

COM 1010/SPEECH

Students enrolled in this course will learn the basic fundamentals for public speaking. This class teaches students the importance of persuasion, presentation, and audience analysis.

COM 310 Introduction to Mass Media

This course provides students an opportunity to explore the pervasive influence that mass media has on our society today. Students will trace the development of mass communication from the earliest symbols to the newest technologies as they examine the humanistic, artistic, and scientific impact of the various media.

COM 340 Advertising

This course affords the student with a basic study of advertising that includes how to develop campaign strategies, target markets, address the competition and write successful creative platforms for advertising. Students will study a variety of advertising genres including social media and other traditional platforms.

COM 350 Public Relations

This course is designed to give communication students the fundamentals that make public relations a viable profession and career path. This class focuses heavily on writing for public relations. Students are exposed to the theoretical principles and frameworks that govern the work of public relations practitioners. Students will demonstrate ability to target audiences/constituencies, create concepts and media content specifically for the audiences, and determine the best means of achieving results.

COM 455 Media Research Methods

The course is an introduction to the major methods of research used in mass media studies. It examines the basic principles used in conducting surveys, designing experiments, and employing content analysis. It discusses current research and major findings in the field such as media violence, the effects of media on children, and the persuasive effects of the media. By the end of the course, students are expected to write a comprehensive 20 pg. research paper.