ART  411  Internship in Applied Arts  
(Art Therapy) .......................4  
                    Art Hours: 52

Psychology Courses
PSY  200  General Psychology...........4
PSY  210  Development I: Child  
Psychology ............................4
PSY  211  Statistics and Experimental  
Methods I..............................4
PSY  230  Theories of Personality......4
PSY  303  Abnormal Psychology .......4  
                    Psychology Hours: 20

Total Semester Hours: 72

Note: Art Therapy majors must complete the Junior Review. See Upon Entry into the  
Junior Year above.

Art — B.S. Degree Program  
with Concentration in  
Arts Administration and  
Management

Requirements for the major (87 credit  
hours):

Art Courses
ART History......................................8
ART 153 Beginning Drawing.............4  
or
ART 154 Figure Drawing ..................4
ART 200 Ceramics ..............................4  
or
ART 202 Beginning Sculpture .......... 4
ART/COM 204 Beginning Design ..........4
ART 208 Beginning Photography .......4
ART/COM 305 Introduction to  
Graphic Design ..........................4
ART electives ................................12  
                    Art Hours: 40

Arts Management Courses
ARM 200  Introduction .....................2
ARM 480  Seminar ...........................2
ARM 498  Internship .......................8  
                    Arts Management Hours: 12

Business and Other Courses
MAT 160  College Algebra ...............4
ACC 202  Financial Accounting  
Information .............................3
ACC 203  Managerial Accounting ......3
ECO 204  Principles of Microeconomics..3
ECO 205  Principles of Macroeconomics...3
FIN  310  Financial Management ........3
ITM  200  Introduction to Computers ....1
ITM  210  Managerial Statistics I .......3
ITM  361  Operations Management ......3
MGT  330  Principles of Management .....3
MGT  335  Essentials of Corporate  
Responsibility .........................3
MKT  300  Principles of Marketing ......3
                    Business and Other Hours: 35

Total Semester Hours: 87

The eight-hour internship (ARM 498)  
will be taken throughout the sophomore,  
junior and senior years. Two hours must be  
reserved to be combined with the Senior  
Seminar (ARM 480).

A concentration in arts administration  
fulfills all foundation courses required for  
admission to the Master of Business Admin-  
istration program.

Department of  
Communication

Faculty: Professor Kennedy, Chair;  
Professor Bachman; Associate Professor  
Emeritus Giancola; Associate Professors  
Davis, Paine, Plays; Assistant Professors  
Costain, Eschenfelder, Garrett, McAlister,  
Perkins; Instructor Myrie. Instructional Staff:  
George, Segal.

The mission of the Department of Com-  
munication is to advance the knowledge  
and understanding of the communication  
processes that occur among individuals,  
groups, organizations and societies. The pro-  
gram emphasizes the theoretical and applied  
dimensions of human communication. The  
curriculum provides knowledge of a range  
of scientific and aesthetic theories, research  
methods and practical tools enabling students  
to confront major communication challenges  
facing society. Courses emphasize human  
values, appropriate uses of communication  
media, historical perspectives and critical  
thinking.

There are three majors within the depart- 
ment: Communication, Advertising and  
Public Relations, and Film and Media Arts.  
The Department of Communication also  
participates in the Electronic Media Art and  
Technology interdisciplinary program.
Communication Major (COM)

Requirements for a major in communication: the student must take a total of 51 semester hours of credit, which may include a maximum of 8 credit hours in a related discipline, to complete the major.

The COM curriculum is divided into two main components; each component in turn has two categories of available courses. The Theory and Methods component contains the Culture and Society and Visual Aesthetics courses; the Practicum component contains the Writing and Sound, Image and Motion courses. Students must take courses in each of these four areas (minimum credits and prerequisites for each area are identified later in this section).

All cross-listed courses should be taken with a COM designation. Foundation courses (*) are required courses. All COM majors must take a minimum of 16 COM hours at the 300 level or above. At least one of those courses must be at the 400 level.

Theory and Methods Component

Culture and Society

(Students must take a minimum of 8 credit hours, 4 of which must be at the 300 level or above.)

- COM 224 Mass Media and Society* ..........4
- COM 282 Survey of Advertising and Public Relations .................4
- COM 323 Frontiers of Communications... 4
- COM 326 Political Campaigns and Electoral Politics .................4
- COM 334 Information and the New World Order......................4
- COM 365 Critical Analysis of Media Events ..................................4
- COM 380 Culture, Society, and Computing Technology .................4
- COM 401 Intercultural Communication... 4
- COM 425 Information Technology and Human Values .................4
- COM 426 Public Opinion, the Media and Power ........................4
- COM 436 Critical Studies in Public Communication ....................4
- COM 443 Communication and Cultural Studies ..........................4
- COM 444 Wordimagebookscreen .........................4

Visual Aesthetics

(Students must take a minimum of 8 credit hours.)

- COM 211 Art and Technology .................4
- COM 232 Visual Literacy* ..................4
- COM 249 Transformation from Fiction to Screen ........................4
- COM 260 American Cinema ..................4
- COM 261 World Cinema ........................4
- COM 277 Modern Art ..........................4
- COM 300 The Documentary Tradition ...4
- COM 308 Film Aesthetics ........................4
- COM 335 Survey of Independent Video and Film ..................4
- COM 360 Film Directors ........................4
- COM 370 Women, Film and Popular Culture ..........................4
- COM 445 The Image and Reality ..........4
- COM 465 Senior Seminar in Cinema Studies ..........................4

Practicum Component

Writing

(Students must take a minimum of 8 credit hours.)

- COM 225 Writing for Electronic Communication* ..................4
- COM 240 Writing Drama ........................4
- COM 247 Writing for Radio and Alternative Performance ............4
- COM 271 Journalism I ..................................4
- COM 285 Information Design ........................4
- COM 325 Writing for Broadcast News ...4
- COM 337 Corporate Uses of Media ..........................4
- COM 340 Screenwriting I ..........................4
- COM 346 Writing for Interactive Media...4
- COM 348 Writing the Situation Comedy...4
- COM 371 Journalism II ..................................4
- COM 383 Writing for Advertising ........................4
- COM 384 Writing for Public Relations ...4
- COM 440 Screenwriting II ..........................4

Sound, Image and Motion

(Students must take a minimum of 8 credit hours.)

- COM 204 Beginning Design ........................4
- COM 208 Beginning Photography .................4
- COM 210 Beginning Digital Arts ..................4
- COM 217 Beginning 3-D Animation ............4
- COM 238 Animation I ..............................4
Credit hours earned in COM 354 (Internship in Communication) cannot be used to meet the 300-level or above requirement in the major. Students may take a maximum of 8 credit hours in COM 354.

Students may take two Sound, Image and Motion courses in the same semester, but *only* with the written approval of the faculty members teaching those two courses and the chair of the department.

A student who wishes to enroll in COM 499, Senior Project, should secure a faculty sponsor the semester preceding the semester in which he or she plans to enroll.

The program provides individual access to production equipment in several courses. Students will be required to sign financial responsibility statements to gain access to the equipment.

### Requirements for a minor in communication:

Twenty-four semester hours in communication courses, including COM 224, 225, 232, 241 and one 300- or 400-level course from the communication curriculum. ADPR majors who are minoring in communication must include one COM course that does not count toward the ADPR major for a total of 28 credit hours.

### Film and Media Arts Major (FMA)

The Film and Media Arts major combines critical studies with production experiences and provides students with a foundation of theory and application. Blending “story” with “technology,” students study critical perspectives and practice implementing techniques in traditional (16 mm), as well as emerging (digital) formats. Courses cover narrative, documentary and experimental forms and utilize both single and multiple-camera approaches. Students must take a minimum of 60 semester hours to fulfill the requirements of the major.

The FMA curriculum is divided into five categories. (1) In the Core, students must take all listed courses (12 credit hours); (2) in Production, students will select 16 credit hours as described below; (3) in Cinema Studies students will take both American Cinema and World Cinema along with two more...
courses, for 16 credit hours; (4) a Capstone Senior Seminar is required in either Film and Digital Production or Cinema Studies (4 credit hours); and (5) students select 12 credit hours of FMA Electives, as described later in this section, with the advice of his or her faculty advisor.

Core (12 credit hours)
COM 225 Writing for Electronic Communication ..................... 4
COM 232 Visual Literacy .................................. 4
COM 241 Intro to Sound, Image and Motion .......................... 4

Production (16 credit hours):
Two of the following courses (8 credit hours):
COM 312 Narrative Production .................................. 4
COM 313 Documentary Production .......................... 4
COM 314 Experimental Filmmaking ................................ 4

Two of the following courses (8 credit hours):
COM 331 The Creative Triangle .......................... 4
COM 340 Screenwriting .................................. 4
COM 342 Producing Film and Digital Media ..................... 4
COM 343 Advanced Post-Production Techniques ................... 4

Critical Studies (16 credit hours):
Students MUST take BOTH (8 credit hours):
COM 260 American Cinema .................................. 4
COM 261 World Cinema ..................................... 4

Two of the following courses (8 credit hours):
COM 300 The Documentary Tradition ................................ 4
COM 335 Survey of Independent Video and Film ................. 4
COM 360 Film Directors ..................................... 4
COM 370 Women, Film and Popular Culture ...................... 4
COM 445 The Image and Reality ................................ 4

Capstone Senior Seminar (4 credit hours)
Students must choose a senior seminar below that involves either a paper in cinema studies or a media production.
COM 460 Senior Seminar Film and Digital Production .................. 4
COM 465 Senior Seminar Cinema Studies ............................ 4

FMA Electives (12 credit hours):
Students must select at least FOUR electives from Production or Cinema Studies categories listed above or from the following courses:
COM 240 Writing Drama .................................. 4
COM 263 Web Design ..................................... 4
COM 303 Studio Television I .................................. 4
COM 308 Film Aesthetics ..................................... 4
COM 333 Studio Television II ................................... 4
COM 348 Writing the Situation Comedy .......................... 4
COM 363 CD/DVD Design and Production ......................... 4
COM 440 Screenwriting II .................................... 4
MUS 108 Intro to Recording and Electronic Music .............. 3
MUS 109 Recording and Synthesis Techniques .......................... 3
MUS 330 Audio in Media ...................................... 3

Advertising And Public Relations (ADPR)
The major in Advertising and Public Relations is designed to prepare students for professional and academic opportunities in strategic communications, as well as for the pursuit of advanced degrees. Students will have the opportunity to develop critical thinking capabilities, specialized knowledge, practical skills, technical competencies and the theoretical framework necessary to conceptualize and produce creative work that can be applied to real-world communication problems in advertising and public relations.

Core courses provide foundations in advertising, marketing, public relations, culture and society, visual aesthetics, writing, research, design, production and strategic problem-solving. In addition, students choose electives to develop their individual interests. Students must take a minimum of 68 credit hours to fulfill the requirements of the major.

The ADPR major is divided into two specific areas: Core (48 credit hours) and advertising and public relations electives (20 credit hours). Advertising and public relations electives are grouped into the following eight categories: communication, design, marketing, media writing, moving image, government and world affairs, internships/
independent studies and other suggested electives.

A student can achieve a concentration in any one of the first six aforementioned elective categories by completing four classes in that area. Each graduating advertising and public relations major must submit a portfolio of work for evaluation by faculty. In addition, a minimum of two classes of ADPR electives must be taken at the 300, 400 or 500 level. A maximum of 8 credit hours of internship credit may count toward completion of the major. Credit hours earned in COM 354 (Internship in Communication) cannot be used to meet the 300-level or above requirement in the major. Core requirements and electives are as follows:

Core (48 credit hours):

**Culture and Society Courses**

COM 224 Mass Media and Society ...........4
COM 282 Advertising and Public Relations ..................4

***COM 436 Critical Studies in Public Communication ...........4
COM 470 Communication Research Methods .....................4

***(This course replaces COM 336, Critical Studies in Public Communication.)

**Visual Aesthetics Courses**

COM 232 Visual Literacy ......................4

**Writing Courses**

COM 225 Writing for Electronic Communication ..........4

****COM 383 Writing for Advertising........4

****COM 384 Writing for Public Relations .........................4

****(These courses replace COM 382, Writing for Advertising and Public Relations.)

**Sound, Image and Motion Courses**

COM 210 Beginning Digital Arts ...........4

COM 305 Intro to Graphic Design ..................4

Two of the following courses:

COM 241 Intro to Sound, Image and Motion .........................4

COM 263 Web Design .........................4

**Other Advertising and Public Relations Courses**

**COM 583 Advertising Campaigns ........4

or

**COM 584 Public Relations Campaigns...4

**(These courses replace COM 482, Advertising and Public Relations: Strategic Design, Innovation and Communication.)

Electives (20 credit hours):

**Marketing Electives**

MKT 300 Principles of Marketing ..............3
MKT 354 Buyer Behavior ........................3
MKT 371 Personal Selling and Sales Management ........................3
MKT 410 International Marketing ..............3
MKT 411 Promotional Strategy ......................3
MKT 450 Marketing Strategy ......................3

**NOTE: Prerequisites for MKT 300 are ECO 204, ENG 101, junior standing and an overall “C” average or better. Other “lower core” COB prerequisites are waived for advertising and public relations majors.

**Communication Electives**

COM 323 Frontiers in Telecommunications ......................4
COM 326 Political Campaigns and Electoral Politics ..............4
COM 334 Information and the New World Order ................4
COM 337 Corporate Uses of Media ....................4
COM 365 Critical Analysis of Media Events ....................4
COM 380 Culture, Society and Computer Technology ..............4
COM 401 Intercultural Communication ............4
COM 425 IT and Human Values ......................4
COM 426 Public Opinion, Media and Power ......................4
COM 445 Communication and Cultural Studies ....................4

COM 583 Advertising Campaigns ....................4
COM 584 Public Relations Campaigns ........4

**Other Courses**

ART 153 Beginning Drawing .....................4
ART 208 Beginning Photography .....................4
ART 211 Art and Technology .....................4
COM 217 3-D Animation .....................4
COM 263 Web Design .....................4
COM 277 Modern Art .....................4
COM 280 Digital Imaging for Interactive Media ....................4
COM 306 Graphic Design II .....................4
ART 308 Advanced Photography .....................4
COM 310 Advanced Digital Arts .....................4
COM 363 CD/DVD Design and Production ..................... 4
ART 410 Special Problems: Digital Arts ... 4
Government and World Affairs Electives
GWA 100 Intro to Government and World Affairs ............ 4
GWA 200 American Government .......... 4
GWA 201 World Affairs ..................... 4
GWA 202 International Political Economy .................................. 4
GWA 203 Political Parties and Interest Groups ................. 4
GWA 204 Intro to the Law and Legal System ..................... 4
GWA 210 Urban Politics and Policy .......... 4
GWA 220 The Congress and the Presidency .......................... 4
GWA 270 Research Methods for Government and World Affairs .................................. 4
GWA 302 Modern Legal and Political Thought ..................... 4
GWA 304 Public Policy Analysis .......... 4
COM/GWA 326 Political Campaigns and Electoral Politics ........... 4
COM/GWA 426 Public Opinion, Media, and Power .............. 4
Media Writing Electives
COM 234 Topics in Communication/Writing ..................... 4
COM 271 Journalism I ................................... 4
COM 325 Writing for Broadcast News ..................... 4
COM 346 Writing for Interactive Media .... 4
COM 371 Journalism II ................................... 4
ENG 204 Advanced Composition ..................... 4
WRI 200 Introduction to Creative Writing ..................... 4
WRI 234 Topics in Communications/Writing ..................... 4
WRI 273 Practicum in Student Publications ..................... 4
WRI 274 Creative Nonfiction ................................... 4
WRI 280 Business Writing ................................. 4
WRI 281 Technical Writing ................................... 4
WRI 285 Information Design ................................. 4
Moving Image Electives
COM 241 Sound, Image and Motion .......... 4
COM 263 Web Design ................................... 4
COM 303 Studio Television I ..................... 4
COM 312 Narrative Production .......... 4
COM 313 Documentary Production ............ 4
COM 314 Experimental Filmmaking .......... 4
COM 331 The Creative Triangle ..................... 4
COM 333 Studio Television II ................. 4
COM 342 Producing for Motion Picture and Digital Media .... 4
COM 343 Advanced Post-Production Techniques ..................... 4
Internships/Independent Study Electives
COM 354 Internship in Communication ..................... 1-4
(Students may register for multiple internships, up to a maximum of 8 credit hours total.)
COM 399 Independent Study in Comm. ..................... 1-4
COM 499 Senior Project ................................. 1-4
Other Suggested Electives
SPE 200 Oral Communication .......... 4
SPE 208 Speech for the Business Professional ............ 4

Advertising Minor

The advertising minor is an interdisciplinary program requiring a minimum of 25-26 credit hours as follows:

Students must take the following three courses (12 credit hours):
ART/COM 210 Beginning Digital Arts ... 4
COM 282 Survey of Advertising and Public Relations ............ 4
ART/COM 383 Writing for Advertising ................................... 4
One of the following courses (4 credit hours):
ART/COM 305 Intro to Graphic Design ..................... 4
ART/COM 241 Sound, Image and Motion ............ 4
ART/COM 263 Web Design ................................... 4

Students must take the following two non-COM courses (6 credit hours):
ECO 204 Principles of Microeconomics ... 3
MKT 300 Principles of Marketing ..................... 3
One of the following courses (3 or 4 credit hours):
COM 583 Advertising Campaigns ................................... 4
MKT 411 Promotional Strategy ..................... 3

In addition to the courses listed above, the faculty recommends that a student take at least two practicum courses from the following list:
COM/WRI 225 Writing for Electronic Communication ............ 4
EMAT: Electronic Media Art and Technology Degree Program

Faculty: Art, Communication, English and Writing, Information Technology Management and Music faculty participate in the delivery of this degree program. Professor Santiago Echeverry, Coordinator.

EMAT is an interdisciplinary program including courses offered in art, communication, information and technology management, music and writing, and is administered collaboratively by these departments. The program emphasizes designing and producing for Interactive Media and Web-based products for both commercial and artistic intent. It reflects the convergence between these areas in academic scholarship, aesthetic exploration and technical applications. The history, theory and mythologies of interactivity, new media and the Internet are explored in order to provide a context for the projects the students produce both individually and collaboratively.

All students are required to take 16 core courses, totaling 59 credits, and designated elective courses offered within the participating programs, for a minimum of 74/75 total credits.

Interdisciplinary Core (16 courses/59 credits):
ART/COM 210 Beginning Digital Arts ...... 4
ART/COM 211 Art and Technology ........ 4
ART/COM 217 3-D Animation ............ 4
ART/COM 310 Advanced Digital Arts .... 4
ART/COM 241 Intro to Sound Image and Motion ...... 4
ART/COM 280 Digital Imaging for Interactive Media .......... 4
COM224 Mass Media and Society ........ 4
COM380* Culture, Society and Computing Technologies .......... 4

or

COM323* Frontiers of Telecommunications .......... 4
ITM 251 Visual Basic ....................... 3
ITM 261 Web Programming ............... 3
ITM 360 Advanced Programming .......... 3
MUS 108 Recording and Electronic Music .......... 3
MUS 109 Recording and Synthesis Techniques ........ 3
WRI 200 Intro to Creative Writing ........ 4
WRI 346 Writing for Interactive Media .... 4
XXX 499** Senior Project ART/COM/ MUS/ITM/WRI .......... 4

*Can take COM 380 or COM 323 to satisfy core. If both are taken, one will count toward a COM elective.

**The senior project is discipline-specific, so only one of the 499s is taken, depending on the student’s area of interest and expertise, and requires a faculty advisor for the project.

Interdisciplinary Concentration Electives (15/16 credits):
- Minimum of 15/16 additional credits from the following list of classes
- See specific areas for details on concentrations and minors.
- No concentration must be fulfilled; any grouping of courses can be taken according to student interests and needs.

Art
ART 153 Beginning Drawing ............. 4
ART 154 Figure Drawing ............... 4
ART 200 Beginning Ceramics .......... 4
ART 201 Beginning Painting .......... 4
ART 202 Beginning Sculpture .......... 4
ART 203 Beginning Printmaking ....... 4
ART 204 Beginning Design ............ 4
ART 207 Beginning Illustration ......... 4
ART 208 Beginning Photography ...... 4
ART 277 Modern Art ..................... 4
ART 305 Intro to Graphic Design ...... 4
ART 306 Graphic Design II ............. 4
ART 300 Advanced Ceramics .......... 4
ART 301 Advanced Painting .......... 4
ART 302 Advanced Sculpture .......... 4
ART 303 Advanced Printmaking ........ 4
ART 304 Advanced Drawing .......... 4
ART 308 Advanced Photography ...... 4
ART 311 Online Production .......... 4