEDIA REPORTING CAPSTONE (3)
Research and create multimedia news and feature articles incorporating hypertext, graphics, photographs, audio and video elements. Capstone course. Prerequisites: MCOM 341, MCOM 356 and majors only. Lab/Class fee will be assessed.

MCOM 409 LITERARY JOURNALISM (3)
Literary technique and dramatic structure for print and online journalistic media. Prerequisite: MCOM 356.

MCOM 411 COMMUNICATION PROCESS (3)
Prominent theories and research on mass media and human communication. Prerequisites: COMM 13/COMM102 and junior/senior standing.

MCOM 415 MASS MEDIA GRAPHICS (3)
Communication potential of design elements in a variety of graphics using computer technology. Prerequisite: MCOM 101/MCOM 102 and junior/senior standing.

MCOM 419 CORPORATE COMMUNICATION MANAGEMENT (3)
A survey of practical theories and applications that are related to corporate communication practices. Topics include group and individual behavior in corporate environments, managing conflict, culture, change, and innovation; and leadership/management communication. The particular emphasis will be placed on advertising, public relations, or brand communication organizations. Not open to students who have successfully completed COMM 419. Prerequisites: major standing, junior or senior standing, MCOM 253, MCOM 357, and MCOM 390.

MCOM 431 PUBLIC OPINION AND THE PRESS (3)
Journalistic aspects of public opinion and propaganda; the impact of mass communication media on the formation of public opinion. Techniques of polling and testing public opinion. Prerequisites: MCOM 101/MCOM 102 and junior/senior standing.

MCOM 433 MEDIA ETHICS (3)
Ethical principles, issues, dilemmas in mass communication; professional codes; personal, interpersonal, small group, organizational, and societal factors affecting ethical mediated communication. Prerequisites: MCOM 101/ MCOM 102, majors only, junior/senior standing.

MCOM 440 ADVERTISING MEDIA SALES (3)
Procedures for selling media space and time; strategy, training, and preparation. Prerequisites: MCOM 214 and junior/senior standing.

MCOM 443 INTERNATIONAL ADVERTISING AND PUBLIC RELATIONS (3)
Role of advertising and public relations in the world marketplace. Consideration of global and local perspectives, key decisions in agency operations, creative aspects and media. Prerequisites: MCOM 214 or MCOM 253 and junior/senior standing.

MCOM 445 CORPORATE INSTITUTIONAL ADVERTISING (3)
Techniques used by corporations to develop institutional messages for public presentations. Prerequisites: MCOM 214 and MCOM 253.

MCOM 447 ADVERTISING CAMPAIGNS (3)
Application of advertising principles and practices to the development of campaigns and the preparation of a plan book. Prerequisites: MCOM 323; MCOM 325; MCOM 390; majors only.

MCOM 451 PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS (3)
Fundraising and development, implementing and evaluating public relations campaigns for nonprofit organizations. Prerequisite: MCOM 357.

MCOM 453 STRATEGIC PUBLIC RELATIONS & INTEGRATED COMMUNICATIONS CAMPAIGNS. (3)
Research, planning, implementing and evaluating programs and campaigns. Prerequisites: MCOM 357 and MCOM 390; majors only.

MCOM 457 PHOTOJOURNALISM II (3)
Color photography for the mass media including electronic imaging. Prerequisite: MCOM 391.

MCOM 458 MAGAZINE PUBLISHING (3)
Examination of the principles, practices, problems and trends in magazine publishing through tracing the process of a magazine from copy to bindery. Steps in periodical production stressing emphasis on layout factors. Intensive analysis of magazine markets and case studies of magazine publishing problems. Prerequisites: MCOM 341 and MCOM 358; majors only.

MCOM 459 PROFESSIONAL ISSUES IN STRATEGIC PUBLIC RELATIONS AND INTEGRATED COMMUNICATIONS (3)
Technical, managerial, legal, ethical and accreditation issues and concerns involved in the practice of public relations and integrated communications. Prerequisite: COMM419 or MCOM453 or MCOM447.

MCOM 460 INTERNSHIP IN ADVERTISING AND PUBLIC RELATIONS (1-3)
Students works as interns with a professional in the field of advertising or public relations. Graded S/U. Students are allowed to repeat internships. May be repeated for a maximum of 9 units, but only 6 units may be counted toward the major. Prerequisites: junior/senior standing; cumulative GPA of 2.75 and 3.00 in the major; completion of appropriate courses determined by the department.
MCOM 461 INTERNSHIP IN JOURNALISM AND NEW MEDIA (1-3)
With approval from the department and under faculty supervision, students work as interns with a professional in the field of journalism. Graded S/U. May be repeated for a maximum of 9 units, but only 6 units will apply to the major. Prerequisites: junior/senior standing; cumulative GPA of 2.75 and 3.00 in the major; completion of appropriate courses determined by the department; majors only.

MCOM 477 SPECIAL TOPICS IN JOURNALISM (3)
In-depth study of a selected area within journalism, dependent upon faculty and student interest. May be repeated for a maximum of 6 units provided a different topic is covered. Prerequisite: junior/senior standing or consent of instructor.

MCOM 478 SPECIAL TOPICS IN ADVERTISING AND PUBLIC RELATIONS (3)
In-depth study of a selected area within advertising and public relations, dependent upon faculty and student interest. May be repeated for a maximum of 6 units provided a different topic is covered. Prerequisite: junior/senior standing or consent of instructor.

MCOM 479 SPEC TOPICS IN MASS COMMUNICATION (3)
In-depth study of a selected area dependent upon faculty and student interest. May be repeated for a maximum of 6 units provided a different topic is covered. Prerequisite: junior/senior standing or consent of instructor.

MCOM 481 BROADCAST JOURNALISM II (3)
Advanced news and feature writing, interviewing, reporting, and editing for broadcast and new media. Prerequisites: MCOM 381 or (EMF 373 with consent of instructor). Lab/Class fee will be assessed.

MCOM 496 INDEPENDENT STUDY IN MASS COMMUNICATION (1-3)
Directed study through readings, projects, papers, or seminars. May be repeated for a maximum of 6 units.

MCOM 499 HONORS THESIS IN MASS COMMUNICATION (3)
Intensive research paper or media production project in the areas of newspaper/magazine journalism, photojournalism, public relations, advertising, or new media as chosen by the student in consultation with the thesis adviser. Restricted to candidates for Departmental Honors in Mass Communication. Prerequisites: 3.50 GPA in major, 3.20 GPA overall, and junior/senior standing.