MASS COMMUNICATION

ADV 5005 Advertising Planning 3 Credits
Grading Scheme: Letter Grade
Introduction to the process of developing advertising strategy, emphasizing theory and research methods.

ADV 5407 Content Marketing 3 Credits
Grading Scheme: Letter Grade
This course teaches students the skills to be content marketers. Content marketing includes photos, words, audio, and video?every medium that helps tell the story of and promote a product or company, often online. This course addresses the what, why and how of content marketing and marketing strategy.

ADV 6006 Theories of Advertising 3 Credits
Grading Scheme: Letter Grade
Theories dealing with consumer responses to marketing communications: state-of-the-art advertising and marketing communications theory, academic articles examining consumer responses.

ADV 6305 Advanced Media Planning 3 Credits
Grading Scheme: Letter Grade
Media planning to meet advertising goals. Use of research findings. Computer models.
Prerequisite: ADV 4300, MMC 6421, or equivalents.

ADV 6325 Advertising and Social Media 3 Credits
Grading Scheme: Letter Grade
Students will learn to create, write and maintain a social advertising campaign for clients. Learn about transparency and how the advent of social media has changed advertising. Case studies will be examined and students will create several pieces for their portfolio.
Prerequisite: MMC 6XXX Digital Communication Theory, MMC 5427 Research Methods in Digital Communications, MMC 6XXX Introduction to Multimedia Communication, and MMC 6XXX Introduction to Social Media

ADV 6405 International Advertising 3 Credits
Grading Scheme: Letter Grade
Global competition and worldwide markets; technological revolutions; and branding products and services under different cultural, regulatory, and competitive conditions.

ADV 6503 Advertising Creative Strategy and Research 3 Credits
Grading Scheme: Letter Grade
Social science findings as guides for decisions. Use of consumer behavior concepts in shaping advertising message content and improving media selection.
Corequisite: MMC 6421 or equivalent.

ADV 6505 Advertising Research Methods 3 Credits
Grading Scheme: Letter Grade
Introduction to methods most commonly use in professional and scholarly research, including secondary, qualitative, survey, content analysis, and experimental methods.

ADV 6602 Advertising Management 3 Credits
Grading Scheme: Letter Grade
Application of management principles and practice to effective development of advertising/public relations plans. Case studies and discussion of current problems in research, planning, operations, administration, and evaluation.
Prerequisite: ADV 6305 and ADV 6503, or consent of instructor.

COM 6315 Advanced Research Methods 3 Credits, Max 6 Credits
Grading Scheme: Letter Grade
Scientific method, measurement, analysis. Student research required.
Prerequisite: MMC 6421 and STA 6126 or equivalents, and consent of instructor.

COM 6338 Advanced Web Topics I: Advanced Design 4 Credits
Grading Scheme: Letter Grade
Delving deeply into the processes of website design. Students will have 4 contact hours of instruction per week from lectures posted in E-Learning, not including individual work. Because the class is asynchronous, students may access lectures at any time during the week.
Prerequisite: Digital Design, Intro to Web Design, Digital Imagery

COM 6940 Supervised Teaching 1-3 Credits, Max 5 Credits
Grading Scheme: S/U
Supervised Teaching

JOU 5007 History of Journalism 3 Credits
Grading Scheme: Letter Grade
Origin, development, and potentiality of print and broadcast media. Evolution of standards, policies, methods, and controls.

JOU 5705 Issues and the Press 3 Credits
Grading Scheme: Letter Grade
Influence of the press in defining and shaping public concern with major social issues.

JOU 6102 Reporting Workshop 3 Credits
Grading Scheme: Letter Grade
Depth reporting theory and practice.

JOU 6114 Journalist Bootcamp 3 Credits
Grading Scheme: Letter Grade
Providing a grasp of and hands-on experience in interactive journalism. We will present ways news is gathered and presented on multiple platforms, including the techniques of collaborative journalism, traditional broadcast storytelling and social media sourcing and reporting
Prerequisite: None.

JOU 6344 Journalist Toolkit 1 3 Credits
Grading Scheme: Letter Grade
Preparing the student to work as a journalist in today's newsrooms, where the online and digital platforms are at least as important as the traditional print or broadcast platforms.
Prerequisite: JOU 6114: Journalist Bootcamp

JOU 6349 Journalist Toolkit 2 3 Credits
Grading Scheme: Letter Grade
Gathering information using journalism practices, such as in-person interviews, and learn to use various technologies (including video) to produce journalism stories for online and other digital platforms in this intermediate reporting and production course in which students .
Prerequisite: JOU 6344

JOU 6391 Seminar in Journalism as Literature 3 Credits
Grading Scheme: Letter Grade
Analysis of mass media writing, broadcast programs, and graphics to assess their merits both as journalism and as art. Various periods studied; emphasis on 20th century.
MMC 5006 Introduction to Multimedia Communication 3 Credits
Grading Scheme: Letter Grade
Introducing media, journalism and communication themes, issues and how to’s of an integrated approach to new multi-media communications to ensure the brand message reaches its intended audience. Taking a real-world viewpoint, students examine the various channels available to communication professionals.
Prerequisite: No prerequisites. Open to Graduate Students Only.

MMC 5015 Electronic Publishing 3 Credits
Grading Scheme: Letter Grade

MMC 5046 Presentation Power 3 Credits
Grading Scheme: Letter Grade
Teaches theory and skills needed for effective small group sales presentations.

MMC 5165 Influence and Selling 3 Credits
Grading Scheme: Letter Grade
Students will learn to apply the techniques most commonly used by a broad range of compliance practitioners and explain how and why they work. They will be able to apply the three keys to influence and the six sources of influence to their current influence challenges.
Prerequisite: Graduate status or certificate or combined degree status

MMC 5206 Advanced Law of Mass Communication 3 Credits
Grading Scheme: Letter Grade
Problems of constitutional law, libel, privacy, and governmental regulation. Not open to students who have taken MMC 4200 or equivalent.

MMC 5215 Technology Policy 3 Credits
Grading Scheme: Letter Grade
The legal structure of radio, television, cable, satellite, and new media forms; the Communication Act, and the Federal Communications Commission.
Prerequisite: Undergraduate or graduate law course, or consent of instructor.

MMC 5259 Customer Management and the Nurturing of Enduring Relationships 3 Credits
Grading Scheme: Letter Grade
The concepts and theories of customer management and ensuring the right people, processes, and technology are employed to nurture long-term customer relationships.
Prerequisite: Admissions to graduate certificate, combined degree, or graduate study.

MMC 5277 Web Design Principles 4 Credits
Grading Scheme: Letter Grade
Completing the course will allow students to be comfortable creating, coding and posting basic HTML and CSS files to the Internet. Gaining a foundational knowledge of website creation and apply it to the planning, design and development of your own web page over the course of the semester.

MMC 5279 UX Design Theory 3 Credits
Grading Scheme: Letter Grade
Students will be introduced to the theories behind Human-Computer Interaction (HCI) and apply them to User Experience Design (UXD). This course has bi-weekly projects that will build off of one another. By the end of this course students will gain the knowledge necessary to effectively communicate and evaluate user experiences.

MMC 5306 International Communication 3 Credits
Grading Scheme: Letter Grade
Analysis and comparison of print and electronic communication systems among nations and cultures; barriers and stimuli to international communications; mass media in national development.

MMC 5308 Communicating for Success 3 Credits
Grading Scheme: Letter Grade
Designed to help international students achieve success in a U.S. graduate-level communications curriculum. Included will be a focus on standards and mores for professional and academic writing, and on the development of public speaking skills.

MMC 5406 Selling Today 3 Credits
Grading Scheme: Letter Grade
Addresses the critical concepts and theories of contemporary sales. Optimal selling requires an appreciation of the changes wrought by digital technologies and the emergence of millennials.

MMC 5422 Customer Research and the Fundamentals of Online Testing 3 Credits
Grading Scheme: Letter Grade
Teaches the development and implementation of an online offer tests, including the selection of a research question, metrics selection, validity assurance, and data interpretation.
Prerequisite: Admissions to graduate certificate, combined degree, or graduate study.

MMC 5427 Research Methods in Digital Communication 3 Credits
Grading Scheme: Letter Grade
Teaching research techniques crucial for understanding Web audiences. Specific tools and techniques of applied research are discussed and students do a research project.
Prerequisite: None.

MMC 5435 Messaging Strategy and the Centrality of the Value Proposition 3 Credits
Grading Scheme: Letter Grade
Developing, measuring, testing, and expressing a value proposition throughout a company and its communications. The course teaches ways to position an offer that achieves a sustainable competitive advantage.
Prerequisite: Admissions to graduate certificate, combined degree, or graduate study.

MMC 5436 Messaging Methodologies and the Practice of Conversion Optimization 3 Credits
Grading Scheme: Letter Grade
Teaches the critical concepts and theories of offer response optimization, including techniques for creating compelling offers that optimize responses in both digital and mobile environments.
Prerequisite: Admissions to graduate certificate, combined degree, or graduate study.

MMC 5449 Consumer and Audience Analytics 3 Credits
Grading Scheme: Letter Grade
Upon successful completion of the course, you should possess a basic understanding of the consumer and audience analytics that are valuable in most contemporary workplaces. The knowledge is helpful in careers related to analytics/research, social media, media business, advertising/marketing, and public relations.
MMC 5465 Communication Leadership 3 Credits
Grading Scheme: Letter Grade
Prepares students to become leaders of organizations. The course explores communication and the variables involved when leaders attempt to influence members to achieve a goal. Topics include power, credibility, motivation, research on leader traits, styles, and situations, and current theories and models of leadership.

MMC 5468 Understanding Audiences 3 Credits
Grading Scheme: Letter Grade
Understanding Audiences

MMC 5536 Introduction to Social Media 3 Credits
Grading Scheme: Letter Grade
Social media and internet marketing have given businesses a new way to brand, promote and sell, allowing them to grow and shift their marketing efforts. Explore the various ways consumers communicate online and discuss how businesses may join the conversation. Students design and implement a social media marketing plan.

MMC 5548 Public Affairs Communication 3 Credits
Grading Scheme: Letter Grade
Public Affairs Communication is structured around the idea that individuals, communities, and organizations have an obligation to work together to participate responsibly in democratic processes and help solve some of the world’s most challenging problems. This course equips students with tools and skills to do that anywhere the need arises.

MMC 5508 Foundations of Intercultural Communication 3 Credits
Grading Scheme: Letter Grade
Theory and practice of intercultural communication.

MMC 5517 Cross Platform Media Selling 3 Credits
Grading Scheme: Letter Grade
Sales staff once specialized in specific media platforms. However, media companies now offer buying opportunities in both traditional and digital platforms, and synergy across platforms is a key selling point. As a result, modern media sales require sales expertise across all platforms. Prerequisite: Graduate status or certificate or combined degree status

MMC 5531 Digital Sales and Engagement 3 Credits
Grading Scheme: Letter Grade
Social media afford sellers the chance to engage customers and prospects. Social media can be used to create new sales opportunities and service existing ones. This course will teach sales people how to use social media for these purposes.

MMC 5537 Lead Generation and Management 3 Credits
Grading Scheme: Letter Grade
Teaches students marketing strategies that will attract new business, as well as retain and foster repeat customers in the world of digital selling. When executed effectively, these strategies will increase brand awareness, drive leads, boost referrals, maximize a brand’s return on investment (ROI), and also create brand loyalists.

MMC 5539 Social Media Advertising for Conversions 3 Credits
Grading Scheme: Letter Grade
Teaches students the skills and best practices of professional paid social media advertisers. They will learn where, how and why businesses use paid social media for lead generation. This course covers strategy, creative direction, ad products per platform and reporting on Facebook, Twitter, Instagram, Pinterest, LinkedIn and Snapchat.

MMC 5613 Strategic Communication Ethics and Concepts 3 Credits
Grading Scheme: Letter Grade
Introduces strategic communication’s fundamentals and ethical issues arising from its practice. Students are given a background in concepts such as branding, target audiences, technologies, and historical evolution. Armed with this knowledge, students are introduced to the schools of ethical thought, and via assignments apply these to real-world contexts.

MMC 5615 Web Interactivity and Engagement 3 Credits
Grading Scheme: Letter Grade
Provides the student with an understanding of the most practical tool of a web manager, the content management system (CMS). Using WordPress, you will gain an understanding of CMSs and how they are valuable tools for saving time and handling large amounts of data. You will also learn more about server scripting using PHP and database integration with MySQL.

MMC 5620 Social Media Ethics 3 Credits
Grading Scheme: Letter Grade
Introduces students to critical issues, including accuracy, privacy and trust. Social media ethics is an ever-evolving area of study and issues will be explored using real life case studies, readily updated. Issues will be discussed in relation to how they impact social media content and the relationships between communications organizations and their audiences.

MMC 56213 Strategic Communication Ethics and Concepts 3 Credits
Grading Scheme: Letter Grade
Introduces strategic communication’s fundamentals and ethical issues arising from its practice. Students are given a background in concepts such as branding, target audiences, technologies, and historical evolution. Armed with this knowledge, students are introduced to the schools of ethical thought, and via assignments apply these to real-world contexts.

MMC 5627 Advanced Web Topics II 4 Credits
Grading Scheme: Letter Grade
This class will be teaching students about the concept of the semantic web, the features of HTML5 and CSS3 that are used professionally, and the concept of “progressive enhancement”. It will also explore, in depth, JavaScript, the integration of third-party APIs, jQuery, and some of the essential jQuery plugins. Prerequisite: MMC 5326–Digital Design, MMC 6936 Web Design Principles, VIC 5325 –Digital Imagery, VIC 5315 –Corporate Brand Identity, COM 6338 –Advanced Web Design 1

MMC 5640 Mass Communication Theory 3 Credits
Grading Scheme: Letter Grade
Structure, content, process, effects of communication; contributions of other disciplines; barriers to effective communication; use of research concepts.

MMC 56402 Seminar in Mass Communication Theory 4 Credits, Max 16 Credits
Grading Scheme: Letter Grade
Specialized aspects of mass communication theory; in-depth investigation of particular concepts and research literature. Student research required. Prerequisite: MMC 6400, MMC 6421, or equivalents, statistics, and consent of instructor.
MMC 6406 Innovation and Entrepreneurship in Mass Communication 3 Credits  
Grading Scheme: Letter Grade  
Focusing on the theoretical and conceptual foundations of innovation and entrepreneurship and relevant scholarship, as well as applications and implications of these foundations within the mass communication industry.

MMC 6409 Science/Health Communication 3 Credits  
Grading Scheme: Letter Grade  
Overview of the field of mass communication. Nexus of scientists, journalists, public information officers and audiences. Topics include science literacy, framing of science, issues, public involvement, and the impact of science communication on policy.

MMC 6417 New Media, Health Behavior and the Health Environment 3 Credits  
Grading Scheme: Letter Grade  
Mass communication and health communication theories examined as they related to intended and unintended effects on individual behavior and on public health policy. Focus on effects other than those associated with mass mediated public health campaigns.

MMC 6421 Research Methods in Mass Communication 3 Credits  
Grading Scheme: Letter Grade  
Introduction to experiments, surveys, content analysis, sampling, measurement. Laboratory applications.

MMC 6423 Content-Analysis Methods 3 Credits  
Grading Scheme: Letter Grade  
Sampling, category construction, calculation of intercoder reliability, and analysis of data. Evaluation of content analysis methods and opportunity to undertake project using this methodology. Focus on analysis of mass media messages, but includes content analysis of other communication content.

MMC 6426 Qualitative Research 3 Credits  
Grading Scheme: Letter Grade  
Theory and application in social science and communication. Qualitative data analysis, evaluation, ethical considerations, and writing.

MMC 6428 Collaborative Communication Research 3 Credits  
Grading Scheme: Letter Grade  
Experience in conducting team research. Student-faculty teams select and work through projects with intent to produce scholarly work for conference presentation, publication, or research grant proposal.

MMC 6429 News and Numbers 3 Credits  
Grading Scheme: Letter Grade  
Learn to develop and evaluate how numbers and statistics are employed in news-related content. Students will learn to critique and interpret public opinion polls. Employing various story platforms, students will work to create data-driven material in an applied media setting.  
Prerequisite: None.

MMC 6455 Mass Communication Statistics 3 Credits  
Grading Scheme: Letter Grade  
Mass communication statistics provides an introduction to the fundamentals of descriptive and inferential statistics in communication science. Topics covered include central tendency/dispersion, index reliability, factor analysis, chi-square, t-test, ANOVA, regression, and path analysis, among others. Ethical issues germane to the replicability and reproducibility of data are also discussed.

MMC 6456 Data Storytelling and Visualization 4 Credits  
Grading Scheme: Letter Grade  
Covers the fundamentals of effective data-driven storytelling. Students will learn how to detect and articulate the stories behind data sets and communicate data findings in visual, oral, and written contexts for various audiences and publics. Students will become familiar with associated tools.

MMC 6457 Communication Statistics 2 3 Credits  
Grading Scheme: Letter Grade  
Mass communication statistics 2 teaches the fundamentals of path analysis and structural equation modeling. Topics to be covered include parallel mediation, serial mediation, moderated mediation, measurement models, path analysis, structural equation modeling, and multiple group analysis.

MMC 6466 Digital Persuasive Communication 3 Credits  
Grading Scheme: Letter Grade  
Introduces the major theories and concepts prevalent in persuasive communication and provides the opportunity to apply the knowledge to understanding the psychology of persuasion in digital media environments. It will deal with a wide range of digital persuasion issues and topics, particularly in the areas of advertising and marketing communication.

MMC 6475 Audience Research Methods 3 Credits  
Grading Scheme: Letter Grade  
Covers quantitative and qualitative research methods, strengths and weaknesses of all research methods and their suitability for various goals, and how students should build arguments and rationale for methods. Students will design and strategize execution of research methods to address specific hypotheses and answer research questions regarding audiences.

MMC 6476 Understanding Audiences 3 Credits  
Grading Scheme: Letter Grade  
An overview of the primary theories used in the study of audiences, including their conceptualization and behavior. Students will learn how to apply academic scholarship to the industry to help them understand and explain industry dynamics, as well as to inform decision making.

MMC 6566 Communicating Privacy 3 Credits  
Grading Scheme: Letter Grade  
Trains students to effectively communicate privacy and security information, and to recognize the importance of the interdisciplinary study of this topic. This class is a seminar with the expectation that students will have read materials before class, formulated questions, and be prepared to discuss the topics.

MMC 6612 New Media and a Democratic Society 3 Credits  
Grading Scheme: Letter Grade  
Relationships among new media, citizens, and governments; effects of Internet on democracy and globalization; role of journalism in democratic society.

MMC 6615 Race, Class, Gender, and Media 3-4 Credits  
Grading Scheme: Letter Grade  
Examination of race, class, and gender portrayals in media, from critical and cultural studies perspectives.

MMC 6618 Survey of Political Communication 3 Credits  
Grading Scheme: Letter Grade  
Role of communication in political process, including study of news coverage of political events, political advertising, political debates, international political communication, and politics and new technologies.
MMC 6638 Global Activism and Social Change Communication 3 Credits
Grading Scheme: Letter Grade
Delves into activism and social change from a global perspective to enhance student understanding of social change as manifested via media and community action. Students will analyze and apply activist rhetoric, strategies for social justice, and methods for inter-movement organizing. They will learn engagement tools in strategic communication.

MMC 6647 Financial Business Essentials for Communication Professionals 3 Credits
Grading Scheme: Letter Grade
Helps students in learning and applying the theoretical and practical concepts related to the business and financial responsibilities of communication professionals. Through projects and assignments students will develop a business acumen related to communication activities. It provides an understanding of these responsibilities whether employed at agencies or organizations.

MMC 6660 Mass Communication and Society 3 Credits
Grading Scheme: Letter Grade
Rights, responsibilities, ethics of communication media; government and media; economic, political, and social determinants of media content.

MMC 6665 Seminar in First Amendment Theory 4 Credits
Grading Scheme: Letter Grade
Investigation into meaning and purpose of press, speech, petition, and assembly clauses of First Amendment. Offered in fall semester, even-numbered years. Prerequisite: MMC 5206L or equivalent, and consent of instructor.

MMC 6666 Seminar in Research in Mass Communication Law 4 Credits
Grading Scheme: Letter Grade
Investigation of legal research techniques for the mass communication scholar and of literature of a particular mass media law topic. Offered in fall semester, odd-numbered years.

MMC 6706 Covering the Arts 3 Credits
Grading Scheme: Letter Grade
This course focuses on fundamentals of arts coverage and marketing arts journalism pieces. It also includes critiques of arts journalism and provides an overview of current trends in the business of the arts. The class features tours of local arts venues and multiple guest speakers from the arts community.

MMC 6725 Social Media and News 3 Credits
Grading Scheme: Letter Grade
This course explores questions such as: What impact does tweeting, status-updating, blogging, etc. have on society? How is the public’s use of social media changing the way we work, study, socialize, vote, invest, pursue interests? What are the effects on our health, our political systems, our relationships and our careers?


MMC 6726 Social Media and Emerging Technology 3 Credits
Grading Scheme: Letter Grade
Introducing research and communication uses of 3D virtual environments and online games. using Second Life as a virtual platform, students will be required to create an online persona and be trained on navigating, building and communicating in the environment.


MMC 6727 Social Media Metrics 3 Credits
Grading Scheme: Letter Grade
Students gain clear foundation in marketing strategy and apply it to social media marketing. Examine international case studies and determine if social media drive incremental sales volume and earnings. Understand what the drivers of value are for a brand and how social media messages differ from messages in traditional media.


MMC 6728 Branding Using Social and Mobile Media 3 Credits
Grading Scheme: Letter Grade
Special attention focusing on how online tools can enhance and strengthen a product or service’s brand strategy. Using current case studies and step-by-step process, students will be learning to maximize the online efforts while maintaining brand continuity and consistency.


MMC 6730 Social Media Management 3 Credits
Grading Scheme: Letter Grade
Practicing necessary skills for creating high-touch customer experiences, driving community across multiple social media platforms.


MMC 6738 Digital Promotions/Campaigns 3 Credits
Grading Scheme: Letter Grade
Examines the evolving world of digital communications with a focus on how to use social media strategically to create value. Hands-on experience supported by theoretical, strategic and professional best practices. Students will get a comprehensive knowledge of and experience in how to develop an integrated digital public relations campaign.

MMC 6746 Developing Intercultural Competence 3 Credits
Grading Scheme: Letter Grade
Aims to help build an understanding of intercultural communication competence based on foundational texts in order to reflect on students’ intercultural abilities. Becoming an interculturally-minded professional requires self-reflection, interpersonal skills, cultural knowledge, and an open mind. Students will strengthen competencies to achieve success for themselves and their organizations.

MMC 6905 Individual Work 1-3 Credits, Max 9 Credits
Grading Scheme: Letter Grade
Reading or research.

MMC 6910 Supervised Research 1-3 Credits, Max 5 Credits
Grading Scheme: S/U
Supervised Research

MMC 6929 Communication Colloquium 2 Credits, Max 8 Credits
Grading Scheme: S/U
Provides common grounding in subjects across doctoral students’ research approaches. Students enroll in the fall during the first year.

MMC 6930 Seminar in Mass Communication Teaching 3 Credits
Grading Scheme: Letter Grade
Research and training for teaching and supervision of student mass media.
MMC 6936 Special Topics in Mass Communication 1-3 Credits, Max 12 Credits
Grading Scheme: Letter Grade
Special Topics in Mass Communication
Prerequisite: Consent of instructor or graduate adviser.

MMC 6949 Professional Internship 1-3 Credits, Max 3 Credits
Grading Scheme: S/U
Training in an approved mass communication office; instructor receives reports from on-site supervisor.

MMC 6951 Masters Project Seminar 1 Credit
Grading Scheme: Letter Grade
Working through the process of creating a masters-level project that will showcase professional skills and serve as a capstone for a masters program. The class will assist with conceptualizing and producing a professional quality journalism project by the last semester of the masters program.

MMC 6971 Research for Master's Thesis 1-15 Credits
Grading Scheme: S/U
Research for Master's Thesis
Prerequisite: consent of instructor.

MMC 6973 Project in Lieu of Thesis 1-9 Credits
Grading Scheme: S/U
Developing, testing, and evaluating an original mass communication project.
Prerequisite: consent of instructor.

MMC 7979 Advanced Research 1-12 Credits
Grading Scheme: S/U
Research for doctoral students before admission to candidacy. Designed for students with a master's degree in the field of study or for students who have been accepted for a doctoral program. Not appropriate for students who have been admitted to candidacy.

MMC 7980 Research for Doctoral Dissertation 1-12 Credits
Grading Scheme: S/U
Research for Doctoral Dissertation

PUR 5507 Persuasion Theory and Research 3 Credits
Grading Scheme: Letter Grade
Introduction to the principal theories and empirical research programs exploring how communication, particularly from public relations efforts, impacts persuasion.
Prerequisite: None.

PUR 6005 Theories of Public Relations 3 Credits
Grading Scheme: Letter Grade
Theories that dominate the field. Evolution of theories, their critiques, and current standing.

PUR 6006 Public Relations Foundations 3 Credits
Grading Scheme: Letter Grade
Roles and responsibilities of public relations professionals and the function of public relations in institutions and society.

PUR 6206 Public Relations Ethics and Professional Responsibility 3 Credits
Grading Scheme: Letter Grade
Aims to study public relations ethics and social responsibility practiced in organizations. It focuses on different ethical and social responsibility models and their effects on the organization and stakeholders. The course has two components: readings and critiques of classic and current research and case studies development.

PUR 6403 Crisis and Risk Management 3 Credits
Grading Scheme: Letter Grade
Theories, applications and issues of crisis/risk management, exploring the difference between crisis-prone and crisis-prepared organization.
Prerequisite: None.

PUR 6409 International Issues and Crisis Communication 3 Credits
Grading Scheme: Letter Grade
Focuses on practical applications of theory and research to identify and strategically manage issues that can materially affect the continuity of organizations globally. Emphasis is placed on preparing managers for effective communication during crises, including the formulation of a strategic crisis communication plan and evaluation programs.

PUR 6416 Public Relations and Fund Raising 3 Credits
Grading Scheme: Letter Grade
Applying public relations theories and concepts to the practice-centered study of fundraising in nonprofit organizations. Principles and processes of building relationships with donors and of designing and implementing programs in annual giving.

PUR 6446 Public Relations and Philanthropy 3 Credits
Grading Scheme: Letter Grade
Applying public relations theories and concepts to the practice-centered study of philanthropy, organizations, and the role of each in society. Effective strategies for managing relationships between philanthropic organizations and stakeholders.

PUR 6475 Digital Social Advocacy 3 Credits
Grading Scheme: Letter Grade
Aims to explore and develop theoretical and practical implications of social advocacy for the profession of public relations with emphasis on usage of digital media. Social advocacy is defined as the deliberate effort of groups of people to mobilize for or against institutions, governments, causes, and/or public figures.

PUR 6506 Public Relations Research 3 Credits
Grading Scheme: Letter Grade
Applied research methods for strategic management of public relations. Emphasis on using formative research for planning and implementing programs/campaigns and evaluative research for measuring effectiveness.

PUR 6607 Public Relations Management 3 Credits
Grading Scheme: Letter Grade
Application of strategic management to development of public relations plans and programs. Emphasis on theoretical framework for relationship management in public relations.

PUR 6608 International Public Relations 3 Credits
Grading Scheme: Letter Grade
Factors to assist conceptualization and execution of international public relations activities. Explores the relationship between environmental variables and international public relations practices. Review of empirical evidence about public relations practices in other countries and methodological issues pertaining to conducting research.

PUR 6616 Corporate Reputation and Communication 3 Credits
Grading Scheme: Letter Grade
Examines the fundamental roles that communication plays in corporate reputation affairs, including its production, conceptualization, dimensions, topics and attributes, monitoring, measurement, evaluation, management, effects, valorization, and valuation. The course prepares students involved in consulting, and those who are in strategic planning, market research, competitive intelligence, and general management.
PUR 6934 Problems in Public Relations 3 Credits  
**Grading Scheme:** Letter Grade  
Special topics, case studies, community relations, and theory-based analysis of public relations problems.

RTV 6309 Advanced TV Reporting 3 Credits  
**Grading Scheme:** Letter Grade  
Advanced course in news writing, editing and processing for television news.  
**Prerequisite:** Grade of B- in JOU 6349.

RTV 6508 Audience Analysis 3 Credits  
**Grading Scheme:** Letter Grade  
Methods of audience analysis. Survey research, sampling, and program content analysis. Analysis of secondary audience data.

RTV 6801 Telecommunication Management 3 Credits  
**Grading Scheme:** Letter Grade  
Management principles of the telecommunications industry, with practical and theoretical application for television, radio, film, online, and other electronic media sectors.

RTV 6807 Telecommunication Outlet Systems and Practices 3 Credits  
**Grading Scheme:** Letter Grade  
Structural and procedural elements of broadcast stations, cable systems, and other local radio-television facilities. Review of research and models in telecommunications administration, economic planning and control, merchandising and positioning, sales and advertising.

RTV 6973 Project in Lieu of Thesis 1-9 Credits  
**Grading Scheme:** S/U  
Development, testing, and evaluation of an original electronic media product, audience research, or management analysis.  
**Prerequisite:** consent of instructor.

VIC 5315 Corporate and Brand Identity on the Web 3 Credits  
**Grading Scheme:** Letter Grade  
Synthesizing two different but complementary tools of communication: graphic design and assembly (both print and electronic). You will learn fundamental design principles and techniques for effective visual communication.

VIC 5325 Digital Imagery in Web Design 4 Credits  
**Grading Scheme:** Letter Grade  
Constructing, deconstructing and further analyzing the impact of visual messages in interactive media. Gaining an understanding of how audiences form meanings, the importance of signs and symbols and how to manipulate images to reflect a point of view.

VIC 5326 Digital Media Layout and Design 3 Credits  
**Grading Scheme:** Letter Grade  
Introduction to the skills and concepts that will help create documents for both print and interactivity. The course teaches both the theory and application of design principles. Using Adobe InDesign, students will apply their understanding of these principles to create a portfolio project. While InDesign permits several possible workflows, this course will focus on those that most readily translate into digital design.

VIC 6316 Brand Management 3 Credits  
**Grading Scheme:** Letter Grade  
Developing an understanding of the importance of brand equity, how to build, measure, and manage brand equity. It will cover topics in the utilities of branding, steps/process of building brands, methods of measuring brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries, market segments.