



ELON
UNIVERSITY

School of Communications

**ACEJMC Accredited Undergraduate
Departments & Programs Course Handbook**

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Introduction

The purpose of this course handbook is to assist students, faculty and others in understanding the curriculum, course goals and objectives, and requirements related to accreditation guidelines.

The School of Communications offers five accredited majors recognized by the Association for Education in Journalism and Mass Communication (AEJMC): Cinema and Television Arts (CTA), Communication Design (CDE), Journalism (JOU), Media Analytics (MEA), and Strategic Communications (STC). Each major is housed in its respective department, with Media Analytics being managed as an academic program by a dedicated director.

In addition to discipline-specific courses within each major, the school offers required interdisciplinary courses and electives (COM) accessible to all majors. The requirements for each major, as well as the communications minor, are determined by the faculty and approved by the university. A major represents a formal degree program, while a minor encompasses 20-24 credit hours of study recognized by the university. Detailed descriptions of the requirements for each major and the minor can be found in this handbook.

All communications students are required to complete the Communications Core Curriculum, consisting of six essential courses: Public Speaking, Inclusive Communications, Communications in a Global Age, Creating Multimedia Content, Media Law and Ethics, and a Communications Internship. Students must fulfill a 1- or 2-credit hour internship, with a maximum of four total internship hours allowed. Specific graduation requirements for each major can be found in the checklists provided in this handbook. Additionally, students select elective courses to meet the school's requirement of 52 credit hours in COM, CDE, CTA, JOU, MEA, or STC courses. In alignment with ACEJMC's commitment to liberal arts education, all students must complete at least 72 credit

hours outside of accredited departments and programs within the School of Communications.

To promote double major opportunities, the School waives eight elective hours for students who pursue an additional major outside the School of Communications.

The communications departments and programs adhere to the rigorous standards set by ACEJMC. The most esteemed journalism and mass communication programs in the country are evaluated and accredited by ACEJMC, which has identified key values and competencies for accredited programs. The School of Communications has recast the values and competencies as the "Elon Eleven," seamlessly integrating them into the five majors as program outcomes.

The Elon Eleven program outcomes are detailed in course matrices for each major, depicting where each course fulfills one or more of these outcomes through specific course objectives. This handbook offers a comprehensive overview of all communications courses available at the school, including course numbers, titles, credit hours, catalog descriptions, goals, and objectives. Italicized words within the objectives signify values or competencies derived from the Elon Eleven. Definitions of goals and objectives, along with discussions of their links to our values and competencies, are also included.

Finally, as a professionally oriented academic unit, the School of Communications maintains high standards for student performance, encompassing attendance, coursework, assessments, grading, assignments, and academic integrity. Our "Professional Standards Policies" statement is provided within this handbook.

ELON ELEVEN

The School of Communications values ...

1. Truth, accuracy and fairness
2. Freedom of expression
3. Ethical ways of reasoning
4. History and roles of media, communication and sport in society
5. Domestic and global diversity

... and emphasizes these competencies

6. Write and speak clearly and effectively
7. Employ the tools of today's technology
8. Use theory in producing meaningful content
9. Engage in research and analysis
10. Apply numerical concepts
11. Demonstrate creative and critical thinking

Writing
Theory Ethics
Truth Research
Technology
Diversity
Freedom
Numbers
Creativity
History





ELON
UNIVERSITY

School of
Communications



STRETCH
YOUR
CREATIVE
MIND

elon.edu/communications

SIX MAJORS. SIX PATHS TO EXCELLENCE.



6

CINEMA & TELEVISION ARTS

Unleash your creativity as you enhance storytelling, producing, directing and with new media techniques.

COMMUNICATION DESIGN

Develop concepts and design. Shape the visual world.

JOURNALISM

Learn cutting-edge techniques needed to report, design and edit news and sports in real time for digital, print and broadcast media audiences. Today's journalists are multimedia experts.

MEDIA ANALYTICS

Be a pioneer in the nation's first media analytics major. Analyze and visualize data and the effects of media messaging by legacy media, websites, mobile and social media.

SPORT MANAGEMENT

Develop the complex skills needed to manage sport organizations, events, facilities and promotions. The sports industry is a multi-billion-dollar enterprise that has significant influence in today's society.

STRATEGIC COMMUNICATIONS

Develop the tools essential for public relations and advertising careers. Learn to craft messages and develop campaigns across multiple media platforms.





IT ALL STARTS HERE

An award-winning journalism career. A major public relations campaign. Industry-changing communications research. An independent film that becomes a Sundance sensation. Elon alumni have done it all, and this is where it starts. As a student in Elon's School of Communications, you'll encounter a challenging curriculum and immerse yourself in professional settings. And you'll do it all under the mentorship of teacher-scholars with years of experience in news, interactive media, television, public relations, advertising, web design, screenwriting, film production, media analytics, photojournalism and sport management.

Quality Programs

Data-driven storytelling: Courses prepare students to be ethical communicators and stewards of public trust. Classes include Reporting for the Public Good, Media Law and Ethics and Public Relations and Civic Responsibility.

Catapult Your Career

Work one-on-one with the School of Communications internship director to find an internship suited for your professional goals. Students intern across the U.S. and internationally. The school also has a career services office just for communications students.



ACHIEVING A DREAM

Journalism major Naomi Washington interned at NBCUniversal the summer after her sophomore year. “Elon is an incredible school, and I was more than prepared to take on this internship. I wanted to work at NBC News since the moment I decided I wanted to be a journalist in my junior year of high school,” said Naomi, now a senior and longtime contributor to Elon News Network.

The opportunity to work on NBC News NOW Live with Morgan Radford and Vicky Nguyen as a production assistant editing video elements for the show, showcasing her skill set and pitching ideas has impacted Naomi’s career path.

“**THE SUMMER INTERNSHIP, FULL OF UNFORGETTABLE EXPERIENCES, SHOWED ME PARTS OF THE INDUSTRY THAT I DIDN’T KNOW ABOUT BEFORE. I HAVE A BETTER IDEA OF WHAT I WANT TO DO POST-GRADUATION.**”

FUTURE-FOCUSED GRADUATES

Whatever your professional goals, the School of Communications is the first step on your journey to success. Elon alumni are recipients of Emmys and Pulitzer Prizes, an Oscar and a Sundance Film Festival award.

Elon in Los Angeles

Soak up the ins and outs of the media industry in Hollywood. The **Elon in LA** program, created and staffed by the School of Communications, offers spring, summer and fall opportunities. The spring and fall semesters are the perfect fit for career exploration; students enroll in three classes while working in a professional internship.

In the nine-week summer program, students take one course and participate in a professional internship.

Hollywood & Sundance Experience

During Winter Term, Elon students travel to Hollywood and the Sundance Film Festival in Park City, Utah, for a two-week immersion experience studying the history and culture of the mainstream



INVOLVED FROM DAY ONE

From the moment sophomores Liam and Julien Dupas started at Elon, they were immersed in experiences they didn't expect to have their first year. As Communications Fellows, they traveled to Atlanta and Florida during Winter Term and visited several companies.

Both brothers joined Fresh TV and Cinelon, the student-run film production company. Julien was part of a 14-week film program.

Liam volunteered in a program offered in his leadership class. They both spent hours in editing suites in one of the buildings in the School of Communications quad.

"Elon has opened so many opportunities for me that I cannot believe I experienced in my freshman year. It was through these opportunities that I found myself growing as a person and in my passion of filmmaking," Julien said.

film industry and independent film markets across the globe. While in Los Angeles, students delve into the city's history and community, tour studios and soundstages and engage with alumni. Once in Park City, students view films, interview filmmakers, volunteer at screenings and participate in alumni listening sessions.

Fresh TV

Our FreshTV program introduces first-year students to news reporting, documentary filmmaking and non-fiction storytelling at the start of their college careers. The accelerated, 15-week training initiative, offered exclusively to first-year students in the fall semester, provides instruction on cameras and other video equipment, studio rotations, story design and production and planning.

Great Ideas and Research

Elon publishes one of the nation's only undergraduate research journals in communications. elon.edu/elonjournal

TAKE A TOUR

Take an in-person tour of the School of Communications with a faculty or staff member at 11:30 a.m. Monday through Friday when the university is open. (336) 278-5785



IMMERSIVE

PROGRAMS

Students in Elon's **Strategic Campaigns Capstone** course work with real-world clients to create a campaign specific to an organization's needs. Students prepare through writing, research and creative courses. The student-run strategic communications agency, Live Oak Communications, also provides valuable experience as students work with clients from across the region.

Scholarship Opportunities

Communications Fellows

This special program includes a media tour to Atlanta, a Winter Term course in Florida studying media and communications, and a capstone project. Forty-five Fellows selected each year receive a \$7,500 annual scholarship plus a one-time \$1,000 global study grant. Application is due January 15.

elon.edu/communications-fellows

Elon Sports Vision Scholars

This is a selective merit-based program in which students gain immersive and hands-on experience with Elon's NCAA Division I Athletic Department in live broadcasting, content creation, sports business and marketing, in-venue productions and studio shows. Scholars receive a \$5,000 annual scholarship.

elon.edu/esv

Partner with the Pros

The School of Communications **partners with the Pulitzer Center** to support student journalists in developing international reporting projects and covering under-reported global issues. Pulitzer Center staff and journalists visit campus twice a year to mentor students. Past Elon students selected for the international reporting fellowship have received up to \$2,000 to cover travel expenses for reporting projects in Brazil, Ghana and the American Southwest.



Sport management students complete a required internship, often with high-profile sport organizations, athletic programs and public facilities. Students have had internships with the Cleveland Browns, Madison Square Garden, Make-A-Wish Foundation, NASCAR and the New York Mets.



EMMANUEL MORGAN '19
Journalism
Culture Reporter
The New York Times
New York, New York



ANNA COSENTINO '19
Media Analytics
Marketing Analytics Manager
Google
San Francisco, California

AWARD-WINNING ANNOUNCER

Journalism major **Javik Blake '23** serves as the No. 1 announcer for the Biloxi (Mississippi) Shuckers, the Double A affiliate of the Milwaukee Brewers. During his time at Elon, Javik called more than 125 athletic contests, served as WSOE's sports director, and completed internships with the High Point Rockers and Fond du Lac Dock Spiders. He also earned a top-10 finish in Jim Nantz Award rankings, recognizing the country's best collegiate sports broadcasters.



96% of the
School of Communications
Class of 2022 was employed
or in graduate school nine
months after graduation

Where Our Graduates Work

Amazon
American Cancer Society
Atlantic Coast Conference
Bloomberg News
Boston Red Sox
CNN
Comedy Central
Dreamworks Pictures
ESPN
FleishmanHillard
44 Films
Golin
IndyStar
Ketchum
Marvel Entertainment
MGM Studios
NASCAR
National Geographic
NBC Dateline International
"NBC Nightly News"
NBC Sports
NBA
Nike
Oppenheimer & Co. Inc.
Saatchi & Saatchi
SFGATE
Sony Music Entertainment
The Baltimore Sun
The Faith and Politics Institute
The Huffington Post
The Smithsonian Institute
The Wall Street Journal
The Washington Post

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BELONG.

ABOUT ELON Elon University is a nationally recognized leader in engaged, experiential learning that prepares graduates to be creative, resilient, ambitious and ethical citizens of our global culture. At Elon, more than 7,000 students learn through hands-on experiences and close working relationships with faculty and staff whose priorities are teaching and mentoring.

As a pioneer and leader in engaged learning, Elon has refined a scholarly model that is built upon collaboration, mentorship and innovation. Central to this model are five signature programs that comprise the Elon Experiences — study abroad, internships, undergraduate research, service and leadership. The university's academic divisions include Elon College, the College of Arts and Sciences; the Martha and Spencer Love School of Business; the School of Communications; the Dr. Jo Watts Williams School of Education; the School of Health Sciences; and the School of Law, located in Greensboro, N.C.

Cinema and Television Arts A.B.

Cinema and television arts encompasses all forms of creative fiction and nonfiction storytelling through moving images and sound. The curriculum provides a broad foundation in writing and previsualization; visual aesthetics; industry best practices in areas such as audience analysis, content distribution, and equity, diversity, and inclusion; and content production. Through the academic program and co-curricular opportunities, students can focus on specialized areas of interest such as audio production and sound design, corporate video and branded content, documentary and narrative film, sports broadcasting and multi-camera live events, and studio- and reality-based entertainment programming.

Major Requirements:

IDS 1150	PUBLIC SPEAKING	2 sh
COM 1000	COMMUNICATIONS IN A GLOBAL AGE	4 sh
COM 2000	INCLUSIVE COMMUNICATIONS	2 sh
COM 2200	CREATING MULTIMEDIA CONTENT	4 sh
CTA 2100	INTRODUCTION TO CINEMA AND TELEVISION ARTS	4 sh
CTA 2160	WRITING FOR CINEMA AND TELEVISION	4 sh
CTA 3000	ENTERTAINMENT MEDIA BUSINESS AND PRACTICES	4 sh
COM 3985	COMMUNICATIONS INTERNSHIP	1 or 2 sh
COM 4000	MEDIA LAW AND ETHICS	4 sh
CTA 4975	ENTERTAINMENT MEDIA ISSUES AND RESEARCH	4 sh

Select one of the following courses: 4 sh

CTA 3240	STUDIO, VARIETY, AND REALITY TELEVISION PRODUCTION	4 sh
CTA 3260	CINEMA PRODUCTION	4 sh

Select one of the following courses: 4 sh

CTA 3550	Documentary and Nonfiction Aesthetics	4 sh
CTA 3560	Narrative Aesthetics	4 sh

Select one of the following capstone course options: 4 sh

CTA 4550	ADVANCED DOCUMENTARY AND NONFICTION PRODUCTION	4 sh
CTA 4560	ADVANCED NARRATIVE PRODUCTION	4 sh

Select additional courses to total at least 52 semester hours of courses from COM, CDE, CTA, JOU, MEA, or STC, not including IDS 1150.

TOTAL CREDIT HOURS: 54

Cinema and Television Arts B.F.A.

The Cinema and Television Arts B.F.A. is an intensive degree option for students who want to go above and beyond what they are able to do in the normal sequence of classes within the major (see Cinema and Television Arts A.B.). The major encompasses all forms of creative fiction and nonfiction storytelling through moving images and sound and provides foundational skills in writing, previsualization, aesthetics, audience analytics, diversity and inclusion, production, distribution and industry best practices. Students learn single and multi-camera production techniques and live event, studio- and reality-based programming. Students in the B.F.A. program must complete the following additional requirements: 1) take eight additional hours of advanced coursework in the major; 2) participate in the Elon in LA summer or full-semester program while taking residential classes and completing a professional internship with an entertainment media company; and 3) complete a thesis project demonstrating advanced research, technical, and creative skills, fostered through experiential learning and one-on-one faculty mentorship.

Major Requirements

IDS 1150	PUBLIC SPEAKING	2 sh
COM 1000	COMMUNICATIONS IN A GLOBAL AGE	4 sh
COM 2000	INCLUSIVE COMMUNICATIONS	2 sh
CTA 2100	INTRODUCTION TO CINEMA AND TELEVISION ARTS	4 sh
CTA 2160	WRITING FOR CINEMA AND TELEVISION	4 sh
COM 2200	CREATING MULTIMEDIA CONTENT	4 sh
CTA 3000	ENTERTAINMENT MEDIA BUSINESS AND PRACTICES	4 sh
COM 3985	COMMUNICATIONS INTERNSHIP	1 or 2 sh
COM 4000	MEDIA LAW AND ETHICS	4 sh
CTA 4975	ENTERTAINMENT MEDIA ISSUES AND RESEARCH	4 sh

Select one of the following courses: 4 sh

CTA 3240	STUDIO, VARIETY, AND REALITY TELEVISION PRODUCTION	4 sh
CTA 3260	CINEMA PRODUCTION	4 sh

Select one of the following courses: 4 sh

CTA 3550	Documentary and Nonfiction Aesthetics	4 sh
CTA 3560	Narrative Aesthetics	4 sh

Select one of the following courses: 4 sh

CTA 3060	DEVELOPMENT AND INFLUENCE OF CINEMA	4 sh
CTA 3360	INTERNATIONAL CINEMA	4 sh
CTA 4060	FILM THEORY	4 sh

Select one of the following courses: 4 sh

CTA 3450	SPORTS BROADCASTING	4 sh
CTA 3540	AUDIO FOR SOUND AND VISUAL MEDIA	4 sh
CTA 3650	EDITING THE MOVING IMAGE	4 sh
CTA 4160	SCREENWRITING	4 sh

Complete the following: 4 sh

CTA 4970	BFA THESIS PROJECT	2 sh
CTA 4970	BFA THESIS PROJECT	2 sh

Students take 2 hours of [CTA 4970](#) in the fall semester of their senior year and 2 sh of [CTA 4970](#) in the spring semester of their senior year.

Capstone Course: 4 sh

Choose one of the following capstone course options

<u>CTA 4550</u>	ADVANCED DOCUMENTARY AND NONFICTION PRODUCTION	4 sh
<u>CTA 4560</u>	ADVANCED NARRATIVE PRODUCTION	4 sh

Elon in L.A.

Complete Elon in LA full-semester or summer program, or upon recommendation of the BFA committee and approval of the department chair, complete an equivalent immersive experience.

Total Credit Hours: 60

Communication Design A.B.

The design of media and communication messages is essential in a visual world. A major in communication design prepares students to create these messages in static, kinetic, and interactive mediums and deliver them to diverse audiences through visual language, the principles of design, and other methods, theories, and practices. Students learn to identify and solve design problems and master the principles and practices used in the design of communication messages. These messages may involve design for print publications, advertising, website and mobile media.

Major Requirements:

<u>IDS 1150</u>	PUBLIC SPEAKING	2 sh
<u>COM 1000</u>	COMMUNICATIONS IN A GLOBAL AGE	4 sh
<u>COM 2000</u>	INCLUSIVE COMMUNICATIONS	2 sh
<u>COM 2200</u>	CREATING MULTIMEDIA CONTENT	4 sh
<u>CDE 2580</u>	PRINCIPLES OF COMMUNICATION DESIGN	4 sh
<u>CDE 2600</u>	FUNDAMENTALS OF TYPOGRAPHY	4 sh
<u>CDE 3180</u>	WRITING & RESEARCH IN DESIGN	4 sh
<u>CDE 3580</u>	DESIGN OF VISUAL IMAGES	4 sh
<u>CDE 3600</u>	CONTEMPORARY PRACTICES IN DESIGN	4 sh
<u>COM 3985</u>	COMMUNICATIONS INTERNSHIP	1 or 2 sh
<u>COM 4000</u>	MEDIA LAW AND ETHICS	4 sh
<u>CDE 4580</u>	DESIGN STRATEGIES & SOLUTIONS	4 sh

Choose one: 4 sh

<u>CDE 3500</u>	WEB & MOBILE DESIGN	4 sh
<u>CDE 3550</u>	DESIGN & ANALYTICS	4 sh

Additional requirements for the Communication Design A.B.: 8 sh

<u>ART 1120</u>	FUNDAMENTALS OF DESIGN	4 sh
<u>ART 2600</u>	INTRODUCTION TO INTERMEDIA AND PHOTOGRAPHY	4 sh

Select additional courses to total at least 52 semester hours of courses from COM, CDE, CTA, JOU, MEA, or STC, not including IDS 1150.

TOTAL CREDIT HOURS: 62

Journalism A.B.

Journalism sustains democracy by keeping citizens informed about their world. The Journalism Department gives life to the First Amendment by promoting a free press and teaching the skills necessary to seek facts, write, produce and report news, information and other significant matters in a transparent manner. A major in journalism provides students with the knowledge and technical skills used in contemporary media platforms, and an understanding of legal and ethical professional practices that are needed to tell objective stories for the public good. Students learn to report through finding and interviewing sources and interpreting data in order to tell fair, informative, and compelling stories.

Major Requirements

<u>IDS 1150</u>	PUBLIC SPEAKING	2 sh
<u>COM 1000</u>	COMMUNICATIONS IN A GLOBAL AGE	4 sh
<u>JOU 1100</u>	NEWS WRITING AND REPORTING	4 sh
<u>COM 2000</u>	INCLUSIVE COMMUNICATIONS	2 sh
<u>COM 2200</u>	CREATING MULTIMEDIA CONTENT	4 sh
<u>JOU 2500</u>	JOURNALISM IN A FREE SOCIETY	4 sh
<u>COM 3985</u>	COMMUNICATIONS INTERNSHIP	1 or 2 sh
<u>JOU 3150</u>	DIGITAL NEWS PRODUCTION	4 sh
<u>COM 4000</u>	MEDIA LAW AND ETHICS	4 sh
<u>JOU 3200</u>	MULTIPLATFORM NEWS EDITING	4 sh
<u>JOU 3980</u>	REPORTING IN PRACTICE	4 sh
<u>JOU 4970</u>	INVESTIGATIVE JOURNALISM: THE REPORTING CAPSTONE	4 sh

Select one course from the following: 4 sh

<u>JOU 3400</u>	LITERARY JOURNALISM	4 sh
<u>JOU 3450</u>	VIDEO AND AUDIO NEWS PRODUCTION	4 sh

Elective Hours - 8 sh

- Four hours of JOU elective credit
- Four hours of elective credit from COM, CDE, CTA, JOU, MEA, or STC

Total Credit Hours: 53-54

Media Analytics A.B.

Media analytics studies the measures and metrics that drive media industries, such as ratings, circulation, engagement and audience appreciation. It also analyzes how media usage is tracked and recorded, including audience preferences, user behavior, and customer insights. Media analytics students focus on the practical, legal and ethical implications of data collection and data sharing, as well as the use of media data to inform decision-making. Starting with basic data, dashboard and statistical literacy, students learn how to properly collect, clean and analyze data, then employ a clear methodology to generate reports with reproducible insights using advanced analytics tools.

Major Requirements:

<u>IDS 1150</u>	PUBLIC SPEAKING	2 sh
<u>COM 1000</u>	COMMUNICATIONS IN A GLOBAL AGE	4 sh
<u>COM 2000</u>	INCLUSIVE COMMUNICATIONS	2 sh
<u>COM 2200</u>	CREATING MULTIMEDIA CONTENT	4 sh
<u>COM 3985</u>	COMMUNICATIONS INTERNSHIP	1 or 2 sh
<u>COM 4000</u>	MEDIA LAW AND ETHICS	4 sh
<u>JOU 1100</u>	NEWS WRITING AND REPORTING	4 sh
<u>MEA 2600</u>	UNDERSTANDING AUDIENCES	4 sh
<u>MEA 3190</u>	COMMUNICATING MEDIA INSIGHTS	4 sh
<u>MEA 3290</u>	APPLIED MEDIA ANALYTICS	4 sh
<u>MEA 3590</u>	STRATEGIES FOR EMERGING MEDIA	4 sh
<u>MEA 4600</u>	MEASURING MEDIA IMPACT	4 sh
<u>COM 4970</u>	GREAT IDEAS: ISSUES AND RESEARCH	4 sh

Select additional courses to total at least 52 semester hours of courses from COM, CDE, CTA, JOU, MEA, or STC, not including IDS 1150.

Total Credit Hours: 52

Strategic Communications A.B.

Strategic communications explores the process and techniques for how an organization communicates and builds relationships with its key publics. The organization may be corporate, nonprofit or governmental, and the disciplines of communication include public relations and advertising. Majors will learn how to use appropriate research and critical thinking skills to develop strategic communications recommendations that help organizations achieve their desired outcomes.

Major Requirements:

Required courses: 43-44 sh

<u>IDS 1150</u>	PUBLIC SPEAKING	2 sh
<u>COM 1000</u>	COMMUNICATIONS IN A GLOBAL AGE	4 sh
<u>JOU 1100</u>	NEWS WRITING AND REPORTING	4 sh
<u>COM 2200</u>	CREATING MULTIMEDIA CONTENT	4 sh
<u>COM 2000</u>	INCLUSIVE COMMUNICATIONS	2 sh
<u>STC 2520</u>	FOUNDATIONS OF STRATEGIC COMMUNICATIONS	4 sh
<u>STC 2600</u>	BRAND IDENTITY	4 sh
<u>STC 3120</u>	STRATEGIC WRITING	4 sh
<u>STC 3620</u>	STRATEGIC RESEARCH METHODS	4 sh
<u>MEA 3590</u>	STRATEGIES FOR EMERGING MEDIA	4 sh
<u>COM 3985</u>	COMMUNICATIONS INTERNSHIP	1 or 2 sh
<u>COM 4000</u>	MEDIA LAW AND ETHICS	4 sh
<u>STC 4520</u>	STRATEGIC CAMPAIGNS	4 sh
<u>COM 4970</u>	GREAT IDEAS: ISSUES AND RESEARCH	4 sh

Select one of the following School of Business courses: 4 sh

<u>ECO 1000</u>	PRINCIPLES OF ECONOMICS	4 sh
<u>MGT 3230</u>	PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOR	4 sh
<u>ACC 2010</u>	PRINCIPLES OF ACCOUNTING	4 sh
<u>FIN 3030</u>	INTRODUCTION TO FINANCE	4 sh
<u>MKT 3110</u>	PRINCIPLES OF MARKETING	4 sh

Select additional courses to total at least 52 semester hours of courses from COM, CDE, CTA, JOU, MEA, or STC, not including IDS 1150.

Total Credit Hours: 58

Communications Minor

Minor Requirements

Required course: 4 sh

COM 1000

COMMUNICATIONS IN A GLOBAL AGE

4 sh

Select courses from COM, CDE, CTA, JOU, MEA, or STC: 16 sh

At least four hours must be at the 3000-4000 level.

Total Credit Hours: 20

The Words We Use

Assessment is a process of determining if students are learning what we want them to learn.

A value is something cherished. It is a principle, an idea or a belief that is intrinsically desirable.

A competency is the ability of someone to do something. It is the demonstrable end result of an objective.

When we talk about assessment and learning outcomes, about goals and objectives, about values and competencies, we are using words that are interrelated yet have different meanings. The discussion that follows seeks to clarify the words we use, and explain why.

The departments and programs in the School of Communications conform to the requirements of two accrediting bodies: the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and the Southern Association of Colleges and Schools (SACS). These organizations use similar, but different, terminology regarding program assessment. ACEJMC refers to values and competencies related to student learning. SACS refers to goals and learning objectives related to courses.

Here are definitions of the terminology used:

Assessment is a process of determining if students are learning what we want them to learn. Grades represent assessment of students in a particular course. Program assessment is the evaluation of student learning in a more comprehensive way, at the core, department and program levels, to see if the curriculum as a whole accomplishes what we want it to accomplish.

The departments, programs and the core curriculum of the School, overall, seek to instill values and competencies. Assessment through the eyes of ACEJMC talks about student learning in terms of values and competencies. A value is something cherished. It is a principle, an idea or a belief that is intrinsically desirable. We value truth, accuracy and fairness. We value freedom of expression. We value ethical ways of thinking. A competency is the ability of someone to do something. It is the demonstrable end result of an objective. We want students to demonstrate that they can write clearly, use the tools of technology and think analytically.

Student learning outcomes at the department, program and core levels correspond directly with the ACEJMC values and competencies as reframed in the Elon Eleven, and the Assessment Plan specifies the methods used to evaluate the level of student learning.

Individual courses have goals and learning objectives. A goal is a clear statement of the primary purpose of a course. A goal needs to be important, meaningful and in sync with the School of Communications' mission statement. Goals grow out of values. Course syllabi for each department, program and core include a course goal and learning objectives.

A goal is a clear statement of the primary purpose of a course.

.....

Learning objectives accomplish the goal of a course.

.....

The Elon Eleven figure prominently in selecting and wording the learning objectives for required courses.

Objectives accomplish the goal of a course. Learning objectives state the intended outcomes of a course in terms of student performance. Learning objectives are not what a course will teach the student, but rather what the student should know or be able to do. Learning objectives often reflect student competencies and use active verbs such as demonstrate, illustrate and articulate. (Alternatively, teaching objectives state what a professor intends to do to accomplish the goal of a course. A teaching objective is not what a student should know or be able to do, but what the course is going to teach the student. Teaching objectives often use active verbs such as examine, explore, consider, and teach.)

School of Communications course syllabi contain a course goal and learning objectives. This is a requirement of the Southern Association of Colleges and Schools. Because there are multiple sections of some courses, our faculty has established the goal and key learning objectives for each course. Additional learning objectives may be included at the discretion of a professor. As indicated on the course pages in this handbook, italicized words within learning objectives indicate values or competencies in the Elon Eleven. In this way, the School can assess the curriculum as a whole to determine if it is accomplishing what we think it is accomplishing. Course syllabi tell students the overarching goal of each course and learning objectives. This is assessment through the eyes of SACS.

To recap, values are foundational and competencies demonstrate achievement of learning objectives. Goals grow out of values and competencies. Learning objectives grow out of goals. As a result, student learning outcomes correspond directly to the Elon Eleven values and competencies.

Cinema and Television Arts Curriculum Matrix

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of reasoning	4 History and roles of media, communication and sport in society	5 Domestic and global diversity	6 Write and speak clearly and effectively	7 Employ the tools of today's technology	8 Use theory in producing meaningful content	9 Engage in research and analysis	10 Apply numerical concepts	11 Demonstrate creative and critical thinking
IDS 1150* Public Speaking	INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE		
COM 1000* Communications in a Global Age	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE			INTRODUCE	INTRODUCE	INTRODUCE
COM 2000* Inclusive Communications			INTRODUCE		INTRODUCE	INTRODUCE					INTRODUCE
COM 2200* Creating Multimedia Content					INTRODUCE		INTRODUCE	INTRODUCE			INTRODUCE
CTA 2100 - Introduction to Cinema and Television Arts				REINFORCE	REINFORCE	REINFORCE			REINFORCE		REINFORCE
CTA 2160 Writing for Cinema and Television	REINFORCE	REINFORCE		REINFORCE		REINFORCE			REINFORCE		REINFORCE
CTA 3000 - Entertainment Media Business and Practices			REINFORCE	REINFORCE		REINFORCE	REINFORCE		REINFORCE	REINFORCE	
CTA 3240 - Studio, Variety, and Reality Television Production					REINFORCE	REINFORCE	REINFORCE	REINFORCE			REINFORCE
CTA 3260 Cinema Production					REINFORCE	REINFORCE	REINFORCE	REINFORCE			REINFORCE
CTA 3550 - Documentary and Nonfiction Aesthetics	REINFORCE	REINFORCE	REINFORCE	REINFORCE		REINFORCE	REINFORCE	REINFORCE	REINFORCE		REINFORCE
CTA 3560 Narrative Aesthetics		REINFORCE		REINFORCE		REINFORCE	REINFORCE	REINFORCE	REINFORCE		REINFORCE
CTA 4550 - Advanced Documentary & Nonfiction Production (Capstone)		MASTER			MASTER	MASTER	MASTER	MASTER		MASTER	MASTER
CTA 4560 - Advanced Narrative Production (Capstone)		MASTER			MASTER	MASTER	MASTER	MASTER		MASTER	MASTER
COM 3965* Communications Internship			MASTER		MASTER	MASTER	MASTER	MASTER			MASTER
COM 4000* Media Law and Ethics	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER					
CTA 4970 - Entertainment Media Issues and Research (Capstone)	REINFORCE	REINFORCE	REINFORCE	MASTER	MASTER	MASTER	REINFORCE	REINFORCE	MASTER	REINFORCE	MASTER

*Indicates Communications Core Requirement

Light blue indicates courses where the Elion 11 values and competencies are introduced.

Medium blue indicates courses where the Elion 11 values and competencies are reinforced.

Dark blue indicates courses where the Elion 11 values and competencies are mastered.

Communication Design

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of reasoning	4 History and roles of media, communication and sport in society	5 Domestic and global diversity	6 Write and speak clearly and effectively	7 Employ the tools of today's technology	8 Use theory in producing meaningful content	9 Engage in research and analysis	10 Apply numerical concepts	11 Demonstrate creative and critical thinking
IDS 1150* Public Speaking	INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE		
COM 1000* Communications in a Global Age	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE			INTRODUCE	INTRODUCE	INTRODUCE
COM 2000* Inclusive Communications			INTRODUCE		INTRODUCE	INTRODUCE					INTRODUCE
COM 2200* Creating Multimedia Content					INTRODUCE		INTRODUCE	INTRODUCE			INTRODUCE
CDE 2580 Principles of Communications Design				REINFORCE			REINFORCE	REINFORCE			REINFORCE
CDE 2600 Fundamentals of Typography		REINFORCE					REINFORCE			REINFORCE	REINFORCE
CDE 3180 Writing & Research in Design	REINFORCE		REINFORCE			REINFORCE			REINFORCE		
CDE 3500 Web & Mobile Publishing				REINFORCE	REINFORCE		REINFORCE	REINFORCE		REINFORCE	
CDE 3550 Design and Analytics								REINFORCE	REINFORCE	REINFORCE	REINFORCE
CDE 3580 Design of Visual Images				REINFORCE	REINFORCE		MASTER			MASTER	MASTER
CDE 3600 Contemporary Practices in Design		REINFORCE				REINFORCE		MASTER	MASTER		MASTER
COM 3985* Communications Internship			MASTER		MASTER	MASTER	MASTER	MASTER			MASTER
COM 4000* Media Law and Ethics	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER					
CDE 4580 Design Strategies & Solutions (Capstone)		MASTER			MASTER			MASTER	MASTER		MASTER

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Journalism Curriculum Matrix

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of reasoning	4 History and roles of media, communication and sport in society	5 Domestic and global diversity	6 Write and speak clearly and effectively	7 Employ the tools of today's technology	8 Use theory in producing meaningful content	9 Engage in research and analysis	10 Apply numerical concepts	11 Demonstrate creative and critical thinking
IDS 1150* Public Speaking	INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE		
COM 1000* Communications in a Global Age	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE			INTRODUCE	INTRODUCE	INTRODUCE
COM 2000* Inclusive Communications			INTRODUCE		INTRODUCE	INTRODUCE					INTRODUCE
COM 2200* Creating Multimedia Content					INTRODUCE		INTRODUCE	INTRODUCE			INTRODUCE
JOU 1100 News Writing and Reporting	REINFORCE		REINFORCE		REINFORCE	REINFORCE		REINFORCE	REINFORCE	REINFORCE	REINFORCE
JOU 2500 Journalism in a Free Society		REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE		REINFORCE	REINFORCE	REINFORCE	REINFORCE
JOU 3150 Digital News Production					REINFORCE	REINFORCE	REINFORCE	REINFORCE		REINFORCE	REINFORCE
JOU 3200 Multipatform News Editing	MASTER				MASTER	MASTER	MASTER	MASTER			
COU 3400 Literary Journalism	MASTER					MASTER		MASTER	MASTER		MASTER
COU 3450 Video and Audio News Production			MASTER		MASTER	MASTER	MASTER	MASTER	MASTER		MASTER
JOU 3980 Reporting in Practice	MASTER					MASTER	MASTER	MASTER	MASTER	MASTER	MASTER
COM 3985* Communications Internship			MASTER		MASTER	MASTER	MASTER	MASTER			MASTER
COM 4000* Media Law and Ethics	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER					
JOU 4970 - Investigative Journalism: The Reporting Capstone	MASTER	REINFORCE	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER

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Media Analytics Curriculum Matrix

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of reasoning	4 History and roles of media, communication and sport in society	5 Domestic and global diversity	6 Write and speak clearly and effectively	7 Employ the tools of today's technology	8 Use theory in producing meaningful content	9 Engage in research and analysis	10 Apply numerical concepts	11 Demonstrate creative and critical thinking
IDS 1150* Public Speaking	INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE		
COM 1000* Communications in a Global Age	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE			INTRODUCE	INTRODUCE	INTRODUCE
COM 2000* Inclusive Communications			INTRODUCE		INTRODUCE	INTRODUCE					INTRODUCE
COM 2200* Creating Multimedia Content					INTRODUCE		INTRODUCE	INTRODUCE			INTRODUCE
JOU 1100 News Writing and Reporting	REINFORCE		REINFORCE		REINFORCE	REINFORCE		REINFORCE	REINFORCE	REINFORCE	REINFORCE
MEA 2600 Understanding Audiences	REINFORCE	REINFORCE		REINFORCE	REINFORCE		REINFORCE		REINFORCE	REINFORCE	REINFORCE
MEA 3190 Communicating Media Insights	MASTER				MASTER	MASTER	REINFORCE	MASTER	MASTER	MASTER	MASTER
MEA 3290 Applied Media Analytics						MASTER	MASTER	MASTER	MASTER	MASTER	MASTER
MEA 3590 Strategies for Emerging Media			MASTER				MASTER	MASTER	MASTER	MASTER	MASTER
COM 3985* Communications Internship			MASTER		MASTER	MASTER	MASTER	MASTER			MASTER
COM 4000* Media Law and Ethics	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER					
MEA 4600 Measuring Media Impact (Capstone)	REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER
COM 4970 Great Ideas: Issues and Research	REINFORCE	REINFORCE	REINFORCE	MASTER	MASTER	MASTER	REINFORCE	MASTER	MASTER	MASTER	MASTER

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Strategic Communications Curriculum Matrix

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of reasoning	4 History and roles of media, communication and sport in society	5 Domestic and global diversity	6 Write and speak clearly and effectively	7 Employ the tools of today's technology	8 Use theory in producing meaningful content	9 Engage in research and analysis	10 Apply numerical concepts	11 Demonstrate creative and critical thinking
IDS 1150* Public Speaking	INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE	INTRODUCE	INTRODUCE		INTRODUCE		
COM 1000* Communications in a Global Age	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE	INTRODUCE			INTRODUCE	INTRODUCE	INTRODUCE
COM 2000* Inclusive Communications			INTRODUCE		INTRODUCE	INTRODUCE					INTRODUCE
COM 2200* Creating Multimedia Content					INTRODUCE		INTRODUCE	INTRODUCE			INTRODUCE
JOU 1100 News Writing and Reporting	REINFORCE		REINFORCE		REINFORCE	REINFORCE		REINFORCE	REINFORCE	REINFORCE	REINFORCE
STC 2520 Foundations of Strategic Communications		REINFORCE	REINFORCE	REINFORCE	REINFORCE			REINFORCE		REINFORCE	REINFORCE
STC 2600 Brand Identity	REINFORCE				REINFORCE	REINFORCE	REINFORCE	REINFORCE	REINFORCE		REINFORCE
STC 3120 Strategic Writing	REINFORCE				REINFORCE	REINFORCE	REINFORCE		REINFORCE	REINFORCE	REINFORCE
MEA 3590 Strategies for Emerging Media							REINFORCE	MASTER	MASTER	MASTER	MASTER
STC 3620 Strategic Research Methods			REINFORCE		MASTER	MASTER	REINFORCE	MASTER	MASTER	MASTER	MASTER
COM 3985* Communications Internship			MASTER		MASTER	MASTER	MASTER	MASTER			MASTER
COM 4000* Media Law and Ethics	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER					
STC 4520 Strategic Campaigns (Capstone)	REINFORCE	REINFORCE	REINFORCE	REINFORCE	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER	MASTER
COM 4970 Great Ideas: Issues and Research	REINFORCE	REINFORCE	REINFORCE	MASTER	MASTER	MASTER	REINFORCE	MASTER	MASTER	MASTER	MASTER

*Indicates Communications Core Requirement

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Communications Core Courses

* indicates required course

To prepare undergraduate and graduate students to be exemplary communicators with a commitment to the public good in this diverse, interactive and global age.

COM 1000*

4 credit hours

Communications in a Global Age

DESCRIPTION

Contemporary media play a vital role in society. Students study the impact of emerging technologies on communications disciplines and explore the power and responsibility of creating messages for informational, persuasive, and entertainment purposes. The course emphasizes the relationship of media and democracy, ethical decision-making, multicultural history, diversity of audiences, and media literacy.

GOAL

To introduce the major forms and applications of professional communications and consider the importance of global media.

LEARNING OBJECTIVES (Students will be able to:)

- articulate the importance of *truth, accuracy, fairness, and ethical decision-making* in the communications process.
- describe foundational *legal principles* in media such as freedom of expression in the United States.
- identify significant milestones and individuals in the *multicultural history of communications*.
- *examine critically* how emerging digital technologies affect communications disciplines.
- describe examples of media content tailored to reach *diverse domestic and global audiences*.
- acquire competence in media literacy and discern between information, misinformation, and disinformation.
- *write and speak clearly and effectively* about communications issues.
- develop skills for *research and analysis* of media messages and processes.

COM 1350

2 credit hours

Elon Sports Vision Broadcasting

DESCRIPTION

Students learn various components of sports broadcasting, including the history and current state of the industry. The course will offer opportunities for career exploration through research, contact with industry professionals, and practical exercises. Students will gain a broad perspective of the connections in sports broadcasting to journalism, production, sport management, communication design, analytics, and strategic communications.

LEARNING OBJECTIVES (Students will be able to:)

- employ the *tools of technology* to produce sport media content appropriate for the type and purpose of communication.
- apply *theories and aesthetic principles* in the presentation of images and information.
- use *aesthetic principles and theory* in producing sport media content.

COM 2000*

2 credit hours

Inclusive Communications

DESCRIPTION

This course is an introduction to foundational social and theoretical communication concepts related to diversity, equity and inclusion. Students practice interpersonal, small group, and written communication skills essential for advocating, participating, and leading in today's global workplaces. Students will explore how mass media and social media helps construct notions of social reality, with a focus on media representations of marginalized groups in the United States and globally. Prerequisite/ Corequisite: COM 1000 or SPT 2120

GOAL

To equip students with knowledge and skills to advocate for and understand the value of diversity, equity and inclusion.

LEARNING OBJECTIVES (Students will be able to:)

- develop awareness and appreciation for *diverse peoples and cultures*.
- explain the concepts of diversity, equity, and inclusion in collaborating with and *advocating for diverse and inclusive teams*.
- recognize the validity of differing perspectives in *ethical reasoning and decision-making*.
- consider issues of identity within the context of media, including stereotypes, ownership, power, and audience perception.
- demonstrate *culturally proficient communication in writing and speaking to diverse global audiences*.

COM 2200*

4 credit hours

Creating Multimedia Content

DESCRIPTION

Multimedia content comes in many forms. Students study principles of sound and visual design, acquire knowledge of fundamental media design concepts and techniques, and employ professional production tools and workflows in creating multimedia content for diverse peoples and cultures. The course considers the interaction of text, graphics, photography, audio, and video in producing tailored media content across multiple platforms. Prerequisite: C or better in COM 1000.

GOAL

To introduce students to sound and visual design theories and production techniques used in creating multimedia content.

LEARNING OBJECTIVES (Students will be able to:)

- demonstrate the ability *to use theory in producing media content*.
- *employ multimedia technology*, using professional equipment and design software that meets industry standards.
- analyze, critique, and *explain the creative elements* and principles of professional communication design.
- understand and apply best practices in creating inclusive and accessible media content for *diverse peoples and cultures*.
- adopt best practices for managing files and data.
- practice proper care of production equipment.

COM 2350

2 credit hours

Sports Production

DESCRIPTION

Students gain a comprehensive understanding of sportscasting through producing, writing and performance. This course will explore the essential skills, techniques, and theories of sports broadcasting and the various roles involved in sports production, including journalism, broadcasting / webcasting, management, and strategic communications.

LEARNING OBJECTIVES (Students will be able to:)

- describe how *technologies* shape the way people perceive and interact with sports media.
- assess the hardware and software tools needed to create, manipulate and distribute content for traditional broadcast, web and mobile applications.
- employ the *tools of technology* to produce media content appropriate for the type and purpose of communication.
- analyze *aesthetic principles* and techniques that guide the production of visual content.
- apply *theories and aesthetic principles* in the presentation of images and information
- use *aesthetic principles and theory* in producing media content.

COM 2620

2 credit hours

Interpersonal Communication

DESCRIPTION

Interpersonal relationships can be enhanced through the acquisition and development of communication skills. Topics include self concept, perception, listening skills and conflict resolution.

GOAL

Help students understand and improve and apply interpersonal communication skills in a variety of personal and professional interactions.

LEARNING OBJECTIVES (Students will be able to:)

- *apply principles and theories* of effective communication in interpersonal interactions.
- describe factors that influence interpersonal relationships including self-concept, *domestic and global cultural diversity*, psychological influences, listening skills, visual cues and the perception process.
- evaluate issues of control, conflict, dysfunction and barriers to effective interpersonal communication.
- identify strengths and weaknesses in interpersonal communication style to facilitate greater effectiveness in dyadic interactions.

COM 2650

2 credit hours

Small-Group Communication

DESCRIPTION

The effectiveness of small-group communications can be enhanced through the acquisition and development of skills related to committee, team and work-group processes.

GOAL

To introduce the theory and practice of small-group communication and help students acquire skills necessary for effective interaction in groups.

LEARNING OBJECTIVES (Students will be able to:)

- *apply principles and theories* of small-group communication.
- work in small groups to enhance skills in planning and implementing meetings and projects.
- examine ethical issues related to leadership and small group dynamics.
- describe the roles and responsibilities in group performances.
- *critically evaluate* the characteristics of self and others in small group interactions.
- discuss different types of interactions, from family to the workplace.

COM 2660

4 credit hours

The Fellows Experience

DESCRIPTION

This course provides students a domestic travel experience that offers an inside look at media and communications industries. Prerequisite: Communications Fellows only, application required.

COM 3000

4 credit hours

Persuasion

DESCRIPTION

This course explores the factors and techniques that either reinforce or change one's knowledge, attitudes and behaviors as applied to media and communication messages. Students study classical and contemporary strategies, identify accepted rules that guide the decision-making process, and review how source, receiver, situation and message characteristics impact the social influence process.

GOAL

Provide students with an understanding of persuasive appeals and the ability to craft ethical and persuasive messages in human and mediated interactions.

LEARNING OBJECTIVES (Students will be able to:)

- recognize and *apply rhetorical theory and practice* applicable to freedom of expression in a democratic society.
- *critically evaluate the impact of* persuasive appeals in the messages of others.
- develop supporting materials for persuasive messages using appropriate information gathering techniques.
- construct persuasive appeals that are free of prejudice and respect the *diversity of domestic and global audiences*.
- consider the importance of *ethical ways of reasoning* and the need to accept responsibility for one's own persuasive messages.

COM 3300

4 credit hours

International Communications

DESCRIPTION

Media systems differ substantially in the Americas, Europe, Asia, Africa and the rest of the world. In this course, students examine the media systems of many countries, stressing the chief problems of communications across cultural, economic, sociological and political barriers.

GOAL

Examine media organizations, activities, systems and functions on global and transnational levels.

LEARNING OBJECTIVES (Students will be able to:)

- assess the influence of a nation's culture, history, economic structure and *diverse domestic and global audiences* on media.
- describe the impact of governmental control of mass media operations and on *freedom of expression* in countries throughout the world.
- analyze the content of global news coverage and public relations practices in the United States and other countries
- identify and discuss the barriers that hinder media development in various regions and countries.
- describe the history and roles of media and articulate ways in which technology has changed media practices.
- describe the increasingly complex flow of information regionally, transnationally, and globally.
- *engage in research and analysis* of the messages of international news coverage.

COM 3310

4 credit hours

Environmental Communications

DESCRIPTION

The environment is central to our future. Students develop an understanding of environmental issues and communication practices to promote public awareness, change behavior and influence public policy. The class analyzes media coverage of sustainability topics and methods for informing, educating and influencing important target audiences.

GOAL

This course will increase insight into how communication shapes understanding of natural and environmental issues, introduce effective communication strategies, and engage students in ongoing public discussions about the environment.

LEARNING OBJECTIVES (Students will be able to:)

- discuss environmental and other science issues that impact our world today.
- *use media theory in producing media content* relevant to the symbolic framing of environmental communication.
- critically evaluate strategies and arguments used to frame the environmental debate.
- describe *freedom of expression* relative to public participation in environmental debates.
- demonstrate an awareness of *diverse domestic and global audiences* when communicating environmental issues.
- *explain the history and roles of media in society* in gaining attention and interest in environmental and other science issues.
- *engage in research and analysis* of an environmental communication topic, problem or question in an original research paper.

COM 3330

4 credit hours

Religion and Media

DESCRIPTION

Religion and media are two powerful influences in society. This course analyzes how they intersect through media coverage of religious issues and themes, religion's use of television and the internet, and media portrayals of religious people and traditions.

GOAL

To examine the significant influences that shape messages about religion in both the news and entertainment media.

LEARNING OBJECTIVES (Students will be able to:)

- *engage in research and analysis* to evaluate and critique religious images and texts in media and popular culture.
- describe the *history and roles of media in society* in news coverage of religion.
- critically evaluate and analyze how religion is interwoven with politics and contemporary social issues.
- recognize *domestic and global diversity* and plurality of religious audiences.
- demonstrate an awareness of *ethical ways of reasoning* as applied to both media and religious literacy.

COM 3340

4 credit hours

Politics and Media

DESCRIPTION

The media have a tremendous effect on the American political system in terms of news coverage, candidate visibility, political messages and the creation of public opinion. This course traces the evolution of media impact to the present day.

GOAL

This course, by examining the media and politics in a historical, theoretical and current context, will help students to understand how various communication processes contribute to the present political environment.

LEARNING OBJECTIVES (Students will be able to:)

- discuss the *history and roles of media in society* and the impact of news media on political discourse and distinguish between impartial reporting and commentary.
- explain the role that *freedom of expression* has played in American politics.
- identify the goals of public relations and advertising strategies employed by political individuals and groups.
- examine the influence of new communication media on the political process.
- consider the *uses of theory in producing media content* for political communications.

COM 3350

4 credit hours

Sports and Media

DESCRIPTION

A symbiotic relationship exists between athletic competition and the media. This course traces the century-old expansion of media coverage of athletics as well as social science research, weighing the capability of the media to participate in shaping and packaging sports content and programming as forms of popular culture.

GOAL

To develop greater media literacy and a more astute understanding of the contexts, theories, and effects of mass media practices in sports.

LEARNING OBJECTIVES (Students will be able to:)

- describe the *history and relationship of sports and media coverage* in the U.S. and internationally.
- understand the organizational goals, structures, policies, and operations of sports and media organizations in light of current and future trends.
- analyze and *write effectively* about the content.
- evaluate the impact of different media platforms on sports leagues and teams.
- explain the financial models of the business of sports media and the implications for marketing and contracting arrangements.
- expound on the contributions of women, minorities, and other *diverse domestic and global groups* in sports media

COM 3370

4 credit hours

Health Communications

DESCRIPTION

This course examines interpersonal, mediated and public health communication, and the resulting influence on health beliefs and behaviors. Students examine health communication theory, research, campaigns, message design, media representation of health, health literacy and contemporary topics in health communication.

GOAL

The goal of this course is to enable students to apply health communication theories and techniques to strategically address health challenges through communication.

LEARNING OBJECTIVES (Students will be able to:)

- describe the roles of health communication professionals.
- differentiate between the levels of health communication, including individual, interpersonal, organizational, community, and societal health communication.
- compare applied health communication strategies and channels to understand advantages and disadvantages of each.
- *use theory in producing media content* about various health issues.
- *write clearly and effectively for creating* evidence-based health communication messages.
- think analytically and be able to critique health communication campaigns using case study method.

COM 3800

1 credit hour

Media Workshop

DESCRIPTION

An on-campus practicum with a School of Communications faculty-advised student media organization, featuring weekly instruction from a faculty advisor. Pre-requisite: Approval of faculty student media advisor. Maximum of four credit hours applied toward major.

GOAL

To provide formative mentoring, instruction, and academic credit for students participating in student media.

LEARNING OBJECTIVES (Students will be able to:)

Instructor provided

COM 3985*

1-2 credit hours

Communications Internship

DESCRIPTION

All students must complete a professionally supervised internship in journalism, strategic communications, cinema and television arts, communication design or media analytics. Students secure an internship with the guidance and prior approval of the school's internship director. Prerequisite: COM 1000 and COM 2000 required; COM 2200 recommended.

GOAL

Apply communication skill sets in a professional media workplace setting.

LEARNING OBJECTIVES (Students will be able to:)

- produce media content in written, aural, or visual form consistent with professional requirements.
- *write clearly and accurately* using an appropriate style and format for specific audiences.
- *employ current tools of technologies* appropriate to a particular communications purpose.
- show an awareness of *diverse audiences* in the creation of media content.
- demonstrate *ethical behavior* that is appropriate for the professional workplace.
- *think critically and analytically* in a workplace setting.

COM 4000*

4 credit hours

Media Law and Ethics

DESCRIPTION

Media Law and Ethics provides a philosophical, legal, and ethical foundation for freedom of speech and press in the United States. Students study the historical and contemporary context of legal and ethical frameworks that define constitutional, statutory, judicial, and ethical standards in communication. The course explores the First Amendment freedoms along with their limitations to make sense of professional ethical codes and principles that might influence the outcome of decision-making. Prerequisite: Junior or senior standing recommended.

GOAL

To examine legal and ethical foundations for freedom of speech and the press relevant to media practitioners.

LEARNING OBJECTIVES (Students will be able to:)

- understand the importance of *truth, accuracy, and fairness* in advancing democratic values.
- distinguish *expression that is and is not protected* in the United States.
- apply *legal principles associated with freedom of expression* to media issues.
- apply *ethical principles to professional communication issues*.
- demonstrate an understanding of the *history and role of media* and legal systems in the United States.
- *write and speak with accuracy, clarity, and cultural competency* about legal and ethical issues addressed in U.S. cases.

COM 4970

4 credit hours

Great Ideas: Issues and Research

DESCRIPTION

Students examine great ideas that shape media and communications such as free expression, the global reach of communications, technological convergence, disruptive innovation, media entrepreneurship, the diversity of audiences, and media effects. Students write an original research paper or substantive analytical paper that examines a specific issue. Prerequisite: senior status.

GOAL

Explore a significant communications issue through readings, discussions and research.

LEARNING OBJECTIVES (Students will be able to:)

- show depth of understanding of contemporary topics and issues in media and communications.
- *engage in research and analysis* to investigate significant great ideas that shape issues in media and communications.
- describe qualitative and quantitative research methods such as surveys, content analyses, focus groups, historiographies and experiments.
- develop research questions, hypotheses and analytical techniques for research projects.
- demonstrate the ability to understand and *apply numerical concepts* for gathering and analyzing data, and drawing rational conclusions.
- *write clearly and effectively* to develop a scholarly paper that explores a specific aspect of a communications topic or issue.

COM 4991

1-4 credit hours

Independent Study

DESCRIPTION

Students engage in an academic project outside the domain of existing courses, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A project proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major.

COM 4999

1-4 credit hours

Research and Creative Activity

DESCRIPTION

Students engage in original research or creative activity, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A research proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major. Requires minimum GPA of 3.0.

Cinema & Television Arts Courses

* indicates required course

^ indicates choice of required course

Cinema and television arts encompasses all forms of creative fiction and nonfiction storytelling through moving images and sound. The curriculum provides a broad foundation in writing and previsualization; visual aesthetics; industry best practices in areas such as audience analysis, content distribution, and equity, diversity, and inclusion; and content production. Through the academic program and co-curricular opportunities, students can focus on specialized areas of interest such as audio production and sound design, corporate video and branded content, documentary and narrative film, sports broadcasting and multi-camera live events, and studio- and reality-based entertainment programming.

CTA 2100*

4 credit hours

Introduction to Cinema and Television Arts

DESCRIPTION

This course introduces fundamental aspects of cinema and television grammar. It will help students deconstruct media and provide them with basic skills, terminology and insights assisting them in analyzing how cinema and television is produced. The course focuses on creating connections between cinema and television industries, history, and media theory along with reading and writing critically. Prerequisite: C or better in COM 1000.

GOAL

This course is designed to provide students with fundamental concepts related to cinema and television history and theory. Students will be introduced to foundational cinematic and television content and the processes used to analyze and critique these and other audio-visual works.

LEARNING OBJECTIVES (Students will be able to:)

- *critique aesthetic value* of selected cinema & television films and series'.
- reflect on how cinema & television are tools of communication and can facilitate the understanding of *domestic, global and diverse* cultures.
- *write and speak clearly and effectively* to critically evaluate one's own viewing habits, preferred genres, and biases.
- increase the student's ability to analyze creative endeavors, including describing them with appropriate vocabulary, examining their formal elements, and *engaging in research and analysis* to understand their contexts.
- *demonstrate creative and critical thinking* about the creative process.
- enrich their discernment of creative production by increasing knowledge of its theoretical, *history and roles of media, communication professions*.

CTA 2160*

4 credit hours

Writing for Cinema and Television

DESCRIPTION

Writing for cinema and television requires mastery of story, structure and format. This course helps students harness their imaginations to write scripts for multiple forms of entertainment media, including short films, feature films, and TV formats. Prerequisite: C or better in COM 1000.

GOAL

Introduce students to the elements and techniques of writing for television and cinema.

LEARNING OBJECTIVES (Students will be able to:)

- *apply industry best practices and processes* in a variety of writing formats and styles common in writing for the screen.
- *write clearly and effectively* to tell a unique story from concept to completion.
- *combine a knowledge of historical trends with the use of theory and research* to craft more in depth and original writings.
- *demonstrate creative thinking, imagination* in structuring and plotting fictional content.
- *consider issues of freedom of expression* in writing a commercially viable work.
- *demonstrate an understanding of the value of truth and accuracy* in the development of characters and stories.

CTA 3000*

4 credit hours

Entertainment Media Business & Practices

DESCRIPTION

For those working in the entertainment industries to succeed, they need to understand how the financial and legal aspects of the industry operate. This course explores the revenue stream, funding models, and business practices of the film, television, and other entertainment industries. Topics include media ownership, regulation, organizational structure, business models and effective business communication strategies. Prerequisite: C or better in COM 1000.

GOAL

This course is designed to expose students to the fundamentals of the operations, management, and effective written and oral communication that are necessary for success in the entertainment industry. They will examine domestic and international media markets, management ethics, management theories, financial strategies, managing talent, promotion, content distribution, presentation creation, and other essentials in the entertainment industry.

LEARNING OBJECTIVES (Students will be able to:)

- *understand the role* the gig economy and entrepreneurship play in the current entertainment landscape
- explain the impact of evolving business models, distribution, ownership, and regulation on *freedom of expression* is today's media landscape.
- *examine historic* and current trends distribution models and the funding of cinema, television, and social media
- *demonstrate the tools* to balance the financial and ethical goals of media companies
- *engage in research*, numeracy, and analytics as they develop effective strategies for the industry case studies.
- *apply excellent writing* in a variety of platforms prevalent on the business side of the entertainment industry.

CTA 3060

4 credit hours

Development and Influence of Cinema

DESCRIPTION

Cinema has a rich history as an art form, entertainment medium and business enterprise. This course explores the social influence of cinema, both American and international. Students also study contemporary trends and business models in the film industry.

GOAL

Explore the rich history of cinema as an art form, from silent films to today, and to analyze cinema as a business enterprise and entertainment medium.

LEARNING OBJECTIVES (Students will be able to:)

- describe the *history and roles of media in society* relevant to cinema.
- evaluate the technical, political, social, economic, artistic and cultural contexts of cinema.
- demonstrate awareness of the portrayal, appeal and impact of cinema on *diverse domestic and global audiences*.
- *engage in historical research and analysis*, and aesthetic and critical evaluation.
- use critical and analytical skills in discussions and to *write assignments clearly and effectively*.

CTA 3230

4 credit hours

Branded Content and Video Production

DESCRIPTION

Businesses often use video, audio, photography and social media to communicate with internal and external publics. This course emphasizes client-based production employing branded content strategies. Students focus on research, story development, pitching, planning, and writing in the production and distribution of branded content. Prerequisite: C or better in COM 2200.

GOAL

To provide students with the skills and knowledge needed to create branded multimedia content that effectively informs, instructs, persuades or entertains a target audience.

LEARNING OBJECTIVES (Students will be able to:)

- describe the working dynamics of the producer-client relationship.
- develop objectives and branded content strategies for communicating to specific target audiences.
- *use theory* in producing branded multimedia content.
- *employ the tools of technology* to produce and publish branded audio, video, and photo based content for various platforms.
- examine the impact of self-regulation, laws and *ethics, industry standards*, profitability, and analytics on creative decisions and workflows.
- demonstrate the ability to *write clearly and effectively* in the production of branded content that conforms to *industry practices and processes*.
- *critique aesthetic and commercial value* of creative works and on-camera performance or narration.

CTA 3240 ^

4 credit hours

Studio, Variety, and Reality TV Production

DESCRIPTION

This course explores principles and techniques involved in producing competition, variety, nonfiction and reality television programming. Students will develop audio and video skills in multi-camera and live to tape production. Prerequisite: COM 2200 and CTA 2160.

GOAL

Further develop an understanding of production theories and techniques and apply them to the creation of television entertainment content.

LEARNING OBJECTIVES (Students will be able to:)

- *employ the tools of technology* in production, post production, and distribution.
- *describe the roles* of television studio personnel and apply those roles in a production environment.
- *use theory and history* in producing entertainment media content.
- *demonstrate the ability to produce* entertainment media content that conforms to *industry practices and processes*.
- *critique aesthetic and commercial value* of creative works.
- *understand and incorporate best practices of diversity, equity and inclusion* on set and in their creative works.

CTA 3260 ^

4 credit hours

Cinema Production

DESCRIPTION

This course explores cinematic principles and techniques involved in documentary and narrative production. Students engage these principles and techniques, learn production positions and procedures, and produce short cinematic projects. Prerequisite: COM 2200 and CTA 2160.

GOAL

Develop a strong foundation in cinema production through the study and practice of cinematography and sound.

LEARNING OBJECTIVES (Students will be able to:)

- *employ the tools of technology and demonstrate creative thinking* when creating fiction and non-fiction work – focusing on camera, lighting, editing software, and audio equipment.
- demonstrate an understanding of various crew positions and be able to perform duties in pre-production, production, and post-production in line with *industry practice and processes*.
- *use theory to produce and critique media content* by applying basic cinematic grammar and aesthetic principles.
- understand and incorporate *best practices of diversity, equity, and inclusion* including an emphasis on supportive and equitable working environments.

CTA 3360

4 credit hours

International Cinema

DESCRIPTION

Around the world, cinema is a reflection of societies, cultures and the times. This course surveys the development and evolution of selected international cinemas and movements and examines the social, cultural, economic and historic forces that influence, or are influenced by, that evolution.

GOAL

Explore the rich history and evolution of select international cinemas and movements.

LEARNING OBJECTIVES (Students will be able to:)

- discuss the political, social and cultural, artistic and technical, and economic contexts of international cinema and movements.
- describe of the profit motive and the business of the motion picture industry.
- analyze the portrayal, appeal and impact of cinema on *diverse domestic and global audiences*.
- *engage in research and analysis*, and aesthetic and critical evaluation.
- use critical and analytical skills in discussions and written assignments.

CTA 3450

4 credit hours

Sports Broadcasting

DESCRIPTION

Students learn the structure, strategies and techniques of sports broadcasting, which serves the dual role as journalism (an accurate reporting of an event) and as entertainment. The course considers different content and styles of radio and television sportscasting. Assignments include broadcast coverage of athletic events and subsequent critique. Prerequisite: C or better in COM 2200.

GOAL

To provide knowledge and skills necessary to tell compelling and valuable news stories on topics that deal with sports scripts, video, graphics and performance.

LEARNING OBJECTIVES (Students will be able to:)

- describe how technologies shape the way people perceive and interact with sports media.
- assess the hardware and software tools needed to create, manipulate and distribute content for traditional broadcast, Web and mobile applications.
- *employ the tools of technology* to produce media content appropriate for the type and purpose of communication.
- analyze aesthetic principles and techniques that guide the production of visual content.
- *apply theories and aesthetic principles in the presentation of images* and information
- use aesthetic principles and *theory in producing media content.*

CTA 3540

4 credit hours

Audio for Sound and Visual Media

DESCRIPTION

This course focuses on the concepts and techniques of sound production, audio recording and music recording. Students learn tools and workflows for creating stories using voiceover, dialog, music and sound effects. The course covers studio and field production techniques, single-channel and multi-channel recording, audio and video synchronization, automatic dialog replacement, mixing, post-production and signal processing. Prerequisite: C or better in COM 2200.

GOAL

Help students develop an understanding of the principles of sound and audio applicable to radio, television, film and the internet.

LEARNING OBJECTIVES (Students will be able to:)

- *employ the tools of technology* for audio applications in sound and visual media.
- describe the *history and roles of media in society*, and the evolution of audio technology.
- apply skills in digital recording, mixing and editing techniques.
- use techniques for audio acquisition (recording), signal flow, production, editing and signal processing.
- *demonstrate creative thinking*, writing and performance skills through the design and production of audio for sound and video/ film projects

CTA 3550 ^

4 credit hours

Documentary and Nonfiction Aesthetics

DESCRIPTION

The course examines theories, techniques, and methods of creating nonfiction content while tracing the origins of the documentary and analyzing its status today. Students apply these concepts to the production of their own short nonfiction works. Prerequisite: COM 2200 and CTA 2160.

GOAL

Explore how documentaries and nonfiction projects communicate meaningful information, create change, and evoke emotion.

LEARNING OBJECTIVES (Students will be able to:)

- *critique aesthetic value* and the prioritization of *truth, accuracy and fairness* in works with diverse issues and topics.
- *employ the tools of technology* to produce nonfiction projects.
- *engage in research and analysis* of current and historic sources to help create works of greater depth and originality.
- demonstrate *creative thinking* and *ethical ways of reasoning* when creating nonfiction projects
- define types of documentaries and nonfiction works, identify their major components, and *use theory in producing media content*.
- analyze the role documentaries and nonfiction works have played, and continue to play, in America's tradition of *freedom of expression*.

CTA 3560 ^

4 credit hours

Narrative Aesthetics

DESCRIPTION

Aesthetics refers to the creative use of camera angles, motion, lighting, color, special effects and editing for narrative impact. This course examines theories of shooting and editing, and students apply these concepts to the production of short works. Prerequisite: COM 2200 and CTA 2160.

GOAL

This course examines aesthetic principles used in the art of cinema and television to communicate meaning, and evoke emotional and intellectual involvement.

LEARNING OBJECTIVES (Students will be able to:)

- identify advanced *concepts in aesthetics* and *employ the tools of technology* to produce visually dynamic images and films.
- gain an understanding of how a director collaborates with key crew members to create a visual style and look by applying *principles of design*.
- *engage in research and analysis* of techniques, sources, methods, and *historic approaches* to create works of greater depth and originality.
- demonstrate *creative thinking* and understanding of the relationship between artistic form and story content.
- *use theory in producing media content* and apply visual principles in the production of a narrative short.
- *analyze and critique aesthetic value* of major creative works.

CTA 3570

4 credit hours

3D Modeling and Animation

DESCRIPTION

3D modeling and animation are used in various industries such as film, animation and gaming. This course introduces students to basic concepts of computer graphics and animation. The course focuses on 3D geometry in modeling to create 3D characters and virtual environments through shapes and effects. Students learn about 3D modeling, animation and rendering. Prerequisites: COM 2200

GOAL

Introduce students to basic concepts, technical skills and aesthetic principals used for representing and animating three-dimensional images.

LEARNING OBJECTIVES (Students will be able to:)

- understand concepts of pre-production, production, and post-production.
- know the elements of 3D design, such as modeling, rendering, and animation basics.
- utilize basic tool sets within modeling and animation software.
- analyze and develop texture, lighting, and camera techniques.
- apply life-like movement to a character model.
- evaluate quality of end-product models and animation.

CTA 3640

4 credit hours

Motion Graphics

DESCRIPTION

This course covers the creation and integration of motion graphics into video production. Students learn the basic concepts of keyframing, easing, masks, custom cameras, and the manipulation of 2D objects in 3D space. Prerequisite: C or better in COM 2200.

GOAL

Provide the opportunity to learn about the fundamental elements that help create an integrated composition.

LEARNING OBJECTIVES (Students will be able to:)

- describe the role of motion graphics in video post-production and demonstrate *ethical ways of reasoning* and best practices.
- *employ the tools of technology* in the production of creative projects, including applications for 2D, 3D and animation.
- *use theory in producing media content*, identify suitable visual approaches and maintain stylistic consistency throughout projects.
- engage in critical evaluation of student and professional motion graphics to better understand effective use of the medium for optimal communication.
- *apply numerical concepts* to understanding and using on-screen graphics and animation.

CTA 3650

4 credit hours

Editing the Moving Image

DESCRIPTION

Students learn the concepts and techniques of digital video editing for broadcast and cinema. The course examines the historical and theoretical evolution of editing, and students complete projects that require mastery of video editing techniques. Prerequisite: C or better in COM 2200.

GOAL

Provide students with an understanding of theory, history and techniques of nonlinear editing, and an opportunity to apply that knowledge using the latest technology.

LEARNING OBJECTIVES (Students will be able to:)

- *employ the tools of technology* in producing digital video editing projects.
- describe the *history and roles of film and video media in society*.
- *use theory in producing media content* and for editing images and information.
- *demonstrate creative thinking* and analysis in class discussions about the art of the moving image.
- define key terms and concepts and demonstrate familiarity with the language of film and video.

CTA 4060

4 credit hours

Film Theory

DESCRIPTION

This course surveys classical and contemporary film theory and critical approaches to the study of film including formalism, realism and expressionism. Students explore film genres (drama, suspense, comedy), auteur directors (those whose vision dominates great movies), and the social, cultural, economic and historic forces at play.

GOAL

Develop an awareness of the important link between film theory and contemporaneous movements in literary criticism, art history and aesthetics, linguistics, and political thought.

LEARNING OBJECTIVES (Students will be able to:)

- develop an understanding of classical and contemporary film theory, genre theory, and auteur theory.
- *apply film theory used in producing media content* to examine relationships with economic, cultural and historical forces.
- become aware of the influence of the way *tools of technology are employed* on film theory and analysis.
- *engage in reasearch and analysis* for writing a major research paper on film criticism.

CTA 4160

4 credit hours

Screenwriting

DESCRIPTION

Students develop a story idea based on strong, complex characters, then explore their narrative through a rigorous outline process, before embarking on writing a full-length work. Using a workshop format, this course focuses on clarifying structure, dialogue, action, pacing, and character arcs. Prerequisite: CTA 3160.

GOAL

Students develop a deeper understanding of the elements and techniques of screenwriting, in the process of creating a full length feature screenplay or television pilot.

LEARNING OBJECTIVES (Students will be able to:)

- *write clearly and effectively* to tell a unique story from concept to completion.
- *demonstrate creative thinking* and imagination, as well as an understanding of story structure, in writing fiction content for the screen.
- integrate notes and feedback to revise and refine writings through a multiple draft process.
- master formats and styles common in narrative cinema and television.
- create works that reflect an understanding of current market and business trends.

CTA 4550 ^

4 credit hours

Advanced Documentary and Nonfiction Production

DESCRIPTION

Students work in teams to synthesize concepts, writing, and production skills to produce nonfiction projects appropriate for distribution. This course focuses on all aspects of nonfiction storytelling and media creation while highlighting pre-production, financing, and distribution. This is a designated senior-level capstone course in the Cinema & Television Arts major.

Prerequisite: CTA 3240 or CTA 3260 and CTA 3550 or CTA 3560

GOAL

Provide cinema and television arts students with advanced skills as they work in teams to create capstone film and television projects appropriate for distribution.

LEARNING OBJECTIVES (Students will be able to:)

- perform the duties of a producer or director including scheduling, budgeting, and exploring distribution models in line with *industry practices and processes*.
- *employ tools of technology* in creating short nonfiction projects.
- *demonstrate creative thinking and freedom of expression* when creating class projects.
- critique content for *aesthetic value* while considering diverse domestic and global audiences.
- understand and incorporate best practices of *diversity, equity, and inclusion* including an emphasis on supportive and equitable working environments.
- *apply numerical concepts* pertinent to non-fiction television and film.

CTA 4560 ^

4 credit hours

Advanced Narrative Production

DESCRIPTION

Students work in teams to synthesize concepts, writing, and production skills to produce fictional projects appropriate for distribution. This course focuses on all aspects of fictional storytelling and media creation while highlighting pre-production, financing, and distribution. This is a designated senior-level capstone course in the Cinema & Television Arts Major.

Prerequisite: CTA 3240 or CTA 3260 and CTA 3550 or CTA 3560.

GOAL

Provide cinema and television arts students with advanced skills as they work in teams to create capstone film and television projects appropriate for distribution

LEARNING OBJECTIVES (Students will be able to:)

- analyze narrative storytelling and how it relates to the production of short films.
- understand the duties of all essential crew positions in line with *industry practices and processes*.
- *employ tools of technology* in creating short fictional projects.
- *demonstrate creative thinking and freedom of expression* when creating class projects.
- critique content for *aesthetic value* while considering diverse domestic and global audiences.
- incorporate and demonstrate a supportive, *diverse and equitable* working environment.
- *apply numerical concepts* pertinent to fiction television and film, from research to finance and distribution.

CTA 4970

2 credit hours

BFA Thesis/Project

DESCRIPTION

This adds the “repeatable once” sentence at the end:

The thesis project is the culminating experience for students in the BFA program. Students independently produce an original festival-ready television or cinematic work. Working with a faculty mentor, students submit a proposal by the end of the junior year that includes a preliminary script or outline and substantive written documentation explaining the project’s significance. Repeatable once, with two credit hours in fall and two credit hours in spring. Prerequisite: senior status in the BFA program.

GOAL

Produce an original, independent festival-ready television or cinema project.

LEARNING OBJECTIVES (Students will be able to:)

- *use theory in producing media content* and aesthetic principles to produce a festival-ready independent project.
- *engage in research and analysis* to establish the significance of the project and place in a historical or theoretical context in writing the proposal.
- *apply numerical concepts* to project expenses, create a working budget, and plan for distribution to festivals or other appropriate exhibition.
- *employ the tools of technology* to produce and distribute television and cinema projects.
- *demonstrate the ability to work with crew members* to produce an independent television or film project, for which the student must claim primary responsibility.

CTA 4975

2 credit hours

Entertainment Media Issues and Research

DESCRIPTION

In this senior level capstone course, students use sound research methodologies to offer solutions to contemporary issues related to systemic racism and other inequities through the lens of the entertainment industry. Students will examine scholarship focused on race, intersectionality, media representations, onset production cultures, content distribution, and exhibition. Students will understand how equitable practices in the industry can influence the success of media production and consumption. In addition, students will learn how entertainment content can serve as an educative tool for media consumers. Prerequisite: senior standing required.

GOAL

Analyze contemporary issues related to race, equity, and inclusion in the entertainment industry through scholarly readings, discussions, and research.

LEARNING OBJECTIVES (Students will be able to:)

- *use clear and effective writing* to assess the relationship between your racial and other identities and the entertainment industry both as a consumer and as a professional.
- conduct historiography and case study research to assess the structures and systems that shaped the *multicultural history and roles of media in society*.
- apply qualitative and quantitative *research methods* to assess diverse representations in front of and behind the screen.
- examine how images in the entertainment industry reflect issues related to the state of race and racism in the U.S.
- assess content or textual analysis to understand current trends in the depiction of race and intersectional identities in current entertainment content.
- recommend or advocate for racial and intersectional equity in entertainment media organizations and/or teams in a well sourced paper or project.

CTA 4991

1-4 credit hours

Independent Study

DESCRIPTION

Students engage in an academic project outside the domain of existing courses, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A project proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major.

CTA 4999

1-4 credit hours

Research and Creative Activity

DESCRIPTION

Students engage in original research or creative activity, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A research proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major. Requires minimum GPA of 3.0.

Communication Design Courses

* indicates required course

^

indicates choice of required course

The design of media and communication messages is essential in a visual world. A major in communication design prepares students in the professional design of static, moving and interactive mediated messages for diverse users and audiences by using the language, methods and practices of intentional and ethical design to communicate a product or brand. Students learn to identify and solve design problems and master the principles and practices used in the design of communication messages. These messages may involve design for print publications, advertising, website and mobile media.

CDE 2580*

4 credit hours

Principles of Communication Design

DESCRIPTION

Using images, typography, and design elements are integral parts of the media world. This course focuses on the principles of design, hierarchy, color, movement, and composition to print and digital media. Students learn about the historical development of visual communication, reinforce software skills, and understand how design theories can influence audience perceptions and understanding. Prerequisite: COM 2200.

GOAL

Introduce students to the history, theories, and practices of design that guide the production of visual messages.

LEARNING OBJECTIVES (Students will be able to:)

- *employ the tools of technology* to assist in visualizing design solutions.
- apply the principles of design and other relevant *design theory* to produce *meaningful content*.
- use technology as a tool to develop *creative and critical thinking* skills.
- define relevant terms and gain *conceptual knowledge* of visual and graphic design, including the design principles, hierarchy, color, movement, illustration, and composition.
- demonstrate visual communication theories and principles that are inherent to *problem solving through design*.

CDE 2600*

4 credit hours

Fundamentals of Typography

DESCRIPTION

An introduction to communication problem solving through the visual medium of typography. The fundamentals of typography and typographic design are explored in both experimental and practical projects. Prerequisite: ART 2600.

GOAL

Introduce students to the theory, terminology, and practices that guide the creation of typographic elements and messages in visual communication.

LEARNING OBJECTIVES (Students will be able to:)

- introduce how typographic elements can be used as *expressive elements for personal and professional applications*.
- *employ the tools of technology* in producing typographic content, including typographic grid systems, layouts, and design compositions.
- *apply numerical concepts* to create and apply typographic proportions and typographic hierarchy.
- to deepen students' *conceptual knowledge* of typography, including typographic history and typographic nomenclature.

CDE 3180*

4 credit hours

Writing & Research in Design

DESCRIPTION

This course explores the foundational purpose of writing in the communication design profession and emphasizes the need for established research that informs professional outcomes. In addition to writing effective copy for a variety of media, students will document the iterative process of solving design problems and examine research into best practices in the field. The course develops students' abilities to present design solutions to collaborators, clients, and other key stakeholders Prerequisite: CDE 2580.

GOAL

Reinforce writing processes and research that support the development of communication design solutions and career growth.

LEARNING OBJECTIVES (Students will be able to:)

- apply standards of *truth, accuracy, and fairness* when writing for key stakeholders and audiences.
- apply *ethical ways of reasoning* to guide decisions in visual messages.
- *write and speak clearly and effectively* to stakeholders in alignment with a project's objectives.
- *engage in research and analysis* of best practices in the design field.

CDE 3220

4 credit hours

Corporate Publishing

DESCRIPTION

Print and web media (publications, public relations, advertising and the internet) are used to communicate with internal and external publics. This course emphasizes visual design and publishing for corporate purposes. Prerequisite: COM 2200.

GOAL

Provide students with the skills and knowledge needed to perform or supervise creative print and web media publications used in corporate communications.

LEARNING OBJECTIVES (Students will be able to:)

- design and publish documents such as brochures, newsletters and advertisements for internal and external publics of an organization.
- *employ the tools of technology* (hardware and software) for print and multimedia production.
- *use theory in producing media content* and design principles for presenting images and information in the creation of corporate print and non-print publications.
- gather information, synthesize and write for specific target audiences through various corporate publications.

CDE 3500 ^

4 credit hours

Web and Mobile Design

DESCRIPTION

Students develop the skills to design websites, social media posts, and digital applications to enhance user experience, and apply key concepts of web and mobile design. In the course, students learn best practices for user interface design for usability and accessibility, consider structures for web-based storytelling, and produce prototypes for content delivery. Prerequisite: CDE 2580.

GOAL

Reinforce the fundamentals of design and introduce the concept of user experience as related to web and mobile publishing.

LEARNING OBJECTIVES (Students will be able to:)

- explore the *history and roles of digital content and accessibility in web and mobile publishing*.
- master the *tools and technology* to create digital artifacts for online audiences.
- use advanced *design theories to produce meaningful and targeted digital content*.
- apply *numerical concepts, coding, and design techniques* to create digital content for web and mobile environments.

CDE 3550 ^

4 credit hours

Design & Analytics

DESCRIPTION

This course explores the intersection of data analytics and design with a strong emphasis on design and application of data visualization. Students will learn how to design, create, and evaluate visualizations for different types of data, disciplines, and domains. Prerequisite: CDE 2580.

GOAL

This course explores the symbiotic relationship between analytical data and communication design. Students will reinforce how to conduct analytical research, apply numerical concepts, and to extend their conceptual knowledge of design.

LEARNING OBJECTIVES (Students will be able to:)

- apply techniques such as volumetric, multidimensional, textual, network, and temporal visualizations to actual problems and data to *engage in research and analysis*.
- use existing visualization tools and techniques to analyze basic datasets and *apply numerical concepts*.
- articulate design principles for creating effective visualizations to reinforce the *conceptual knowledge of design*.
- use visualization techniques and data-driven storytelling to provide insights into solving real-world issues in domains such as communication, science, humanities, policy, and government to reinforce *problem-solving through design*.

CDE 3580*

4 credit hours

Design of Visual Images

DESCRIPTION

Students will apply the principles of design to produce print and digital content. Examples of print and digital content include publications, collateral material, package design, advertising campaigns, social media graphics, infographics, or logos. Students create professional quality design solutions to solve complex visual problems that often involve typography, illustrations, photography, and design for print and digital media.

Prerequisite: CDE 2580.

GOAL

Apply advanced visual theories, the principles of design, and various methodologies and technical skills to create visual solutions for applied media projects.

LEARNING OBJECTIVES (Students will be able to:)

- *employ the tools of technology* to realize and create professional quality design solutions.
- *use numerical concepts* to create grid systems, hierarchical systems and proportion analysis.
- *demonstrate creative and critical thinking skills* at and advanced level to solve complex visual problems.
- *deepen students' conceptual knowledge of design* through in-depth analysis, discussions, critiques, and feedback.

CDE 3600*

4 credit hours

Contemporary Practices in Design

DESCRIPTION

This course allows students to explore a contemporary practice or issue in the field of communication design. It provides opportunities to apply theoretical knowledge and practical skills developed earlier in the Communication Design curriculum. Each semester, the topic of this course will be rotated. Students will demonstrate their comprehension and problem-solving abilities by producing both written and project-based deliverables. Prerequisite: CDE 2580.

GOAL

This course reinforces and extends knowledge of design, issues, theories, and best practices.

This course provides students with practical experience and strategies for implementing them in their professional portfolios.

LEARNING OBJECTIVES (Students will be able to:)

- explore *freedom of expression* through written and project-based deliverables and provide students with an opportunity to develop their visual voice.
- investigate contemporary practices in communication design to further develop *creative and critical thinking*.
- research and understand design concepts to *expand the conceptual knowledge* of design.
- apply the design principles in the ideation, development, and production of visual messages to execute *problem-solving through design*.

CDE 4580*

4 credit hours

Design Strategies and Solutions

DESCRIPTION

Students will plan and execute a large-scale project that targets a specific, strategic audience. Students will research the project, identify the audience and key stakeholders, develop a strategy that addresses the audience's needs, produce high-quality, original work, and deliver professional-level solutions. This course is the capstone course in the Communication Design major. Prerequisite: CDE 3580 and senior standing.

GOAL

Apply advanced visual theories, methods, and strategies to provide high-quality design solutions for real-world clients.

LEARNING OBJECTIVES (Students will be able to:)

- use advanced *design theories and methodologies* to produce *professional-quality content* that targets a specific audience.
- engage in advanced levels of *research and analysis* to deliver *professional-level solutions* to clients, key stakeholders, and specific, targeted audiences.
- demonstrate a thorough understanding of the principles of design and use *creative and critical thinking* to produce professional quality solutions.
- use advanced design techniques to *problem-solve through design*.

CDE 4991

1-4 credit hours

Independent Study

DESCRIPTION

Students engage in an academic project outside the domain of existing courses, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A project proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major.

CDE 4999

1-4 credit hours

Research and Creative Activity

DESCRIPTION

Students engage in original research or creative activity, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A research proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major. Requires minimum GPA of 3.0.

Journalism Courses

* indicates required course
^ indicates choice of required course

Journalism sustains democracy by keeping citizens informed about their world. The Journalism Department gives life to the First Amendment by promoting a free press and teaching the skills necessary to seek facts, write, produce and report news, information and other significant matters in a transparent manner. A major in journalism provides students with the knowledge and technical skills used in contemporary media platforms, and an understanding of legal and ethical professional practices that are needed to tell objective stories for the public good. Students learn to report through finding and interviewing sources and interpreting data in order to tell fair, informative, and compelling stories.

JOU 1100*

4 credit hours

News Reporting and Writing

DESCRIPTION

Students focus on news judgment and developing story ideas, news gathering, including sourcing, interviewing, observation and other research techniques and methods of ensuring accuracy, as well as writing basic news and feature stories. Students learn how to cover meetings, speeches, and other events, how to arrange and conduct interviews, and how to research issues and policy stories. They learn to work under the pressure of deadlines, and are introduced to the ethics of reporting and writing.

GOAL

Learn accepted practices and skills used in journalistic reporting and writing.

LEARNING OBJECTIVES (Students will be able to:)

- write compelling, fair, informative, and *ethical news stories* in the public interest.
- incorporate *truthful, accurate and fair information* into written, aural, or visual forms.
- write in Associated Press style, demonstrate proficiency in story organization, and refine grammar, spelling and mechanics skills.
- gather information from *diverse sources and critically evaluate* the credibility of sources.
- create content that reflects diversity of sources, words, and images and that avoids the use of stereotypes.
- further develop awareness of *ethical ways of reasoning* and professional writing standards in matters such as *truth, accuracy, fairness, objectivity, diversity, and meeting deadlines*.
- compare and contrast writing for different audiences, different media and across multimedia platforms.
- demonstrate awareness of *issues of technology, convergence, ownership, ethics, law, and regulation*.
- produce media content through data collection and interpretation, applying critical evaluation.
- *apply numerical concepts* such as percentages and proportions.
- explain the motivations and actions of different types of sources for news, including understanding the job of media relations, such as news releases and press kits.

JOU 2500*

4 credit hours

Journalism in a Free Society

DESCRIPTION

Good journalism is essential for a vibrant democracy. This course focuses on the role and contemporary practices of print, broadcast, and online journalism. Students examine freedom of expression and the value of journalism in society, the historic evolution of news, the rise of participatory and citizen journalism, and changing business models and entrepreneurial efforts that support journalism today. Prerequisite: COM 1000.

GOAL

Introduce students to the evolution of contemporary practice and outlook of journalism.

LEARNING OBJECTIVES (Students will be able to:)

- describe the *history and roles of media in society* that have influenced the practice of journalism.
- explain the concept of *free expression* and the value of journalism in society.
- define contemporary journalism terminology and differentiate the practices of print, broadcast and online journalism.
- describe the business models of journalistic practice and *apply numerical concepts* that explain audience engagement.
- evaluate reporting on race and intersectional identity, as well as historical, cultural, and societal causes of *systemic and structural inequity*.
- analyze news engagement on social media and make recommendations on future coverage, including the *ethics* of online promotion.

JOU 3150*

4 credit hours

Digital News Production

DESCRIPTION

Students learn techniques of reporting, writing, and producing news across media platforms. With a focus on radio and video news production, students gain the ability to produce news through audio, video, photos, and text for radio, television, web, and mobile media distribution. Prerequisite: C or better in COM 2200.

GOAL

To learn the fundamentals of audio and video news reporting, writing, and production.

LEARNING OBJECTIVES (Students will be able to:)

- employ the *tools of technology* to produce news stories for traditional and converged media environments.
- create interactive visualizations of data for news.
- gather *multimedia elements* and be able to discern which are most appropriate for specific news stories.
- use digital storytelling formats and *multimedia elements* to produce narrative and interactive stories.
- use *theory* in producing media content, including text, graphics, photographs, audio, and video for *multimedia*.
- assess how technology in news can affect *diverse groups*, such as sampling issues with social media, effect of lighting on skin tones, algorithmic bias, and disability access.

JOU 3200*

4 credit hours

Multiplatform News Editing

DESCRIPTION

Students expand on their journalistic writing skills to practice copy editing, fact checking, verification, and research across media platforms, including social media. With a broader understanding of media literacy, students learn to consider the ethical implications of their work and audience engagement techniques. Prerequisite: C or better in JOU 1100.

GOAL

Develop awareness of the vital function of the editor in the newsroom, sharpen language usage, acquire audience engagement skills, and examine larger issues of news judgment, ethics, and legal concerns.

LEARNING OBJECTIVES (Students will be able to:)

- demonstrate a mastery of grammar, spelling, punctuation, and Associated Press style in all news copy.
- apply standards of *truth, accuracy and fairness* and make news copy clear, correct and concise under deadline constraints.
- employ the *tools of technology* (hardware and software) applicable to clear editing and appealing design.
- use *theories* in producing news with established design principles that accurately present images and information across various platforms.
- write accurate, responsible headlines and captions that convey the essence of a story, including employing *diverse perspectives* in topics, sources, and images.

JOU 3280

4 credit hours

Photojournalism

DESCRIPTION

Photojournalism is the visual reporting of news. Students produce digital photojournalism by translating ideas and newsworthy information into visual form. The course emphasizes composition, lighting, storytelling, and editing, along with the history of photojournalism and its legal and ethical framework. Prerequisite: C or better in COM 2200

GOAL

Introduce students to the theory, history, technical skills, content, and attributes of photojournalism.

LEARNING OBJECTIVES (Students will be able to:)

- study the *history and roles* of photojournalism in media.
- promote an understanding of the *ethical dimensions and ways of thinking* about photojournalism.
- develop skills in using appropriate *tools of technology* in capturing and editing digital images.
- develop *creative and analytical skills* used in visual reporting.
- learn how photo technology in news can affect different groups, such as subject variety, effect of lighting on skin tones and disability access.

JOU 3400 ^

4 credit hours

Literary Journalism

DESCRIPTION

Students read, write, and edit longform, narrative nonfiction articles and essays. Students apply journalistic principles such as compassion, accountability, truth, and accuracy to write news and lifestyle features suitable for publication in print and digital magazines and on news sites. Students also learn how to pitch ideas to targeted publications. Prerequisite: C or better in JOU 1100.

GOAL

Develop skills in pitching, researching, interviewing, reporting, and structuring longer narrative nonfiction news stories.

LEARNING OBJECTIVES (Students will be able to:)

- *write clear and effective nonfiction articles and essays about people and events.*
- *apply standards of truth, accuracy, and fairness in writing narrative nonfiction stories.*
- *demonstrate proficiency in structure, tone, and sequencing in storytelling.*
- *apply literary writing skills, such as characterization, dialogue, and scene construction to emphasize physical detail.*
- *engage in immersive research, diverse sourcing, in-depth interviewing, and fact-checking for writing features.*
- *demonstrate ability to provide and apply editorial feedback.*
- *produce work suitable for print and digital magazines and other news sources.*
- *pitch and market their ideas in an entrepreneurial way, and learn about freelance writing.*

JOU 3450 ^

4 credit hours

Video and Audio Storytelling

DESCRIPTION

Students research, write, edit, and produce longform video and audio news and documentary packages, as well as analyze examples of news and public affairs programming. They learn the work of producers, reporters, anchors, editors, videographers, and sound recordists. Prerequisite: C or better in JOU 3150.

GOAL

To develop video, audio, reporting, writing, and production skills.

LEARNING OBJECTIVES (Students will be able to:)

- define newsroom vocabulary, personnel, and operations.
- demonstrate on-air presentation skills and learn the basics of studio production.
- apply newswriting and reporting skills for *truth, accuracy, and fairness* in various stories on deadline.
- *write* effective leads, develop story structure, use sources, and create sound bites and graphics.
- learn information gathering, critical evaluation of sources, *ethical ways of reasoning*, and news judgment.
- employ the *tools of technology* for video and audio news production.
- learn how *technology* can affect *diverse groups*, such as the effect of lighting on skin tones, and disability access.
- employ and engage *diverse voices* in news coverage.

JOU 3610

4 credit hours

Business News Reporting

DESCRIPTION

Journalists need to report and write stories about business and the economy in compelling and understandable ways. This course identifies the need for business coverage and provides opportunities for students to pursue important stories in the community and region. Students will learn how to access the two main sources of information – documents and people – and discuss when and how to use data to build or enhance a story. Prerequisite: JOU 1100

GOAL

Understand the accepted practices and skills used in reporting on business-related issues.

LEARNING OBJECTIVES (Students will be able to:)

- *gather information* from multiple sources and critically evaluate the credibility of sources.
- incorporate *truthful, accurate and fair* information into written, aural, or visual forms consistent with professional requirements.
- demonstrate proficiency in content organization, grammar, spelling, and mechanics, including the ability to use Associated Press style.
- *write* with accuracy and clarity in forms appropriate to the topic, audience and medium.
- *apply numerical concepts* such as percentages and proportions.
- employ and engage *diverse voices* in business news coverage.

JOU 3620

4 credit hours

Sports Journalism

DESCRIPTION

Students learn the ethics of sports reporting, interviewing athletes and coaches, working with sports information, writing on tight deadlines, and composing profiles and features by reading and writing sports stories and books. Students also learn how to find narratives within individual games. Prerequisite: JOU 1100 or SPT 2320.

GOAL

Examine how sports events, profiles, news, and features are covered and enhance interview techniques and deadline reporting.

LEARNING OBJECTIVES (Students will be able to:)

- *write clearly and effectively* stories about games and people involved in sports.
- apply standards of *truth, accuracy, and fairness* in writing sports stories.
- demonstrate *ethical ways of reasoning* and decision-making in covering sports.
- understand and incorporate best practices of *diversity, equity, and inclusion* at sporting events and in coverage.
- engage in research, interviewing and fact-checking for reported pieces.
- demonstrate ability to provide and apply feedback.
- produce work suitable for sports publications in print and digital platforms.
- employ and engage *diverse voices* in sports news coverage.

JOU 3640

4 credit hours

Entertainment Journalism

DESCRIPTION

Students will write about entertainment with a deep look at the arts. Students learn the ethics of entertainment reporting and learn how to interview performers, directors, and producers by studying in-depth entertainment reporting, arts criticism, and trends coverage. Students will learn the business of entertainment and how that might impact their coverage. Prerequisite: JOU 1100.

GOAL

Explore how films, shows, performances and other visual artistic endeavors are covered, while also enhancing interview techniques and deadline reporting.

LEARNING OBJECTIVES (Students will be able to:)

- *write* clear and effective stories about performances and the people involved in various forms of entertainment.
- apply standards of *truth, accuracy, and fairness* in writing nonfiction pieces.
- demonstrate *ethical ways of reasoning* and decision-making in covering entertainment.
- incorporate best practices of *diversity, equity, and inclusion* in seeking out and covering events.
- engage in research, interviewing and fact-checking for reported pieces.
- demonstrate ability to provide and apply feedback.
- produce work suitable for print and digital platforms.

JOU 3980*

4 credit hours

Reporting in Practice

DESCRIPTION

Reporting in Practice will be a mentored experience that generates news content for publication. The class will operate like a professional newsroom, covering assigned beats and meeting tight deadlines to produce accurate, thorough, and meaningful stories. This course will also focus on the role and contemporary practices of print, broadcast, and online journalism. Students examine freedom of expression, the value of journalism in society, the evolution of news, changing business models, and entrepreneurial journalism. Prerequisite: C or better in JOU 3200.

GOAL

Introduce students to the contemporary professional practice of daily and weekly journalism.

LEARNING OBJECTIVES (Students will be able to:)

- use *data, sources, and technology* as a part of regular beat coverage.
- develop trusted sources to inform their updated reporting on beats.
- pitch, research, report, and write multiple news stories on a deadline.
- demonstrate the ability to *write and speak effectively* in producing multiplatform stories for publication.
- create work that will exemplify an understanding of *truth, accuracy, and fairness*.
- add portfolio items for job applications that demonstrate their ability to tell stories in the public interest.
- explain how their reporting, writing, and producing practices enhance *diversity* in news coverage.

JOU 4110

4 credit hours

"60 Minutes" Master Class

DESCRIPTION

In partnership with *60 Minutes* in New York, students sharpen their skills in the production of long-form broadcast journalism. The course focuses on investigative and feature television pieces and personality profiles designed for broadcast and web posting. Students produce local stories in the style of *60 Minutes*, with roles both in front of and behind the camera. Prerequisite: Junior standing and permission of instructor.

GOAL

Provide students the opportunity to apply their skills in groups to create excellent broadcast journalism.

LEARNING OBJECTIVES (Students will be able to:)

- learn to produce high-quality, long-form television news pieces that reflect journalistic principles of *truth, accuracy and fairness*.
- apply best practices and *ethical ways of reasoning* associated with investigative journalism.
- differentiate between informative long-form journalism and infotainment.
- analyze and apply critical evaluation skills to deconstruct long-form television news pieces.
- *employ the tools of technology* to enhance on-camera performance and production skills.

JOU 4970*

4 credit hours

Investigative Journalism

DESCRIPTION

Students research, report, write, and produce investigative multimedia stories. Students gather and present news and data in a converged media environment that combines text, graphics, photojournalism, audio, and video. Capstone course in the journalism major. Prerequisite: C or better in JOU 3400 or JOU 3450

GOAL

Sharpen the skills of investigation, analysis, critical thinking, reporting, writing and multimedia production under deadline.

LEARNING OBJECTIVES (Students will be able to:)

- plan and produce multimedia reporting projects using *data, diverse sources, public records, and the tools of technology.*
- *apply numerical concepts* and quantitative analysis to present news and information.
- learn persistent and constructive techniques for interviewing reluctant and / or hostile sources.
- create story content in various forms, such as text, audio, graphics, video, interactivity.
- *write clearly and effectively* using appropriate styles to tell stories in the public interest.
- review the *history* and roles of investigative reporting in journalism, comparing the levels of *diversity* in historic news reporting with modern reporting.
- engage in *ethical ways of reasoning* and apply professional news standards, such as *truth, accuracy, fairness.*

JOU 4991

1-4 credit hours

Independent Study

DESCRIPTION

Students engage in an academic project outside the domain of existing courses, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A project proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major.

JOU 4999

1-4 credit hours

Research and Creative Activity

DESCRIPTION

Students engage in original research or creative activity, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A research proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major. Requires minimum GPA of 3.0.

Media Analytics Courses

* indicates required course

Media analytics studies the measures and metrics that drive media industries, such as ratings, circulation, engagement and audience appreciation. It also analyzes how media usage is tracked and recorded, including audience preferences, user behavior, and customer insights. Media analytics students focus on the practical, legal and ethical implications of data collection and data sharing, as well as the use of media data to inform decision-making. Starting with basic data, dashboard and statistical literacy, students learn how to properly collect, clean and analyze data, then employ a clear methodology to generate reports with reproducible insights using advanced analytics tools.

MEA 2600*

4 credit hours

Understanding Audiences

DESCRIPTION

Engaging with audiences is a bedrock practice for media organizations. This course explores the complex relationships between the producers of media messages and their audiences, users and participants. The course probes theories, past and present, to understand the communication process. Prerequisite: COM 1000.

GOAL

Examine the characteristics and behaviors of media audiences and their relationships with the producers of media messages.

LEARNING OBJECTIVES (Students will be able to:)

- identify key communication theories and concepts and *recognize the value of freedom of expression* to help shape and explain the behavior of media audiences.
- discuss the *history and roles of media in society* in the development of the complex relationship between creators of media messages and audiences.
- explain demographic and psychographic variables that are traditionally used to describe media audiences.
- explain strategies used by the creators of media messages to appeal to large and specialized audiences, including *diverse domestic and global* populations.
- *employ data-driven problem solving* and numerical concepts for measuring and understanding media usage.

MEA 3190*

4 credit hours

Communicating Media Insights

DESCRIPTION

Writing is a central component for effectively communicating media research. Through research reports, policy briefs and executive summaries, students develop writing skills to report media research and create media messages. Topics include communicating online and social media measurement procedures, the relationship between words and data visualization, and recommendations for effective decision-making.

Prerequisite: JOU 1100.

GOAL

Write research-based reports to describe media usage and provide insights to guide informed decision-making.

LEARNING OBJECTIVES (Students will be able to:)

- explain traditional, online and social media audience measurement procedures and results in written reports.
- articulate the *importance of truth, accuracy and fairness* when writing and interpreting media insights.
- *write clearly and effectively* for research-based reports, briefs and executive summaries.
- *employ data-driven problem solving* to provide insights and make recommendations to guide informed decisions for communicating with *diverse domestic and global audiences*.
- use theory in producing media content and complex metrics to visualize data using established graphical representation techniques.

MEA 3290*

4 credit hours

Applied Media Analytics

DESCRIPTION

Media organizations rely on analytics to measure their audiences and the use of media content. The course highlights traditional performance indicators such as newspaper circulation and broadcast audience estimates, as well as metrics for emerging media such as websites, blogs, social media and mobile media. Students learn concepts, issues, analytical tools, procedures and the role of data visualization. Prerequisite: STS 1100, STS 2120, or ECO 2300.

GOAL

Introduce students to the tools and procedures for measuring and analyzing audience usage in traditional and emerging media.

LEARNING OBJECTIVES (Students will be able to:)

- describe concepts used to identify and define media audiences, such as demographics and psychographics.
- explain established media metrics and database resources to describe audience usage of traditional and emerging media.
- *employ the tools of technology* to gain access, measure and analyze media usage and engagement *data using reliable methodologies*.
- *apply numerical concepts* and descriptive statistical procedures for analyzing data using appropriate analytical computer applications.
- use data visualization to enhance clarity and report findings.

MEA 3590*

4 credit hours

Strategies for Emerging Media

DESCRIPTION

Emerging media challenge the definition and measurement of audiences, users and participants. In this course, students confront the realities of analyzing and interpreting metrics to guide decision-making in competitive media environments. Strategies may include social media monitoring, targeted and customized messaging, forecasting, search engine optimization, and utilizing loyal followers and paid media. Prerequisite: MEA 2600 or STC 2520.

GOAL

Use media analytics to monitor audience use of emerging media, provide insights, and plan and execute strategies to accomplish goals.

LEARNING OBJECTIVES (Students will be able to:)

- *engage in research and analysis* by monitoring and managing online resources in competitive media environments.
- *employ data-driven problem solving* to formulate insights to gauge audience engagement, plan and execute strategies.
- establish benchmarks as indicators of the success of recommendations and to evaluate the accomplishment of goals.
- recommend strategies for communicating media messages using traditional or emerging media platform.

MEA 4600*

4 credit hours

Measuring Media Impact

DESCRIPTION

Students apply techniques to measure media impact for real-world clients and develop effective strategies. In the course, students use commercial and open-source tools for audience measurement, develop business models reflecting the strategic positioning of clients, and engage audiences using social, mobile and other media platforms. Capstone course in the Media Analytics major. Prerequisite: MEA 3190 and MEA 3590.

GOAL

Provide media analytics using appropriate measurement tools, insights and recommendations for a real-world client.

LEARNING OBJECTIVES (Students will be able to:)

- *apply numerical concepts* and media analytic tools for understanding and engaging audiences.
- engage in research and *analyze data using reliable methodologies* by providing insights, recommendations and strategic planning for a real-world issue.
- evaluate the impact of business structure, competition and positioning for accessing media usage in various media platforms, including social and mobile media.
- *use theory in producing media content* and for visualizing data derived through media analytics to clarify and present complex results.
- *analyze data using reliable methodologies* and *write clearly and effectively* for reports that guide recommendations.

MEA 4991

1-4 credit hours

Independent Study

DESCRIPTION

Students engage in an academic project outside the domain of existing courses, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A project proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major.

MEA 4999

1-4 credit hours

Research and Creative Activity

DESCRIPTION

Students engage in original research or creative activity, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A research proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major. Requires minimum GPA of 3.0.

Strategic Communications Courses

* indicates required course

Strategic communications explores the process and techniques for how an organization communicates and builds relationships with its key publics. The organization may be corporate, nonprofit or governmental, and the disciplines of communication include public relations and advertising. Majors will learn how to use appropriate research and critical thinking skills to develop strategic communications recommendations that help organizations achieve their desired outcomes.

STC 2520*

4 credit hours

Foundations of Strategic Communications

DESCRIPTION

Strategic communications is the purposeful use of communications by brands or organizations (corporate, agencies, nonprofit, government) to strategically advance their mission, vision and goals. At Elon, we include the following main disciplines as part of strategic communications: public relations and advertising & brand communications. Public relations involves strategic communication to build and maintain positive relationships between an organization and its many publics, while advertising and brand communications involves paid efforts to communicate about a product, service or brand to a target audience. This course introduces communications theories, audience analysis, and the strategic planning process. This course also explores the historical roots of public relations and advertising and brand communications, the formation of public opinion, crisis management, and ethical requirements to be a responsible corporate citizen. Prerequisite: C or better in COM 1000.

GOAL

To provide a comprehensive, in-depth study of strategic communications that includes an understanding of how public relations is used as a management function to address problems, opportunities and issues in an organizational environment and how advertising and brand communications are used as a marketing communication tool to promote a product, service or brand.

LEARNING OBJECTIVES (Students will be able to:)

- explain the *history and role of media in society* that inform strategic communications in modern organizations.
- describe *freedom of expression* and political systems related to strategic communications in society.
- use a case studies approach to access *ethical ways of reasoning* and responsibilities of the strategic communications professions.
- apply *data-driven* strategic communications strategies to deal with organizational challenges and opportunities.
- understand issues of *diversity, equity and inclusion* in the United States, historically and currently, and their impact in the practice of the strategic communications professions today.
- demonstrate an awareness of *domestic and global diversity* with internal and external audiences.
- recognize the impact that lack of *diversity in strategic communications* and within working teams can have in the real world, including reputation damage, crises and financial losses.
- understand techniques used to promote products, services and ideas to target audiences.
- develop an *understanding of the theoretical base*, history and management role of strategic communications.
- work with a group to present a proposal that addresses a strategic communications problem and/or opportunity.
- demonstrate competency in strategic communications *planning and problem solving*.
- demonstrate *business literacy* by articulating how strategic communications provides value to an organization, as well as how it affects other roles within an organization.

STC 2600*

4 credit hours

Brand Identity

DESCRIPTION

Whether you work for a corporation, a non-profit organization, a public relations firm, an advertising agency or any other entity, having a strong understanding of branding and how it works will be critical to your success. In this course, emphasis will be placed on the strategic practice of creating written, spoken and visual aspects of brand identity. This includes brand storytelling, brand voice, brand standards, visual communications and multiplatform brand execution. Prerequisite: COM 2200.

GOAL

Provide students with the skills and knowledge needed to develop, enhance and manage brands in any industry and across multiple communications platforms.

LEARNING OBJECTIVES (Students will be able to:)

- *engage in research and analysis* to gather information, synthesize it, and use it to develop a brand that appeals to a specific audience.
- *employ the tools of technology* (hardware and software) to create multiplatform brand communications.
- *use design theory in planning and producing* brand content that is visually appealing to a specific audience.
- *use storytelling techniques* to create brand content that informs and engages a specific audience, and that respects the value of *truth, accuracy and fairness* in storytelling.
- *demonstrate cultural proficiency* to engage with *diverse domestic and global audiences* in all brand communications.
- *write clearly and effectively* to develop content for brands, such as mission statements, vision statements, core values, and other messaging.
- *demonstrate creative thinking skills* by using brand archetypes to build stronger and more relatable brand identities.
- *provide constructive and effective feedback* regarding the work of others and listen to and appreciate feedback given by others about their own work.

STC 3120*

4 credit hours

Strategic Writing

DESCRIPTION

This course emphasizes the importance of writing in public relations, advertising and media relations. Informative and persuasive methods include news releases, backgrounders, speech writing, employee publications, annual reports, news conferences, multimedia, public service announcements, and oral presentations to a variety of audiences. Prerequisite: C or better in JOU 1100.

GOAL

Teach students writing skills essential for effective strategic communications.

LEARNING OBJECTIVES (Students will be able to:)

- develop effective strategies for planning and *writing documents clearly and effectively*, such as backgrounders, news releases, media advisories, fact sheets, news conferences, and oral presentations.
- apply professional writing standards for *truth, accuracy, fairness* and understanding.
- *engage in research, analysis* and critical evaluation skills applicable to persuasive writing and presentations, including preparation, strategies, supporting materials, and use of audio / visual technologies.
- demonstrate writing and presentation techniques that pertain to *diverse domestic and global audiences*, media and messages.
- deepen familiarity with public relations style and the AP Stylebook.
- create culturally appropriate content targeted to different communities / groups, according to their information needs, that considers diversity, equity and inclusion.
- communicate *numerical concepts* accurately and effectively through text and data visualizations.

STC 3380

4 credit hours

Foundations of Advertising & Brand Communications

DESCRIPTION

Advertising is the creative expression of a brand's messaging that seeks to influence consumers. This course studies the strategic foundation and methods used in creating advertising for digital, and legacy media. Topics include history, ethics, diversity of audiences, contributions to building economic value, and the global spread of advertising. Advertising's role in building strong brands is a foundation of this class, segueing into other areas such as advertising agency function, communications research, experiential branding, and digital media planning and placement.

GOAL

Familiarize students with the development and deployment of strategic advertising and brand communications campaigns through a study of theoretical principles and the strategic, research, creative, and media planning functions of advertising.

LEARNING OBJECTIVES (Students will be able to:)

- explain how strategic decisions, including those decisions related to *diversity, equity, and inclusion*, enable advertisements to reach *diverse domestic and global audiences*.
- *engage in research and analysis* and apply demographic and psychographic techniques to the creation of advertising messages that are *culturally appropriate and aware of diversity, equity, and inclusion*.
- *use theories in producing media content* for designing advertising messages.
- *critically evaluate* the social effects of advertising and political, social and consumer messages.
- understand the rapidly evolving *digital communications landscape* and how is it driving change in advertising and brand communications
- grasp the fundamentals of developing and nurturing strong brands
- gain a perspective on global/international advertising and branding
- reinforce the importance of *timeliness, accuracy, and detail* orientation to success in business.

STC 3620*

4 credit hours

Strategic Research Methods

DESCRIPTION

Successful communications strategy relies on good research. In this course, students learn theoretical and methodological concepts for conducting applied research in communications. The course explores quantitative methods such as surveys, qualitative methods such as focus groups, marketing research methods, and public opinion polling.

GOAL

Enable students to understand the role of research in strategic communications and apply qualitative and quantitative methods.

LEARNING OBJECTIVES (Students will be able to:)

- *engage in research and analysis* of strategic communications by media professionals.
- describe benefits and challenges of primary and secondary research.
- apply qualitative and quantitative research methods and *apply numerical concepts* and statistical procedures.
- plan research design, use instruments, collect data, analyze and synthesize research findings to produce written and oral reports.
- work in teams through the use of hands-on projects.
- understand the impact of diversity, equity and inclusion (or lack thereof) in the research process, and apply this understanding to research ethics, design, instrument selection, data-collection, analysis and synthesis of results, and production of written and oral reports.

STC 3630

4 credit hours

Entertainment Public Relations

DESCRIPTION

Through the use of active, current and legacy case studies, students will engage in real-world evaluations, analyses and assessments to investigate and explore incidents that open the door to many celebrity brand crises. Students will also engage in workshops to create a range of strategic options as solutions to begin to repair brand damage.

GOAL

Students will learn the critical steps necessary to create and apply both creative and strategic solutions to the entertainment PR and brand image issues presented.

LEARNING OBJECTIVES (Students will be able to:)

- understand the functions and purposes of entertainment public relations and how the field relates to and interfaces with other aspects of the entertainment industry.
- *write clearly and effectively* in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- *engage in research and analysis* of information by methods appropriate to the entertainment PR/communications profession.
- study and *employ the tools of technology* that enable entertainment public relations to reach beyond the scope of previous campaigns.
- explore the new, wide range of creative opportunities and trends that now exist in entertainment public relations and related fields.

STC 4380

4 credit hours

Creativity in Advertising & Brand Communications

DESCRIPTION

Creativity is the power behind advertising. This course focuses on developing an advertising idea, writing effective copy, and merging it with design elements to communicate creative and effective messages. Emphasis is placed on creating tight strategies and making strong presentations of work. The course will reinforce the value of a developing a big idea and expressing that idea in a cross-platform campaign. Students will learn the important tasks of presenting and selling work to clients. The skill of critiquing work in an insightful and professional way is also covered.

GOAL

Provide students with the skills and knowledge needed to develop, sell, and critique creative advertising and brand communications that helps build strong brands.

LEARNING OBJECTIVES (Students will be able to:)

- evaluate historical, modern, and future practices of advertising and brand communications and their role in shaping and reflecting society.
- apply proven and emerging strategic and executional practices in the evolving business world of advertising and brand communications.
- develop an understanding of and hone creative skills necessary for building effective communications platforms on which targeted advertising campaigns can connect with diverse domestic and global audiences.
- demonstrate an awareness of *accuracy and fairness* in representing diverse peoples in the preparation of creative ideas and work.
- understand the evolving roles of the creative team members, the creative director, and those that are responsible for evaluating creative work to predict, track, and tweak executions for desired communications and business ROI results.
- create work that can be added to students' portfolios, demonstrating the skills to potential employers as a creative strategist, creative team member, and leader
- present and sell creative ideas for advertising and brand communications in a persuasive and effective manner.
- critique creative work in a thoughtful and insightful manner, providing creatives with guidance on further improving their advertising and brand communications ideas.

STC 4520*

4 credit hours

Strategic Campaigns

DESCRIPTION

Students apply strategies and techniques to create a communications campaign for real clients. In the process, students engage in audience analysis, budget preparation, and development of a strategic plan for corporate, nonprofit, association and/or government clients. Capstone course in the Strategic Communications major. Prerequisite: STC 3120 and STC 3620.

GOAL

Develop a comprehensive strategic communications campaign for a real client.

LEARNING OBJECTIVES (Students will be able to:)

- describe the process of strategic campaigns, from situational analysis through evaluation.
- demonstrate cultural proficiency and awareness about diversity, equity, and inclusion in the preparation of strategic campaign materials.
- *use theory in producing media content* for print and electronic campaigns.
- *engage in research and analysis* for creating strategic communications campaigns.
- develop appropriate research methods and *apply numerical concepts* in creating campaign materials.
- work with other members of a team to strategize, develop, write, budget and present a strategic communications campaign for a client.
- use integrated communications skills by serving as a consultant.
- demonstrate competency in strategic communications planning and problem solving.
- articulate how strategic communications provides value to an organization, as well as how it affects other roles within an organization.
- understand the value of working with diverse teams and of advocating for diverse teams in your profession to develop strategic campaigns.
- articulate the business case for incorporating DEI in the strategic communications and within the teams that develop those communications, in the U.S. context and internationally.

STC 4991

1-4 credit hours

Independent Study

DESCRIPTION

Students engage in an academic project outside the domain of existing courses, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A project proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major.

STC 4999

1-4 credit hours

Research and Creative Activity

DESCRIPTION

Students engage in original research or creative activity, closely guided by a faculty mentor in the School of Communications. Many students enroll for one or two credit hours; enrollment for three or four credit hours must represent the equivalent of a full and rigorous course. A research proposal form completed by the student and faculty mentor is required for registration. Prerequisite: approval of department chair. Maximum of four credit hours applied toward major. Requires minimum GPA of 3.0.

School of Communications Professional Standards Policies

The School of Communications has adopted the following minimum policies to provide students with a clear understanding and consistent application of course expectations, since journalism and communications are disciplines with rigorous professional standards. Teachers may designate more stringent policies on their course syllabi.

Attendance Policy

(First two paragraphs to be included in all course syllabi)

Students in the School of Communications are expected to attend class. Students are expected to be on time for class and prepared to work. Excessive absence from class shall be grounds for automatic failure of the course, subject to the instructor's discretion.

"Excessive absence" is defined as missing 20 percent or more of the scheduled classes in a term (e.g., nine absences or more for classes meeting three times a week). Generally, a student with excessive absence has missed too much content and participation to pass a course.

The university's Faculty Handbook defines two instances where excused absences may be appropriate:

- Observance of a religious holiday. Students must complete the university's online Religious Observance Notification Form within the first three weeks of the semester.
- Official institutional functions. Institutional programs are required to file with the Registrar a notice of students who may miss class time.

Faculty may adopt additional attendance or tardy policies in their syllabi, which may be more rigorous than the School of Communications attendance policy. Grading and course progress decisions shall be governed by the course syllabus adopted by the instructor of record, provided that the course syllabus is consistent with school and university policies.

Coursework

If students miss a class because of illness, participation in a university-sponsored activity, job interview or other causes, they have missed valuable content and engaged learning. In this sense, excused and unexcused absences are no different. To ensure that students avoid gaps in the progression of a course, professors may assign additional work. For example, a professor may require a student to write a 400-word summary of material covered in a missed class session or complete an additional lab assignment that demonstrates comprehension of material covered. In this course, a student missing a class will be required to: (individual policy)

Tests and Examinations

If students miss a quiz, test or examination they must submit a written request for a makeup to the professor. Students who miss a **final** examination must secure permission for a makeup from the department chair. As indicated in the Elon University Faculty Handbook, “students are not guaranteed permission to make up examinations and have no guarantees about the impact of the absence on their final grade for the course.”

Grading

Faculty members determine their own grading scale. Ordinarily a 10- or seven-point scale is used in courses. Teachers also establish the numerical standards for plus and minus grades. The university defines grades as follows:

- A indicates distinguished performance,
- B indicates above-average performance,
- C indicates an average performance in which a basic understanding of the subject has been demonstrated,
- D indicates a passing performance despite some deficiencies, and
- F indicates failure.

Assignments

Professionals meet deadlines. All assignments should be submitted on time, and they are due on the assigned date even if the student is absent from class. A teacher may choose not to accept late work, or to lower a grade by one letter for each weekday it is late.

Honor Code

All students are expected to uphold the four fundamental values of the Elon Honor Code:

- Honesty
- Integrity
- Responsibility
- Respect

Breaches of these values will result in an academic or social honor code violation report. Honor code violations include plagiarism, lying, cheating, stealing or vandalism, and facilitating academic dishonesty. These violations may result in the lowering of a grade or failure of a class. While “intent” may be considered in assigning sanctions, it is not a factor in determining responsibility for an offense. Students should consult with their professor if they are uncertain about whether specific activities are violations of the honor code.

Academic Honesty

The School of Communications takes plagiarism seriously, just as businesses and other media organizations and scholars do.

All forms of dishonesty mentioned above may result in an F in a course and expulsion from the university. Although all of these are clear violations of the university Honor Code, plagiarism is a special concern for communications professionals and scholars.

What is plagiarism? It is using someone else's work such as passages, photographs, music, video, graphics and other images, and claiming it as your own. It can be copying work that has appeared in a journal, a magazine, a newspaper or online – anywhere, really – and presenting it as your own. Cutting and pasting passages from the Web into your work, for example, is plagiarism unless you credit the source of the material or images. Take this as your guiding principle: If you quote someone else's words or appropriate their image, attribute the source.

In brief, you may not adopt or reproduce the ideas, words or statements of another person without acknowledgment or attribution. In many cases, such work is copyrighted. Acknowledgment is required when borrowing facts, statistics, images or illustrative material, unless that information is common knowledge or in the public domain. (Example: China is the most populous nation on Earth. Or: Jupiter is the largest planet in our solar system.)

If you quote someone else's words or use information or material acquired or created by someone else, then you must attribute the source.

Definitions and examples of Elon Honor Code violations above may be found at <http://www.elon.edu/e-web/students/handbook/judicialhonor.xhtml>