

Communication

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Grounded in the understanding that the Word becoming flesh was the ultimate communicative act, the mission of the Communication Department is to develop excellent communicators who demonstrate competency and creativity and are skilled in development, analysis, and criticism of oral, written, and mediated messages.

Within the Communication Department, students may select one of four majors: Multimedia Journalism, Professional Writing, Public Relations, or Strategic Communication. Each of the majors may be combined with a departmental minor or a second major or minor from a different department. The Bachelor of Arts degree requires the completion of two years sequential study in one foreign language. The Bachelor of Science degree (except Professional Writing) must be combined with curriculum requirements in systems analysis. Minors are available.

Multimedia Journalism (BA)

The Bachelor of Arts degree in Multimedia Journalism requires two years of one foreign language and 58 major hours. *Majors must participate in three semesters of media involvement and one year of student newspaper involvement. All major courses must be completed with a grade of C- or better and are included in the major GPA.*

Core Requirements

CAC 125	1	Communication Major Orientation
CAC 156	1	Digital Tools: Photoshop
CAC 157	1	Digital Tools: InDesign
CAC 158	1	Digital Tools: Microsoft Office
CAC 159	1	Digital Tools: Presentation Software
CAC 220	3	Communication Writing Essentials
CAC 225	2	Communication Theory and Research
CAC 326	2	Communication Ethics and Aesthetics
CAS 110	3	Public Speaking
CAS 120	3	Interpersonal Communication

Major Requirements

JRN 115	3	Introduction to Media Writing
JRN 225	3	Foundations of Photojournalism
JRN 255	3	Media and Society
JRN 315	3	Advanced Media Writing
JRN 332	3	Layout and Design
JRN 345	3	Social Media Strategy
JRN 356	4	Web Design
JRN 393	3	Practicum
JRN 445	3	Multimedia Storytelling
JRN 485	2	Senior Capstone
JRN 486	1	Senior Portfolio Development

Select 9 credits from the following:

CAS 331	3	Team-based Communication
ENT 420	3	Creativity and Concept Development
ENT 422	3	New Venture Planning
FMP 215	3	Audio Production
FMP 220	3	Film and Video Production
FMP 230	3	Scriptwriting
FMP 340	3	Documentary Filmmaking
FMP 388	3	Media, Faith, and Culture
JRN 335	3	Magazine and Feature Writing
JRN 355*	3	Networking Study Trip
JRN 457*	3	Media Agency
PBR 261	3	Introduction to Public Relations
PBR 355*	3	Networking Study Trip
PBR 457*	3	Media Agency
PWR 343	3	Editing
PWR 472	3	Freelance Writing

Multimedia Journalism/Systems (BS)

The Bachelor of Science degree in Multimedia Journalism/Systems consists of 58 major hours and curriculum requirements in systems analysis. *Majors must participate in three semesters of media involvement and one year of student newspaper involvement. All major courses, including systems curriculum, must be completed with a grade of C- or better and are included in the major GPA.*

Systems Curriculum Requirements

JRN 393	3-4	Practicum
MAT 151	4	Calculus I
SYS 101	3	Introduction to Systems
SYS 120	4	Introduction to Problem Solving
SYS 330	3	Human Relations in Organizations
SYS 390	3	Information Systems Analysis
SYS 392	1	Systems Seminar
SYS 394	3	Information Systems Design
SYS 403	3	Operations Management

Select one course from the following:

COS 121	4	Foundations of Computer Science
COS 143	3	Interactive Webpage Design

Select one course from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course from the following:

SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

Systems Electives

Select at least 3 hours of electives, in addition to those required in the major or systems:

ENT 422	3	New Venture Planning
MAT 382	3	Advanced Statistical Methods
MGT 201	3	Introduction to Business
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce
SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

*Courses in both areas may count only once.

Professional Writing (BS)

The Bachelor of Science degree with a major in Professional Writing requires 57 hours. All major courses must be completed with a grade of C- or better and are included in the major GPA.

Core Requirements

CAC 125	1	Communication Major Orientation
CAC 156	1	Digital Tools: Photoshop
CAC 157	1	Digital Tools: InDesign
CAC 158	1	Digital Tools: Microsoft Office
CAC 159	1	Digital Tools: Presentation Software
CAC 220	3	Communication Writing Essentials
CAC 225	2	Communication Theory and Research
CAC 326	2	Communication Ethics and Aesthetics
CAS 110	3	Public Speaking
CAS 120	3	Interpersonal Communication

Select 6 credits from the following:

ENG 211	3	Introduction to Creative Writing
ENG 410	4	Advanced Creative Writing
JRN 315	3	Advanced Media Writing
JRN 335	3	Magazine and Feature Writing
JRN 345	3	Social Media Strategy
JRN 356	4	Web Design
MKT 231	3	Principles of Marketing
PBR 261	3	Introduction to Public Relations
PWR 345	3	Inspirational Writing
PWR 460	3	Writing Seminar
PWR 475	3	Writing for Publication

Major Requirements

JRN 115	3	Introduction to Media Writing
JRN 332	3	Layout and Design
PWR 101	3	Introduction to Professional Writing
PWR 215	3	The Writer's Craft
PWR 321	3	Writing Commercial Fiction
PWR 343	3	Editing
PWR 344	3	From Manuscript to Book: How It Happens
PWR 393	3	Practicum
PWR 460	3	Writing Seminar
PWR 472	3	Freelance Writing
PWR 493	3	Senior Capstone

Public Relations (BA)

The Bachelor of Arts degree in Public Relations requires two years of one foreign language and 58 major hours. Majors must participate in three semesters of media involvement. All major courses must be completed with a grade of C- or better and are included in the major GPA.

Core Requirements

CAC 125	1	Communication Major Orientation
CAC 156	1	Digital Tools: Photoshop
CAC 157	1	Digital Tools: InDesign
CAC 158	1	Digital Tools: Microsoft Office
CAC 159	1	Digital Tools: Presentation Software
CAC 220	3	Communication Writing Essentials
CAC 225	2	Communication Theory and Research
CAC 326	2	Communication Ethics and Aesthetics
CAS 110	3	Public Speaking
CAS 120	3	Interpersonal Communication

Major Requirements

JRN 115	3	Introduction to Media Writing
JRN 332	3	Layout and Design
JRN 345	3	Social Media Strategy
JRN 356	4	Web Design
PBR 261	3	Introduction to Public Relations
PBR 361	3	Public Relations Cases and Campaigns
PBR 393	3	Practicum
PBR 461	3	Public Relations Writing and Production
PBR 485	2	Senior Capstone
PBR 486	1	Senior Portfolio Development

Select 12 credits from the following:

CAS 331	3	Team-based Communication
CAS 372	3	Persuasion and Influence
CAS 411	3	Communication in Organizations
IAS 310	3	Philanthropy and Grant-Writing
JRN 225	3	Foundations of Photojournalism
JRN 255	3	Media and Society
JRN 315	3	Advanced Media Writing
JRN 355*	3	Networking Study Trip
MAT 210	4	Introductory Statistics
MGT 352	3	Management Analysis and Practice
MGT 362	3	Human Resource Management
MKT 231	3	Principles of Marketing
PBR 355*	3	Networking Study Trip
PBR 455	3	Event and Venue Planning
PBR 457	3	Media Agency
SOC 250	2	Principles of Research and Analysis

Public Relations/Systems (BS)

The Bachelor of Science degree in Public Relations/Systems consists of 58 major hours and curriculum requirements in systems analysis. *Majors must participate in three semesters of media involvement. All major courses, including systems curriculum, must be completed with a grade of C- or better and are included in the major GPA.*

Systems Curriculum Requirements

MAT 151	4	Calculus I
PBR 393	3-4	Practicum
SYS 101	3	Introduction to Systems
SYS 120	4	Introduction to Problem Solving
SYS 330	3	Human Relations in Organizations
SYS 390	3	Information Systems Analysis
SYS 392	1	Systems Seminar
SYS 394	3	Information Systems Design
SYS 403	3	Operations Management

Select one course from the following:

COS 121	4	Foundations of Computer Science
COS 143	3	Interactive Webpage Design

Select one course from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course from the following:

SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

Systems Electives

Select at least 3 hours of electives, in addition to those required in the major or systems:

ENT 422	3	New Venture Planning
MAT 382	3	Advanced Statistical Methods
MGT 201 [†]	3	Introduction to Business
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce
SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

*Courses in both areas may count only once.

[†]May not count as both major elective and systems elective.

Strategic Communication (BA)

The Bachelor of Arts degree with a major in Strategic Communication requires two years of one foreign language and 57 major hours. *All major courses must be completed with a grade of C- or better and are included in the major GPA.*

Core Requirements

CAC 125	1	Communication Major Orientation
CAC 156	1	Digital Tools: Photoshop
CAC 157	1	Digital Tools: InDesign
CAC 158	1	Digital Tools: Microsoft Office
CAC 159	1	Digital Tools: Presentation Software
CAC 220	3	Communication Writing Essentials
CAC 225	2	Communication Theory and Research
CAC 326	2	Communication Ethics and Aesthetics
CAS 110	3	Public Speaking
CAS 120	3	Interpersonal Communication

Major Requirements

CAS 225	3	Intrapersonal Communication
CAS 331	3	Team-based Communication
CAS 340	3	Intercultural Communication
CAS 393	3	Practicum
CAS 425	3	Rhetorical Criticism
CAS 485	2	Senior Capstone
CAS 486	1	Senior Paper/Portfolio Development

Select one course from the following:

CAS 301	3	Strategic Communication
CAS 372	3	Influence and Persuasion

Select one course from the following:

CAS 345	3	Gender Communication
CAS 382	3	Family Communication

Select 15 credits from the following:

CAS 301*	3	Strategic Communication
CAS 345*	3	Gender Communication
CAS 372*	3	Influence and Persuasion
CAS 380	3	Advanced Interpersonal Communication
CAS 382*	3	Family Communication
CAS 411	3	Communication in Organizations
CAS 430	3	Restorative Communication
IAS 310	3	Philanthropy and Grant-Writing
JRN 345	3	Social Media Strategy
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
PBR 261	3	Introduction to Public Relations
PBR 361	3	Public Relations Cases and Campaigns
PSY 321	3	Social Psychology

Strategic Communication/Systems (BS)

The Bachelor of Science degree with a major in Strategic Communication/Systems consists of the 57 major hours and curriculum requirements in systems analysis. *All major courses, including systems curriculum, must be completed with a grade of C- or better and are included in the major GPA.*

Systems Curriculum Requirements

CAS 393	3-4	Practicum
MAT 151	4	Calculus I
SYS 101	3	Introduction to Systems
SYS 120	4	Introduction to Problem Solving
SYS 330	3	Human Relations in Organizations
SYS 390	3	Information Systems Analysis
SYS 392	1	Systems Seminar
SYS 394	3	Information Systems Design
SYS 403	3	Operations Management

Select one course from the following:

COS 121	4	Foundations of Computer Science
COS 143	3	Interactive Webpage Design

Select one course from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course from the following:

SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

Systems Electives

Select at least 3 hours of electives, in addition to those required in the major or systems:

ENT 422	3	New Venture Planning
MAT 382	3	Principles of Human Computer Interaction
SYS 310	3	Advanced Statistical Methods
MGT 201	3	Introduction to Business
SYS 214	3	E-Commerce
SYS 401*	3	Operations Research
SYS 402*	3	Modeling and Simulation

*Courses in both areas may count only once.

Multimedia Journalism Minor

The Multimedia Journalism minor requires 24 hours. No more than 50% of the credits may overlap with another major or minor. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

Minor Requirements

JRN 115	3	Introduction to Media Writing
JRN 225	3	Foundations of Photojournalism
JRN 315	3	Advanced Media Writing
JRN 345	3	Social Media Strategy
JRN 445	3	Multimedia Storytelling

Select 9 credits from the following:

CAC 156	1	Digital Tools: Photoshop
CAC 157	1	Digital Tools: InDesign
FMP 215	3	Audio Production
FMP 220	3	Film and Video Production
JRN 255	3	Media and Society
JRN 332	3	Layout and Design
JRN 335	3	Magazine and Feature Writing
JRN 356	4	Web Design
PWR 343	3	Editing
PWR 472	3	Freelance Writing

Professional Writing Minor

The Professional Writing minor requires 24 hours. No more than 50% of the credits may overlap with another major or minor. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

Minor Requirements

CAC 220	3	Communication Writing Essentials
JRN 115	3	Introduction to Media Writing
PWR 101	3	Introduction to Professional Writing
PWR 215	3	The Writer's Craft
PWR 472	3	Freelance Writing

Select 9 hours of electives from the following:

JRN 345	3	Social Media Strategy
PWR 321	3	Writing Commercial Fiction
PWR 343	3	Editing
PWR 344	3	From Manuscript to Book: How It Happens
PWR 345	3	Inspirational Writing
PWR 460	3	Writing Seminar

Public Relations Minor

The Public Relations minor requires 24 hours. No more than 50% of the credits may overlap with another major or minor. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

Minor Requirements

JRN 115	3	Introduction to Media Writing
JRN 315	3	Advanced Media Writing
PBR 261	3	Introduction to Public Relations
PBR 361	3	Public Relations Cases and Campaigns
PBR 461	3	Public Relations Writing and Production

Select 9 credits from the following:

CAC 156	1	Digital Tools: Photoshop
CAC 157	1	Digital Tools: InDesign
CAS 331	3	Team-based Communication
CAS 372	3	Persuasion and Influence
CAS 411	3	Communication in Organizations
JRN 225	3	Foundations of Photojournalism
JRN 332	3	Layout and Design
MGT 352	3	Management Analysis and Practice
MKT 231	3	Principles of Marketing

Strategic Communication Minor

The Strategic Communication minor requires 24 hours. No more than 50% of the credits may overlap with another major or minor. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

Minor Requirements

CAS 225	3	Intrapersonal Communication
CAS 331	3	Team-based Communication
CAS 340	3	Intercultural Communication
CAS 372	3	Influence and Persuasion

Select 12 hours from the following:

CAS 230	3	Integration of Communication, Media, and Business
CAS 301	3	Strategic Communication
CAS 345	3	Gender Communication
CAS 380	3	Advanced Interpersonal Communication
CAS 382	3	Family Communication
CAS 411	3	Communication in Organizations
CAS 425	3	Rhetorical Criticism
CAS 430	3	Restorative Communication
IAS 310	3	Philanthropy and Grant-Writing
JRN 345	3	Social Media Strategy
JRN 356	4	Web Design
MGT 311	3	Business Law
MGT 352	3	Management Analysis and Practice
PBR 261	3	Introduction to Public Relations
PBR 361	3	Public Relations Cases and Campaigns
PSY 321	3	Social Psychology
PSY 357	3	Peace, Reconciliation, and Justice
PSY 400	3	Theories of Personality

Communication Courses

CAC 125 1 hour
Communication Major Orientation
Explores the communication majors, focusing on requirements and career options. The course is designed to aid students as they prepare for both their coursework on campus and career decisions upon graduation. *Offered fall semester.*

CAC 156 1 hour
Digital Tools: Photoshop
Focuses on the development of painting and image editing skills using Adobe Photoshop, the industry standard software for bitmap image generation and digital photo manipulation. *Offered fall and spring semesters.*

CAC 157 1 hour
Digital Tools: InDesign
Provides an overview of Adobe's page layout and graphic design software. Students will learn the InDesign workspace and how to work with objects, type, color, and graphics to create design projects. *Offered fall and spring semesters.*

CAC 158 1 hour
Digital Tools: Microsoft Office
Provides an overview of Microsoft Office Suite, particularly focusing on Excel. *Offered fall and spring semesters.*

CAC 159 1 hour
Digital Tools: Presentation Software
This course is designed to examine how verbal and nonverbal skills correlate to enhance formal presentations; to study elements for an effective visual presentation such as theme, color, design, fonts, and photographs; and to teach skills necessary to execute Keynote, PowerPoint, and Prezi techniques using animation, sound, video, charts, graphs, and SmartArt. *Offered fall and spring semesters.*

CAC 170 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

CAC 220 3 hours
Communication Writing Essentials
Teaches fundamentals of professional written communication. Students complete a variety of assignments exemplifying the types of writing routinely practiced in business settings including letters, resumes, news releases, reports, proposals, instructions, and other forms of business communication. The emphasis is on real world experience and application. *Offered fall and spring semesters.*

CAC 225 2 hours
Communication Theory and Research
Examines paths of inquiry in the communication discipline. Students study, analyze, and explain dimensions of communication within a variety of contexts. *Offered fall and spring semesters.*

CAC 270 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

CAC 326 2 hours
Communication Ethics and Aesthetics
Explores historic, traditional, and contemporary aesthetic theory as well as ethical issues in the communication discipline. *Offered fall and spring semesters.*

CAC 360 1-4 hours
Independent Study
An individualized, directed study involving a specified topic.

CAC 370 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

CAC 393 1-4 hours
Practicum
Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during the summer.*

CAC 450 1 hour
Directed Research
Investigative learning involving closely directed research and the use of such facilities as the library or laboratory. *Tutorial and peer review methods are used to monitor student's progress in writing the senior thesis. Prerequisite: CAS 425. Pass/fail only. Offered spring semester.*

CAC 490 1-2 hours
Honors
Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

Communication Studies Courses

CAS 110 3 hours
Public Speaking
Explores the development of speaking strategies and skills, including audience analysis, nonverbal and visual communication, research, organization, the use of evidence to support a point of view, delivery, and listening. *Required of all communication majors and minors. Meets foundational core speaking requirement.*

CAS 120 3 hours
Interpersonal Communication
Studies the understanding of self and interactions with others in areas of awareness, perception, culture, listening, language, conflict, ethics, and media. Students will identify the importance of effective communication skills through research and analysis to refine their understanding of life application principles. *Meets foundational core speaking requirement.*

CAS 170 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

CAS 225 3 hours
Intrapersonal Communication
Explores communication happening within the mind. The course is specifically designed to further students' understanding of interpersonal and computer-mediated communication impact on the self and the self's interpersonal and professional relationships. *Prerequisite: CAS 120. Offered fall semester of odd years.*

CAS 230 3 hours
Integration of Communication, Media, and Business
Gives an overview of the role of communication in the modern business environment, with a focus on the impact of media on message creation, assimilation, and interpretation. This course goes beyond the ability to operate particular media to a deeper consideration of why particular media and message packages are interpreted differently. *Offered fall semester of odd years.*

CAS 270 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

CAS 301 3 hours
Strategic Communication
Studies corporate communication theory and how it is applied by professionals in the business/organizational setting. Specific attention will be given to the impact of media, both in our culture's worldview and "norms." *Offered spring semester of even years.*

CAS 331 3 hours
Team-based Communication
Studies the complex process of intercultural communication. This course seeks to create an awareness of culture-bound assumptions and ways to communicate more effectively with persons from other cultures. *Offered fall semester.*

CAS 340 3 hours
Intercultural Communication
The study of the complex process of intercultural communication. The course seeks to create an awareness of culture-bound assumptions and ways to communicate more effectively with persons from other cultures. *Prerequisite: CAS 120. Offered fall semester.*

CAS 345 3 hours
Gender Communication
Examines methods of competent gendered communication valuable in professional and social environments. This course is designed to introduce students to perspectives available in the relationship between gender and communication, including nature, treatment, language differences, and cultural influences. *Prerequisite: CAS 120. Offered spring semester.*

CAS 360 1-4 hours
Independent Study
An individualized, directed study involving a specified topic.

CAS 370 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

CAS 372 3 hours
Persuasion and Influence
Examines communication as an agent for change in a media-saturated culture. Topics include image management, semiotics, propaganda, and selling. Students will apply readings and discussion to projections containing class concepts. *Prerequisite: CAS 110. Offered spring semester of odd years.*

CAS 380 **3 hours**
Advanced Interpersonal Communication
 Surveys interpersonal communication theories, research, and skill development focused on current issues and concepts in the area of interpersonal relationships. *Prerequisite: CAS 120. Offered fall semester.*

CAS 382 **3 hours**
Family Communication
 Explores messages and meanings in contemporary family relationships, including family diversity; spousal relationship; custodial and autonomous child-parent relationships; sibling relationship; and the religious, legal, and televised messages about families. *Prerequisite: CAS 120. Offered spring semester of odd years.*

CAS 393 **1-4 hours**
Practicum
 Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Pass/fail only. Offered primarily during summer.*

CAS 411 **3 hours**
Communication in Organizations
 Studies structures and functions of communication in organizations. Examines traditional theoretical perspectives and their impacts on organizational functioning. The semester concludes with a mini-audit of a real organization, applying course material. *Offered spring semester of even years.*

CAS 425 **3 hours**
Rhetorical Criticism
 Studies how meaning is created both consciously and subconsciously through visual signs in an image-saturated culture. Equally divided between theory and practice, projects allow for application of course concepts via analysis and creation of artifacts reflecting course reading and discussion. *Offered fall semester of even years.*

CAS 430 **3 hours**
Restorative Communication
 Examines conversational dilemmas, social predicaments, manipulation, betrayal, and deception—all hallmarks of the “dark side” of interpersonal communication. The emergence of recent scholarly literature and cultural trends underscore the importance of understanding the interpersonal landscape in modern society to restore relationships. Students build upon the theories and practices learned in CAS 120 to extend and enrich understanding of the broader spectrum of interpersonal dynamics. Through discussions and analysis of scholarly literature and biblical perspectives, students develop critical thinking skills, culminating in the creation of a capstone project synthesizing the academic literature, cultural influences, and personal self-awareness. *Prerequisites: CAS 120 and CAS 380. Offered spring semester of even years.*

CAS 450 **1-4 hours**
Directed Research
 Investigative learning involving closely directed research and the use of such facilities as the library or laboratory. *Prerequisite: CAS 425. Offered spring semester.*

CAS 480 **1-4 hours**
Seminar
 A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

CAS 485 **2 hours**
Senior Capstone
 Senior strategic communication majors will complete a senior project proposal and prepare for employment and graduate school. *Offered fall semester.*

CAS 486 **1 hour**
Senior Paper/Portfolio Development
 Seniors will develop their senior paper/portfolio. *Prerequisite: CAS 485. Offered spring semester.*

CAS 490 **1-2 hours**
Honors
 Individualized study or research of an advanced topic within a student’s major. *Open to students with at least a 3.00 GPA in the major field.*

CAS 492 **8-16 hours**
Internship
 Professional semester of supervised internship in a work setting related to the major field of study. *Prerequisites: Completion of departmental core and major core courses and approval of the department faculty. Pass/fail only.*

Journalism Courses

JRN 115 **3 hours**
Introduction to Media Writing
 Examines a variety of journalistic writing techniques and formats, with a focus on accurate and concise writing. Students will write for print, broadcast, and the web. Emphasis is on improving writing/editing and on telling stories across different media platforms. *Offered fall and spring semesters.*

JRN 170 **1-4 hours**
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

JRN 225 **3 hours**
Foundations of Photojournalism
 Provides a solid understanding of camera use, focusing on camera settings, equipment, techniques, skills, and concepts of digital photography as applied to journalistic storytelling for news, features, and photo essay. Students should own or have access to a digital SLR camera (some department cameras are available to loan). *Prerequisite: CAC 156 or ART 156. Offered spring semester of odd years.*

JRN 255 **3 hours**
Media and Society
 This course examines the history, operations, and effects of media industries including magazines, newspapers, radio, television, film, public relations, advertising and the Internet. *Offered fall and spring semesters.*

JRN 270 **1-4 hours**
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

JRN 300 **1-2 hours**
Media Laboratory
 Two hours may be earned per semester by students holding the top leadership positions in authorized campus student communications: newspaper, yearbook, radio or in-house production. One hour of credit may be earned per semester by those holding secondary media positions. Media lab hours may also be earned for special departmental projects approved by the faculty advisor and department chair. *A maximum of eight hours of media lab may be counted toward graduation. Offered fall and spring semesters. Prerequisite: instructor permission.*

JRN 315 **3 hours**
Advanced Media Writing
 Explores in-depth journalistic writing, introducing students to advanced research and interviewing methods, writing, and editing. *Prerequisite: JRN 115.*

JRN 332 **3 hours**
Layout and Design
 Provides communication students with an understanding of the basic principles of graphic design. Students will learn to recognize, evaluate, and create good design by practicing the points presented in class. *Prerequisites: ART 156 or CAC 156; and ART 157 or CAC 157. Meets foundational core participation in the arts requirement. Offered fall and spring semesters.*

JRN 335 **3 hours**
Magazine and Feature Writing
 Develops advanced student research and reporting skills in magazine writing. Specifically, this course prepares students to be competent reporters, interviewers, designers, and writers as they plan and create a magazine. The course also introduces students to the magazine industry and its inner workings. *Prerequisites: JRN 115 and 332. Offered fall semester of even years.*

JRN 345 **3 hours**
Social Media Strategy
 Examines various social media platforms used for commercial and non-profit communication/marketing and focuses on principles/best practices for using those platforms. *Prerequisites: JRN 115; and CAC 156 or ART 156. Offered fall semester of odd years.*

JRN 355 **3 hours**
Networking Study Trip
 Offers an off-campus, partially online course. Students spend the equivalent of one week in a midwest city (e.g. Chicago, Columbus, Grand Rapids). Students read and research corporate culture and communication before visiting various organizations (both NFP and corporate). Offered interterm of even years. Course fee.

JRN 356 4 hours
Web Design
 Provides a solid understanding of HTML5 and CSS and introduces JavaScript. The course focuses on the website-planning process, including pre-production/project management, information architecture/navigation, design principles, writing for the web, and usability and accessibility. Students will be introduced to a website framework and will use that tool to create a portfolio website. *Prerequisite: JRN 332. Offered spring semester of even years.*

JRN 360 1-4 hours
Independent Study
 An individualized, directed study involving a specified topic.

JRN 370 1-4 hours
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

JRN 393 1-4 hours
Practicum
 Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during summer.*

JRN 445 3 hours
Multimedia Storytelling
 Further develops students' research, reporting, photography, web, audio, and video skills to produce multimedia news and feature stories. Specifically, this course will prepare students to be competent reporters, interviewers, writers, photographers, and audio and video recorders and editors. *Prerequisites: JRN 115, 315, and 332; JRN 225 is preferred. Offered spring semester of even years.*

JRN 450 1-4 hours
Directed Research
 Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

JRN 457 3 hours
Media Agency
 Provides a real-world, client-focused experience for students through an in-house media agency. Select students will manage media campaigns from start to completion, assuming a variety of roles: writing, graphic design, web design, social media, public relations, photography, and communication strategy. *Prerequisites: JRN 332, significant upper division courses in the major, and instructor permission. Offered fall semester of even years.*

JRN 480 1-4 hours
Seminar
 A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

JRN 485 3 hours
Senior Capstone
 Senior journalism majors will complete a senior portfolio proposal and prepare for employment and graduate school. This course begins the process and will be followed by JRN 486 Senior Portfolio Development. *Prerequisite: Senior status. Offered fall semester.*

JRN 486 1 hour
Senior Portfolio Development
 Senior journalism majors will complete a senior portfolio. *Prerequisites: JRN 485 and senior status. Offered spring semester.*

JRN 490 1-2 hours
Honors
 Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

JRN 492 8-16 hours
Internship
 Professional semester of supervised internship in a work setting related to the major field of study. *Prerequisites: Completion of departmental core and major core courses and approval of the department faculty. Pass/fail only.*

Public Relations Courses

PBR 170 1-4 hours
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

PBR 261 3 hours
Introduction to Public Relations
 Analyzes public relations theory and practice, examining public relations environments, audiences, and message strategies. Emphasis is placed on history, ethics, writing, and crisis management. *Offered spring semester.*

PBR 270 1-4 hours
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

PBR 300 1-2 hours
Media Laboratory
 Two hours may be earned per semester by students holding the top leadership positions in authorized campus student communications: newspaper, yearbook, radio or in-house production. One hour of credit may be earned per semester by those holding secondary media positions. Media lab hours may also be earned for special departmental projects approved by the faculty advisor and department chair. *A maximum of eight hours of media lab may be counted toward graduation. Offered fall and spring semesters. Prerequisite: instructor permission.*

PBR 355 3 hours
Networking Study Trip
 Offers an off-campus, partially online course. Students spend the equivalent of one week in a midwest city (e.g. Chicago, Columbus, Grand Rapids). Students read and research corporate culture and communication before visiting various organizations (both NFP and corporate). *Offered interterm of even years. Course fee.*

PBR 360 1-4 hours
Independent Study
 An individualized, directed study involving a specified topic.

PBR 361 3 hours
Public Relations Cases and Campaigns
 Examines the theory and practice behind creating a public relations campaign and a communication case study. Students work with clients to produce a strategic campaign. They also write a case study following the guidelines of the Arthur Page Society. *Prerequisite: PBR 261. Offered fall semester.*

PBR 370 1-4 hours
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

PBR 393 1-4 hours
Practicum
 Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during summer.*

PBR 450 1-4 hours
Directed Research
 Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

PBR 455 3 hours
Event and Venue Planning
 Focuses on the event planning aspect of public relations. Students learn concepts of venue and event planning and management from theory to the initial phases to the evaluation phase of a major event they plan throughout the semester. *Prerequisite: PBR 261. Offered fall semester of odd years.*

PBR 457 3 hours
Media Agency
 Provides a real-world, client-focused experience for students through an in-house media agency. Select students will manage media campaigns from start to completion, assuming a variety of roles: writing, graphic design, web design, social media, public relations, photography, and communication strategy. *Prerequisites: JRN 332, significant upper division courses in the major, and instructor permission. Offered fall semester of even years.*

PBR 461 3 hours
Public Relations Writing and Production
 Emphasizes the development and application of public relations writing, including promotional kits, grant proposals, pitches, and other forms of PR writing. This class connects with outside clients for real-world experience. *Prerequisites: JRN 115 and PBR 261. Offered spring semester.*

PBR 480 1-4 hours
Seminar
 A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

PBR 485 2 hours
Senior Capstone
Senior journalism majors will complete a senior portfolio proposal and prepare for employment and graduate school. This course begins the process and will be followed by PBR 486 Portfolio Development. *Prerequisite: senior status. Offered fall semester.*

PBR 486 1 hour
Senior Portfolio Development
Senior public relations majors will complete a senior portfolio. *Prerequisite: PBR 485. Offered spring semester.*

PBR 490 1-2 hours
Honors
Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

PBR 492 8-16 hours
Internship
Professional semester of supervised internship in a work setting related to the major field of study. *Prerequisites: Completion of departmental core and approval of the department faculty. Pass/fail only.*

Professional Writing Courses

PWR 101 3 hours
Introduction to Professional Writing
Introduces the fundamentals of becoming a professional writer. This course offers instruction in manuscript formats, core elements of copyright laws, maintaining a writer's journal, creating a publications portfolio, reviewing books, movies, and music. Emphasis is put on time management, revision, and mastering proofreading. *Offered fall semester.*

PWR 170 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

PWR 215 3 hours
The Writer's Craft
Studies the writer's art. This course considers literary models from a writer's perspective, examining elements of fiction and discussing their application. It emphasizes reading to develop skill in writing. *Prerequisite: PWR 101. Offered spring semester.*

PWR 270 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

PWR 321 3 hours
Writing Commercial Fiction
Focuses on writing and selling short stories, novellas, and novels for mass market readership and sales. Students will be guided through the publication process. *Prerequisite: PWR 101. Offered spring semester.*

PWR 343 3 hours
Editing
Provides training in content editing; copy editing; and proofreading for book publishers, magazines and newspapers. *Prerequisites: JRN 115 and PWR 101. Offered fall semester.*

PWR 344 3 hours
From Manuscript to Book: How It Happens
Students participate in the process of turning a manuscript into a print-ready book. Instructor will solicit initial twenty pages of manuscripts (potentially from faculty or other established writers) and walk students through the entire process as if they are a publishing house. Students will study publishing houses in depth, work as publishing boards, create pro formas and budgets, work as agents and acquisition editors, then as editors and copyeditors. They will discuss with a designer the creation of book covers and interiors, communicate with typesetter to create the first several typeset pages, proofread, and then work with publicity people regarding the marketing of each book. Each week, students will video chat in class with industry professionals. *Offered spring semester.*

PWR 345 3 hours
Inspirational Writing
Focuses on writing for the Christian market: nonfiction (using the Bible well to write good Bible questions for studies and lesson plans for various age groups), devotionals, personal testimonies, and fiction (e.g., short stories, flash fiction). Students develop the ability to write in a captivating manner, showing solid Bible knowledge and understanding. Students also explore Christian writers past and present. *Prerequisite: PWR 101. Offered spring semester of even years.*

PWR 360 1-4 hours
Independent Study
An individualized, directed study involving a specified topic.

PWR 370 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

PWR 393 1-4 hours
Practicum
Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Prerequisites: JRN 115, JRN 332, PWR 333, PWR 343, and PWR 472.*

PWR 450 1-4 hours
Directed Research
Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

PWR 460 3 hours
Writing Seminar
Concentrated instruction in an area of specialized writing. Writers in residence lead classes and writing workshops on such topics as Detective Fiction, Inspirational Writing, Biography, Magazine Features, Screenplays, and Writing for Children and Young Adults. *Students may receive credit for approved off-campus experiences such as the Los Angeles Film Studies Program and semester at York St. John University. Prerequisite: Permission of chair of professional writing department.*

PWR 472 3 hours
Freelance Writing
Offers experience in the techniques and strategies of freelance writing. This course focuses on writing and marketing manuscripts for both religious and secular publications. Students will be required to submit work for publication. *Prerequisite: PWR 101 or instructor permission. Offered fall semester.*

PWR 475 3 hours
Writing for Publication
Intensive seminar on writing manuscripts for publication. Course offered in partnership with "Write to Publish" conference held in Wheaton each June. Students participate in conference and attend workshops with authors/editors/literary agents/publishers. Students then work closely with instructor to prepare manuscripts for publication. *In addition to tuition, students must pay conference registration fee. Offered summer term.*

PWR 480 1-4 hours
Seminar
A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

PWR 485 3 hours
Senior Capstone
Offers a culminating experience for professional writing majors wherein students evaluate the status and goals of their studies in a flexible forum, exploring academic and professional issues. Senior projects are refined for submission to the department. *Prerequisite: 30 hours in the major.*

PWR 490 1-2 hours
Honors
Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*