



University Bulletin

Undergraduate Degree Programs

Primary Navigation

Communications

The COLLEGE OF COMMUNICATIONS prepares students to take their place in an information-rich society and in the professions as active, critical, and ethical participants. Our activities promote effective, responsible use of communications media and technologies by individuals, organizations, industries, and government.

The college offers a strong liberal arts education plus rigorous professional preparation to those planning careers in the media and communications fields. The college also offers courses analyzing the role of the media in modern society.

For more information about the College of Communications, please visit our website at comm.psu.edu.

ENTRANCE REQUIREMENTS

There are enrollment controls on admission to two of the college's five majors. An administrative control on the Advertising/Public Relations major specifies the number of students to be admitted annually. Applications are submitted when a student has earned between 40-59 cumulative credits and approval is based on a student's cumulative grade-point average and the completion of specific course entrance requirements. Students applying to the Advertising/Public Relations major must have a grade of C or higher in English 015 or 030 GWS and Economics 102 GS. An academic control on the Film-Video major requires a minimum cumulative GPA of 3.0, third-semester standing, and completion of COMM 150 and COMM 242 with a grade of B or better. A candidate who does not meet the minimum GPA or grade requirements may submit a portfolio during finals week of the spring semester.

GRADUATION REQUIREMENTS

It is strongly recommended that a student schedule all courses under the guidance of his or her adviser and by using a computer-generated audit.

The minimum total credit requirement may not be met with duplicate credits (courses passed more than once). The following courses may not be used to satisfy requirements for the Bachelor of Arts degree: ENGL 004 and ENGL 005, MATH 001, MATH 002, MATH 003, MATH 004, 005, and ESL 004.

Students must select at least 72 credits in non-communications courses. Students may take a maximum of 6 internship (495) credits; 3 credits of COMM 495 can be counted in the major with department-head approval.

Only courses in which a student earns a grade of C or better may be counted toward fulfilling requirements in the major. A student who receives two grades below C in courses in the major may be dropped from that major no later than the beginning of the

student's seventh semester.

Courses in which a student earns a grade of D may be used to satisfy the General Education or B.A. requirement.

FOREIGN LANGUAGE--Students are advised to initiate their foreign language upon entrance to the University but no later than the fifth semester.

BACHELOR OF ARTS DEGREE REQUIREMENTS

COLLEGE OF COMMUNICATIONS

BACHELOR OF ARTS DEGREE REQUIREMENTS: 9-24 credits

FOREIGN LANGUAGES (0-12 credits)

Student must attain 12th credit level of proficiency in one foreign language

B.A. FIELDS (9 credits)

Humanities, Social and Behavioral Sciences, Arts, Foreign Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; foreign language credits in this category must be in a second foreign language or beyond the 12th credit level of proficiency in the first language)

OTHER CULTURES (0-3 credits)

Select 3 credits from approved list. Students may count courses in this category to meet other major, minor, elective, or General Education requirements, except for the General Education US/IL requirement. See approved list at

http://bulletins.psu.edu/bulletins/bluebook/ba_requirements.cfm.

RECOMMENDED ACADEMIC PLANS

Recommended Academic Plans provide, in table form, the courses students might schedule semester by semester as they pursue a specific undergraduate degree. Each college or campus maintains Recommended Academic Plans for its own majors/degree programs. Links to these plans are on the Division of Undergraduate Studies website at: <http://www.dus.psu.edu/semplans.htm>. Questions concerning the Recommended Academic Plans should be directed to the college or campus involved or the Division of Undergraduate Studies.

COLLEGE OF COMMUNICATIONS

MARIE HARDIN, *Dean*

J. FORD RISLEY, *Associate Dean for Undergraduate and Graduate Education*

MATTHEW McALLISTER, *Chair of Graduate Programs*

ACADEMIC DEPARTMENTS

Advertising/Public Relations -- ROBERT A. BAUKUS, *Head*

Film-Video and Media Studies -- ANTHONY OLORUNNISOLA, *Head*

Journalism -- RUSSELL ESHLEMAN, *Head*

Telecommunications -- MATTHEW JACKSON, *Head*

ACADEMIC SERVICES

JAMEY PERRY, *Assistant Dean*

INTERNSHIPS AND CAREER PLACEMENT

ROBERT P. MARTIN, *Assistant Dean*

MULTICULTURAL AFFAIRS

JOSEPH M. SELDEN, *Assistant Dean*

Baccalaureate Degrees

Advertising/Public Relations

*University Park, College of Communications (AD PR)
World Campus, Strategic Communications option only*

PROFESSOR ROBERT A. BAUKUS, *Head, Department of Advertising/Public Relations*

This major is designed to provide a balance of theory, research, and practice. The course sequence provides professional skills courses in conjunction with applied theory and critical evaluative courses. Students develop an understanding of the role and effect of advertising and public relations within the business, social, and political arenas. Students develop abilities and skills that prepare them for a wide range of professional opportunities that include: media planning and relations, research, client services. Analytical abilities are equally stressed throughout the curriculum. Critical thinking skills, creative problem-solving, and the need to justify decisions are developed. Theory and practice from a wide range of disciplines including business, behavioral sciences, and applied statistics are used to equip the students to make informed decisions in a dynamic environment.

ADVERTISING OPTION: All courses in the advertising major emphasize the critical

importance of integrated communication. The objective of the curriculum is to prepare students for entry-level opportunities in the advertising profession and to prepare for eventual managerial roles where an understanding of integrated communication concepts is essential.

The program reflects an integrated marketing communications approach to the design implementation and evaluation of advertising messages. In addition to mastering the core professional courses, students are expected to have an understanding of the convergence of mass communication theory and practice and are encouraged to select from courses in communication theory, communication law, mass media history, ethics, and the impact of advertising and public relations on society.

PUBLIC RELATIONS OPTION: The public relations curriculum prepares students for the challenges of public relations practice in a highly competitive, technological, multicultural, and global environment. In their course of study, students study the role and function of public relations in building cooperative mutually beneficial relations between organizations and their constituent publics through understanding, credibility, and trust.

Students complete a core set of courses that includes news writing, introduction to public relations, public relations methods, mass communication research, and public relations problems (campaigns).

Because of the critical importance of journalistic writing skills and an understanding of news media ethics, public relations majors are encouraged to take additional journalism courses to fulfill their communication electives.

Advertising and public relations students are encouraged to choose a minor from outside the College of Communications. The majority of majors select minors in business, English, sociology, psychology, political science, information systems and statistical analysis, foreign language, and speech communication.

STRATEGIC COMMUNICATIONS OPTION: This online program is designed to be only available to World Campus students.

Strategic communications refer to a group of techniques used to design, implement, and evaluate the impact of messages on selected groups of people. The goal is to find solutions to complex advertising and public relations problems in the corporate, non-profit, and government sectors at both the domestic and international level.

The Strategic Communications online option explores the theories, methods, and tools used to structure persuasive messages. The option includes an overview of strategic communications principles and concepts that sets the stage for more advanced studies. Students learn about research and analytic techniques used to design and implement effective communication campaigns that are delivered via traditional and new media options. The use of digital technology and social media is emphasized. The program examines the dynamics of the political, legal, social, cultural environments that interact to define a communication task or problem. Students also learn techniques to benchmark and evaluate the effectiveness of strategic communications programs and understand how they apply to internal and external constituencies. Students studying strategic communications will refine their critical thinking skills and explore the nature and source of the information message content, medium of delivery, and the evaluation of the impact of the message on targeted groups.

An important aspect of the program is the examination of the ethical implications of strategic communication practices used in the marketing, advertising and public relations arena. Students will develop a framework that will help them to understand and evaluate supporters and critics of strategic communications practices.

Students must select at least 72 credits in courses outside the College of Communications.

For the B.A. degree in Advertising/Public Relations, a minimum of 120 credits is required.

Scheduling Recommendation by Semester Standing given like (Sem: 1-2)

GENERAL EDUCATION: 45 credits
(10 of these 45 credits are included in the REQUIREMENTS FOR THE MAJOR)
(See description of General Education in this bulletin.)

FIRST-YEAR SEMINAR:
(Included in ELECTIVES or GENERAL EDUCATION course selection)

UNITED STATES CULTURES AND INTERNATIONAL CULTURES:
(Included in ELECTIVES or GENERAL EDUCATION course selection)

WRITING ACROSS THE CURRICULUM:
(Included in REQUIREMENTS FOR THE MAJOR)

ELECTIVES: 26 credits

COLLEGE OF COMMUNICATIONS BACHELOR OF ARTS DEGREE REQUIREMENTS: 24 credits
(3 of these 24 credits are included in the REQUIREMENTS FOR THE MAJOR, GENERAL EDUCATION, or ELECTIVES and 0-12 credits are included in ELECTIVES if foreign language proficiency is demonstrated by examination.)
(See description of Bachelor of Arts Degree Requirements in this bulletin.)

REQUIREMENTS FOR THE MAJOR: 35 credits^[1]
(This includes 10 credits of General Education courses; 6 credits of GS courses; 4 credits of GQ courses.)

COMMON REQUIREMENTS FOR THE MAJOR (ALL OPTIONS): 14 credits

PRESCRIBED COURSES (11 credits)
COMM 160(1), ECON 102 GS(3), PSYCH 100 GS(3), STAT 200 GQ(4) (Sem: 1-4)

SUPPORTING COURSES AND RELATED AREAS (3 credits)
Select 3 credits of COMM courses (other than COMM 100 GS or COMM 120) (Sem: 5-8)

REQUIREMENTS FOR THE OPTION: 21 credits

ADVERTISING OPTION: (21 credits)

PRESCRIBED COURSES (15 credits)
COMM 320(3) (Sem: 3-6)
COMM 420(3), COMM 421W(3), COMM 422(3) (Sem: 5-7)
COMM 424(3) (Sem: 7-8)

ADDITIONAL COURSES (6 credits)
Select 6 credits from COMM 370(3), COMM 373(3), COMM 410 IL(3), COMM 411(3), COMM 417(3), COMM 418(3), COMM 425(3), COMM 426(3), COMM 427(3), COMM 468(3), COMM 494(1-6), COMM 496(3), COMM 499 IL(1-9) (Sem: 5-8)

PUBLIC RELATIONS OPTION: (21 credits)

PRESCRIBED COURSES (15 credits)
COMM 260W(3) (Sem: 3-4)
COMM 370(3) (Sem: 5-6)

COMM 420(3), COMM 471(3) (Sem: 5-8)
COMM 473(3) (Sem: 7-8)

ADDITIONAL COURSES (6 credits)

Select 6 credits from COMM 320(3), COMM 373(3), COMM 401(3), COMM 403(3), COMM 409(3), COMM 410 IL(3), COMM 417(3), COMM 418(3), COMM 425(3), COMM 426(3), COMM 427(3), COMM 462(3), COMM 464(3), COMM 468(3), COMM 494(1-6), COMM 496(3), or COMM 499 IL(1-9) (Sem: 5-8)

STRATEGIC COMMUNICATIONS OPTION: (21 credits)

PRESCRIBED COURSES (18 credits)

COMM 230(3), COMM 428A(3), COMM 428B(3), COMM 428C(3), COMM 428D(3), COMM 428E(3) (Sem: 1-8)

ADDITIONAL COURSES (3 credits)

Select 3 credits from CC 401(3), CC 402(3), CC 403(3), COMM 403(3), COMM 405(3), COMM 409(3), COMM 412(3), COMM 419 US;IL(3), or COMM 495(3) (Sem: 1-8)

[1] A student enrolled in this major must receive a grade of C or better, as specified in Senate Policy 82-44.

Last Revised by the Department: Fall Semester 2013

Blue Sheet Item #: 42-03-014

Review Date: 11/19/2013

UCA Revision #1: 8/2/06

CM

Digital Journalism and Media

University Park, Communications - James Risley, jfr4@psu.edu; Shannon Kennan, ssk168@psu.edu(DGJRM_BA)

The Digital Journalism and Media degree, to be offered via the World Campus, will prepare students for the fast-changing field of digital journalism and other web-based communications careers, including multimedia storytelling, digital production and digital media management. This new major, as structured, requires courses on writing, law, ethics and multimedia skills in its core. There are three suggested pathways of courses which can allow students to develop expertise in certain subject areas within mass communications: Digital Journalism, Visual Media and Media Management. They will understand the industries that operate in today's societies and be prepared for jobs as writers, content producers, leaders and policy makers.

The program will be accredited by the Accrediting Council on Education in Journalism and Mass Communications.

For the B.A. degree in Digital Journalism and Media a minimum of 120 credits are required.

Scheduling Recommendations by Semester Standing given like (Sem: 1-2)

GENERAL EDUCATION: 45 credits

(See description of General Education in this bulletin.)

FIRST-YEAR SEMINAR:

(Included in ELECTIVES or GENERAL EDUCATION course selection)

UNITED STATES CULTURES AND INTERNATIONAL CULTURES:

(Included in GENERAL EDUCATION course selection or REQUIREMENTS FOR THE MAJOR)

WRITING ACROSS THE CURRICULUM:

(Included in REQUIREMENTS FOR THE MAJOR)

ELECTIVES: 17-28 credits

BACHELOR OF ARTS DEGREE REQUIREMENTS: 24 credits

(See description of Bachelor of Arts Degree Requirements in this bulletin.)

REQUIREMENTS FOR THE MAJOR: 34 credits **[1]**

PRESCRIBED COURSES (16 credits)

COMM 160(1), COMM 271(3), COMM 280(3), COMM 403(3), COMM 409(3), COMM 428A(3) (Sem: 1-15)

ADDITIONAL COURSES (6 credits)

COMM 100 GS(3) or COMM 180 GS(3)

COMM 230 WAC(3) or COMM 260 WAC (3)

SUPPORTING COURSES AND RELATED AREAS (12 credits)

COMM 180(3), COMM 215(3), COMM 269(3), COMM 270(3), COMM 310(3), COMM 337(3), COMM 342(3), COMM 346(3), COMM 380(3), COMM 428B(3), COMM 460(3), COMM 467(3), COMM 469(3), COMM 475(3), COMM 481(3), COMM 487(3), COMM 492(3), COMM 493(3)

[1] A student enrolled in this major must receive a grade of C or better, as specified in Senate Policy 82-44.

Last Revised by the Department: Spring 2017

Blue Sheet Item #: 45-06-017

Review Date: 4/4/2017

Film-Video

University Park, College of Communications (FILM)

PROFESSOR ANTHONY OLORUNNISOLA, *Head, Department of Film-Video and Media Studies*

The Film-Video major is designed to serve students whose primary interest is the art of film and video practice. It offers an integrated curriculum in which historical, critical, and theoretical studies parallel the teaching of production and aesthetics.

The major serves students who wish to pursue careers in film, television, or related industries, as well as students planning to continue work in film and video at the graduate level.

The major includes a broad liberal arts background with introductory courses in the areas of film and video history, theory, and practice. Students have the flexibility to pursue an area of emphasis at the advanced level (narrative, alternative or documentary production).

Students must select at least 72 credits in courses outside the College of Communications.

Min. Cumulative GPA: 3.0

Minimum third semester classification

Courses required with a grade of B or better: COMM 150, COMM 242

Additional criteria:

A candidate who does not meet the minimum GPA or grade requirements may submit a portfolio during finals week of Spring semester as outlined at <http://comm.psu.edu/departments/fvms/admission-requirements>. Successful portfolio students will be admitted to the major for the following Fall provided the candidate satisfies the minimum academic requirement of at least a C (2.00) cumulative average for all courses taken at the University subject to the conditions of Section 51-50. Applicants who are not accepted into the major may re-apply the following year but must realize that this course of action could delay their graduation by at least one year.

For the B.A. degree in Film-Video, a minimum of 120 credits is required.

Scheduling Recommendation by Semester Standing given like (Sem: 1-2)

GENERAL EDUCATION: 45 credits

(See description of General Education in this bulletin.)

FIRST-YEAR SEMINAR:

(Included in ELECTIVES or GENERAL EDUCATION course selection)

UNITED STATES CULTURES AND INTERNATIONAL CULTURES:

(Included in ELECTIVES or GENERAL EDUCATION course selection)

WRITING ACROSS THE CURRICULUM:

(Included in ELECTIVES)

ELECTIVES: 18 credits

BACHELOR OF ARTS DEGREE REQUIREMENTS: 24 credits

(3 of these 24 credits are included in the REQUIREMENTS FOR THE MAJOR, GENERAL EDUCATION, or ELECTIVES and 0-12 credits are included in ELECTIVES if foreign language proficiency is demonstrated by examination.)

(See description of Bachelor of Arts Degree Requirements in this bulletin.)

REQUIREMENTS FOR THE MAJOR: 33 credits **[1]**

PRESCRIBED COURSES (15 credits)

COMM 150 GA(3) (Sem: 1-2)

COMM 242(3), (Sem: 2-4)

COMM 340(3), COMM 342(3) (Sem: 5-6)

COMM 250(3) (Sem: 5-8)

ADDITIONAL COURSES (18 credits)

Select 6 credits from COMM 337(3), COMM 338(3), COMM 339(3) (Sem: 5-6) *

Select 3 credits from COMM 437(3)*, COMM 438(3)*, COMM 439(3)*, COMM 448(3)** (Sem: 7-8)

Select 9 credits from COMM 346(3), COMM 437(3)*, COMM 438(3)*, COMM 439(3)*, COMM 440(3), COMM 443(3), COMM 444(3), COMM 445(3), COMM 446(3), COMM 449(3) (Sem: 7-8)

[1] A student enrolled in this major must receive a grade of C or better, as specified in Senate Policy 82-44.

* Neither COMM 437, COMM 438, nor COMM 448 may be taken concurrently.

** Admittance to COMM 448 is by permission of instructor.

Last Revised by the Department: Spring Semester 2016

Blue Sheet Item #: 44-06-033B

Review Date: 04/5/2016

Department head update by Publications: 1/16/07

Publications 02/17/05

CM

Journalism

University Park, College of Communications (JOURN)

PROFESSOR Russell Eshleman *Head, Department of Journalism*

The goal of the major is to provide students with the critical thinking, ethical, legal and professional skills that will enable them to enter positions in all areas of journalism.

Students must select at least 72 credits in non-COMM courses.

The following three options are offered:

BROADCAST JOURNALISM OPTION: This option is designed for students interested in radio, television, and/or multimedia journalism as a reporter, editor, or producer. Students are trained in the techniques of audio/video and online reporting and editing. They take two required courses that provide instruction in the basic skills of reporting and editing and choose two other courses that provide advanced instruction in these areas.

DIGITAL AND PRINT JOURNALISM OPTION: This option is designed for students interested in newspaper, magazine and/or multimedia journalism as a reporter, editor, or producer. Students are trained in the techniques of print and online reporting and editing. They take two required courses that provide instruction in the basic skills of reporting and editing and choose two other courses that provide advanced instruction in these areas.

PHOTOJOURNALISM OPTION: This option is designed for students interested in photo and/or multimedia journalism as a photographer, editor or producer. Students are trained in the techniques of still/video photography and editing. They take two required courses that provide instruction in the basic skills of photography and editing and choose two other courses that provide advanced instruction in these areas.

For the B.A. degree in Journalism, a minimum of 120 credits is required.

Scheduling Recommendation by Semester Standing given like (Sem: 1-2)

GENERAL EDUCATION: 45 credits
(See description of General Education in this bulletin.)

FIRST-YEAR SEMINAR:
(Included in ELECTIVES or GENERAL EDUCATION course selection)

UNITED STATES CULTURES AND INTERNATIONAL CULTURES:

(Included in ELECTIVES, GENERAL EDUCATION course selection, or REQUIREMENTS FOR THE MAJOR)

WRITING ACROSS THE CURRICULUM:

(Included in REQUIREMENTS FOR THE MAJOR)

ELECTIVES: 2 credits

BACHELOR OF ARTS DEGREE REQUIREMENTS: 24 credits

(3 of these 24 credits are included in the REQUIREMENTS FOR THE MAJOR, GENERAL EDUCATION, or ELECTIVES and 0-12 credits are included in ELECTIVES if foreign language proficiency is demonstrated by examination.)

(See description of Bachelor of Arts Degree Requirements in this bulletin.)

REQUIREMENTS FOR THE MAJOR: 49 credits[1]

COMMON REQUIREMENTS FOR THE MAJOR (ALL OPTIONS): 31 credits

PRESCRIBED COURSES (13 credits)

COMM 160(1) (Sem: 1-2)

COMM 260W(3) (Sem: 3-4)

COMM 271(3) (Sem: 3-6)

COMM 403(3), COMM 409(3) (Sem: 5-8)

SUPPORTING COURSES AND RELATED AREAS (18 credits)

Select 18 credits for completion of a University-approved minor (Sem: 1-8)

[Students majoring in journalism must take a University-approved minor outside the College of Communications. The minimum requirement for a minor is 18 credits. By careful planning, a student may use General Education and Bachelor of Arts courses to help fulfill this requirement. In lieu of a minor, students may take a concurrent major or concurrent degree, as long as it is outside the College of Communications. Students should consult with their adviser as soon as possible about this requirement.] (Sem: 1-8)

REQUIREMENTS FOR THE OPTION: 18 credits

Options can be combined but only with the consent of a student's adviser.

BROADCAST JOURNALISM OPTION (18 credits)**PRESCRIBED COURSES** (6 credits)

COMM 360(3), COMM 465(3) (Sem: 5-8)

ADDITIONAL COURSES (12 credits)

Select 6 credits from COMM 400(3), COMM 402(3), COMM 466(3), COMM 475(3), COMM 480(6), COMM 481(3), COMM 495(1-3)[17] (Sem: 5-8)

Select 6 credits from COMM 180 GS(3), COMM 205 US(3), COMM 404(3), COMM 401(3), COMM 405(3), COMM 407A(3), COMM 407B(3), COMM 407C(3), COMM 410 IL(3), COMM 411(3), COMM 412(3), COMM 419 US;IL(3), COMM 494H(1-6), COMM 496(1-18), COMM 499 IL(1-12) (Sem: 5-8)

DIGITAL AND PRINT JOURNALISM OPTION (18 credits)**PRESCRIBED COURSES** (6 credits)

COMM 460(3), COMM 467(3) (Sem: 5-8)

ADDITIONAL COURSES (12 credits)

Select 6 credits from COMM 269(3), COMM 402(3), COMM 461(3), COMM 462(3), COMM 463(3), COMM 464(3), COMM 474(3), COMM 475(3), COMM 481(3), COMM 495(1-3)[17] (Sem: 5-8)

Select 6 credits from COMM 180(3), COMM 205 US(3), COMM 404(3), COMM 401(3), COMM 405(3), COMM 407A(3), COMM 407B(3), COMM 407C(3), COMM 410 IL(3), COMM 411(3), COMM 412(3), COMM 419 US;IL(3), COMM 494H(1-6), COMM 496(1-18), COMM 499 IL(1-12) (Sem: 5-8)

PHOTOJOURNALISM OPTION (18 credits)

PRESCRIBED COURSES (6 credits)

COMM 269(3), COMM 469(3) (Sem: 5-8)

ADDITIONAL COURSES (12 credits)

Select 6 credits from COMM 402(3), COMM 463(3), COMM 467(3), COMM 468(3), COMM 475(3), COMM 481(3), COMM 495(1-3)[17] (Sem: 5-8)

Select 6 credits from COMM 180 GS(3), COMM 205 US(3), COMM 404(3), COMM 401(3), COMM 405(3), COMM 407A(3), COMM 407B(3), COMM 407C(3), COMM 410 IL(3), COMM 411(3), COMM 412(3), COMM 419 US;IL(3), COMM 494H(1-6), COMM 496(1-18), COMM 499 IL(1-12) (Sem: 5-8)

[1] A student enrolled in this major must receive a grade of C or better, as specified in Senate Policy 82-44.

[17] Internship in news with newspaper, radio, or TV. See the director of the internship program for specifics.

Last Revised by the Department: Fall Semester 2013

Blue Sheet Item #: 42-03-015

Review Date: 11/19/2013

CM

Media Studies

University Park, College of Communications (MEDIA)

PROFESSOR ANTHONY OLORUNNISOLA, *Head, Department of Film-Video and Media Studies*

This major is designed for students who want to pursue an academic rather than professional program of media studies. Students are exposed first to the breadth of approaches to understanding the mass media (e.g., aesthetic, cultural, humanistic, social-behavioral) and then, by selecting one of four options, go into depth in a specialized area of media studies. All options within the major are closely intertwined with the liberal arts and sciences. Therefore, students who successfully complete this major must have a strong foundation in the liberal arts and well-developed language and analytical skills. That foundation should include courses such as ARTH 100 GA(3), ECON 102 GS(3), HIST 2 GH(3), PSYCH 100 GS(3), and SOC 1 GS(3).

The following four options are offered:

FILM AND TELEVISION STUDIES OPTION: This option is designed for students interested in studying the art, history, and criticism of film and television. Electives offer students the opportunity to pursue a related field, such as art, art history, creative writing, speech communication, or theatre arts. This option merges aesthetics and social sciences and is appropriate for those seeking a more theoretical/critical approach to the study of film and video.

INTERNATIONAL COMMUNICATIONS OPTION: This option is designed for students who want to study the mass media systems of the world and their role in international affairs. The option offers students an opportunity to enhance their occupational opportunities in international business, organizations, or government and to be better prepared to participate in the world community. Students must select either a University-approved minor in a foreign language, area studies, or international studies; a University-approved education abroad program; or other international-related courses or programs with prior departmental approval.

MEDIA EFFECTS OPTION:

This option focuses on the social and psychological effects of media messages and technologies. Students progress through a general introduction to problems and issues, such as the effects of televised sex and violence, to courses that emphasize more theoretical approaches and advanced applications. A minor in a complementary area of study, such as Psychology or Sociology, is encouraged.

SOCIETY AND CULTURE OPTION: In this option, a student and faculty adviser work together to tailor a program of courses to meet the student's individual interest in a coherent theme in media studies. These courses are usually selected in tandem with a minor or other supporting cluster of non-major courses in the area of specialization. Examples of themes include, but are not limited to, communication and the environment, communication and health campaigns, sports and the media, minorities and the media, and gender and the media. A minor in an area of specialization is encouraged.

Students must select at least 72 credits in courses outside the College of Communications.

For the B.A. degree in Media Studies, a minimum of 120 credits is required.

Scheduling Recommendation by Semester Standing given like (Sem: 1-2)

GENERAL EDUCATION: 45 credits
(See description of General Education in this bulletin.)

FIRST-YEAR SEMINAR:
(Included in ELECTIVES or GENERAL EDUCATION course selection)

UNITED STATES CULTURES AND INTERNATIONAL CULTURES:
(Included in ELECTIVES, GENERAL EDUCATION course selection, or REQUIREMENTS FOR THE MAJOR)

WRITING ACROSS THE CURRICULUM:
(Included in REQUIREMENTS FOR THE MAJOR)

ELECTIVES: 6-15 credits

BACHELOR OF ARTS DEGREE REQUIREMENTS: 24 credits
(3 of these 24 credits are included in the REQUIREMENTS FOR THE MAJOR, GENERAL EDUCATION, or ELECTIVES and 0-12 credits are included in ELECTIVES if foreign language proficiency is demonstrated by examination.)
(See description of Bachelor of Arts Degree Requirements in this bulletin.)

REQUIREMENTS FOR THE MAJOR: 36-45 credits **[1]**

COMMON REQUIREMENTS FOR THE MAJOR (ALL OPTIONS): 15 credits

PRESCRIBED COURSES (15 credits)
COMM 100 GS(3), COMM 304(3), COMM 405(3), COMM 411(3), COMM 413W(3) (Sem: 5-8)

REQUIREMENTS FOR THE OPTION: 21-30 credits

FILM AND TELEVISION STUDIES OPTION: (21 credits)

PRESCRIBED COURSES (9 credits)

COMM 150 GA(3), COMM 242(3), COMM 250 GA(3) (Sem: 3-4)

ADDITIONAL COURSES (12 credits)

Select 9 credits from COMM 451(3), COMM 452(3), COMM 453 IL(3), COMM 454(3), COMM 455(3), COMM 495(1-3), or COMM 496(1-3) (Sem: 5-8)

Select 3 credits from CAS 415(3), CHNS 121 GH;IL(3), CMLIT 153 GH;IL(3), ENGL 403(3), FR 138 GH(3), FR 487 IL(3), FR 488 IL(3), IT 475(3), JAPNS 453 IL(3), MUSIC 4 GA(3), PHIL 5 GH(3) (Sem: 5-8)

INTERNATIONAL COMMUNICATIONS OPTION: (21-30 credits)

PRESCRIBED COURSES (9 credits)

COMM 110 GH(3), COMM 410 IL(3), COMM 419 US;IL(3) (Sem: 5-8)

ADDITIONAL COURSES (3 credits)

Select 3 credits from COMM 118 GS(3), COMM 150 GA(3), COMM 205 US(3), COMM 320(3), COMM 404(3), or COMM 452(3) (Sem: 3-4)

SUPPORTING COURSES AND RELATED AREAS (9-18 credits)

Select at least one of the following for a minimum of 9 credits and a maximum of 18 credits, no more than 9 credits in COMM. (Sem: 1-8)

University approved minor in foreign language, area studies or international studies

University approved education abroad program

Other international related courses or programs with prior departmental approval

More than one of the above is strongly recommended.

MEDIA EFFECTS OPTION:(21 credits)

PRESCRIBED COURSES (9 credits)

COMM 118 GS(3), COMM 418(3), PSYCH 100 GS(3)

ADDITIONAL COURSES (9 credits)

Select 6 credits from COMM 110 GH(3), COMM 150 GA(3), COMM 180(3), COMM 205 US(3), COMM 320(3), COMM 403(3) or COMM 412(3) (Sem: 3-4)

Select 3 credits from PSYCH 221 GS(3) or PSYCH 256 GS(3)

SUPPORTING COURSES AND RELATED AREAS (3 credits)

Select 3 credits in research methods from an approved department list (Sem: 1-8)

A minor in a complementary area of study is encouraged (e.g. Psychology or Sociology) (Sem: 1-8)

SOCIETY AND CULTURE OPTION: (21 credits)

ADDITIONAL COURSES (21credits)

Select 6 credits from COMM 110 GH(3), COMM 118 GS(3), COMM 150 GA(3), or COMM 205 US(3) (Sem: 3-4)

Select 15 credits in communication theory from COMM 110 GH(3), COMM 118 GS(3),

COMM 150 GA(3), COMM 170(3), COMM 180(3), COMM 408(3), COMM 409(3), COMM 410 IL(3), COMM 412(3), COMM 417(3), COMM 418(3), COMM 419 US;IL(3), COMM 451(3), COMM 452(3), COMM 453 IL(3), COMM 454(3), COMM 455(3) [At least 9 credits must be at the 400-level] (Sem: 5-8)

A minor in an area of specialization is encouraged.

Integrated B.A./M.A. in Media Studies

The College of Communications offers academically qualified students enrolled in a Bachelor of Arts program in the College of Communications the opportunity to earn both the B.A. and the M.A. upon completion of five years of study. The Integrated Undergraduate-Graduate Program in Media Studies would facilitate the advanced study of communications research and thesis development through a carefully organized selection of undergraduate courses, graduate seminars and directed research projects. The program would accelerate and enhance undergraduate students' appreciation for graduate level scholarship by involving them in the seminars, research activities and the scholarly discourse of the College's community of Masters and Doctoral-level scholars.

For the IUG Media Studies B.A./M.A. degree, a minimum of 120 credits are required for the B.A. and 36 credits for the M.A. Twelve graduate level credits, in consultation with the adviser, can apply to both the B.A. and M.A. degrees. Six of these must be at the 500 level.

If for any reason a student admitted to the B.A./M.A. program is unable to complete the requirements for the Master of Arts degree program in Media Studies, the student will be permitted to receive the BA degree assuming all degree requirements have been satisfactorily completed.

Application Process and Admissions Requirements

Applicants must complete 6 credits from the following lists of courses with a minimum GPA of 3.5 in order to be admitted: 3 credits from COMM 100, COMM 150, COMM 180, COMM 320, or COMM 370 and 3 credits from COMM 205, COMM 250, COMM 381, COMM 401, COMM 403, COMM 404, COMM 405, COMM 407, COMM 408, COMM 409, COMM 410, COMM 411, COMM 413, COMM 417, COMM 418, COMM 419, COMM 451, COMM 452, COMM 453, COMM 454, COMM 455, COMM 484, or COMM 485. The minimum overall GPA required of applicants is 3.2. Admission to the program is based on the evaluation of the student's transcript, examples of completed writing and research projects, a narrative statement of objectives, and two letters of support from faculty with whom they have worked. One faculty member must be from the College of Communications. Students are expected to apply after completing 60 credits but before the completion of 100 credits. Candidates are expected to present records of outstanding scholarly achievement to qualify. Applications will be reviewed by the appropriate subset of members of the Graduate Committee of the College.

Applicants to the integrated program:

1. Must be enrolled in a B.A. program in the College of Communications.
2. Must have completed 60 credits of the undergraduate degree program. (It is recommended that students apply prior to completing 100 credits.)
3. Must provide a narrative statement of objectives and two letters of endorsement from faculty with whom they have worked. One faculty member must be from the College of Communications.
4. Must present an approved plan of study in the application process.

Program of Study

The Integrated B.A./M.A. degree in Media Studies is an academic program that involves students in the systematic study of media. The objective of the course of study is to enable students to achieve a comprehensive understanding of the systems, networks, cultures, and information associated with media. The program prepares students for doctoral study in communications and for professional positions in business and government requiring a comprehensive understanding of the historical, social, and political implications of the media. This program helps prepare students to organize research projects, critically evaluate research reports, and directly influence media practices by the application of research findings. The program is specifically not intended for advanced professional education.

Undergraduate tuition rates will apply as long as the student is in undergraduate status, unless the student receives financial support, such as an assistantship requiring the payment of graduate tuition.

Degree Requirements

For the IUG Media Studies M.A. degree, a minimum of 120 credits are required for the B.A. and 36 credits for the M.A. At least 18 of the required 36 credits must be at the 500 level. Twelve graduate level credits, in consultation with the adviser, can apply to both the B.A. and M.A. degrees. Six of these double-counted credits must be at the 500 level. A minimum of 12 credits of coursework, as opposed to research credits, must be completed in Communications. COMM 515 and COMM 506 or COMM 511 are required. IUG students will prepare a thesis proposal in consultation with their advisers and are required to present the final thesis in a formal oral defense meeting to a committee of at least 3 members of graduate faculty, two of whom must be members of the College faculty. It is encouraged that one member of the committee be from outside the College.

[1] A student enrolled in this major must receive a grade of C or better, as specified in Senate Policy 82-44.

Last Revised by the Department: Spring Semester 2012 (MEDIA); Summer Session 2005 (Integrated B.A./M.A.)

Blue Sheet Item #: 40-06-078 (MEDIA); 33-04-161 (Integrated B.A./M.A.)

Review Date: 04/10/2012

UCA Revision #1: 8/20/06

UCA Revision #2: 7/30/07

Department head updated by Publications: 1/16/07

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Telecommunications

University Park, College of Communications (TELCM)

PROFESSOR MATTHEW JACKSON, *Head, Department of Telecommunications*

The Telecommunications program seeks to prepare informed, responsible professionals for leadership roles in the electronic communication and information industries. The program stresses the social, cultural and economic impact of electronic media, including radio, television, videogames, telephones and the Internet.

Students can choose an emphasis in programming and production, management and

entrepreneurship, law and policy.

Graduates go on to careers at local radio and television stations; broadcast, cable and satellite networks; Internet content and service providers; wired and wireless telephone companies; and other related media and entertainment industries. The major emphasizes the business and legal parameters of telecommunications, making it an excellent preparation for law school or graduate school and careers in government policy and the entertainment field.

Students must select at least 72 credits in courses outside the College of Communications.

For the B.A. degree in Telecommunications, a minimum of 120 credits is required.

Scheduling Recommendation by Semester Standing given like (Sem: 1-2)

GENERAL EDUCATION: 45 credits

(3-4 of these 45 credits are included in the REQUIREMENTS FOR THE MAJOR)

(See description of General Education in this bulletin.)

FIRST-YEAR SEMINAR:

(Included in ELECTIVES)

UNITED STATES CULTURES AND INTERNATIONAL CULTURES:

(Included in ELECTIVES, GENERAL EDUCATION course selection, or REQUIREMENTS FOR THE MAJOR)

WRITING ACROSS THE CURRICULUM:

(Included in REQUIREMENTS FOR THE MAJOR)

ELECTIVES: 19 -20 credits

BACHELOR OF ARTS DEGREE REQUIREMENTS: 24 credits

(3 of these 24 credits are included in the REQUIREMENTS FOR THE MAJOR, GENERAL EDUCATION, or ELECTIVES and 0-12 credits are included in ELECTIVES if foreign language proficiency is demonstrated by examination.)

(See description of Bachelor of Arts Degree Requirements in this bulletin.)

REQUIREMENTS FOR THE MAJOR: 34-35 credits^[1]

(This includes 3-4 credits of General Education GS courses.)

PRESCRIBED COURSES (10 credits)

COMM 160(1) (Sem: 1-4)

COMM 180 GS(3) (Sem: 3-4)

COMM 280(3), COMM 380(3) (Sem: 5-6)

ADDITIONAL COURSES (21-22 credits)

Select 3-4 credits from: ECON 102 GS(3), ECON 14 GS(3), SCM 200 GQ(4), STAT 200 GQ(4) (Sem: 3-4)

Students must meet with a faculty advisor to approve their course selections from the following areas:

Select 12 credits from: COMM 190/GAME 140 GS(3), COMM 282(3) or COMM 242(3); COMM 283(3), COMM 310(3), COMM 374(3), COMM 383(1-3), COMM 383A(3), COMM 384(3), COMM 385(3), COMM 386(3), COMM 403H(3), COMM 410 IL(3), COMM 419 US;IL(3), COMM 419H US;IL(3), COMM 479(3), COMM 483(3), COMM 484(3), COMM 484A(3), COMM 485(3), COMM 490(3), COMM 491(3), COMM 493(3), COMM 495(3) (Sem: 5-8)

Take 3 credits in law: COMM 403(3), COMM 404(3), or COMM 492(3)

Take 3 credits in capstone courses: COMM 486(3), COMM 487(3), or COMM 489(3)

SUPPORTING COURSES AND RELATED AREAS (3 credits)

Select 3 credits in social aspects of communication from COMM 110 GH(3), COMM 118 GS(3), COMM 205 US(3), COMM 304(3), COMM 403(3), COMM 405(3), COMM 409(3), COMM 410 IL(3), COMM 411(3), COMM 412(3), COMM 413W(3), COMM 417(3), COMM 418(3), COMM 419 US;IL(3), COMM 496(1-3) (Sem: 5-8)

**Students must take at least 9 credits of 400-level courses from the additional or supporting course lists.

[1] A student enrolled in this major must receive a grade of C or better, as specified in Senate Policy 82-44.

Last Revised by the Department: Spring Semester 2015

Blue Sheet Item #: 43-06-000

Review Date: 04/14/2015

CM

Publications: 2/16/05

Associate Degrees

Minors

Digital Media Trends and Analytics Minor

University Park, College Of COMMUNICATIONS (DMTA)

University Park, College Of INFORMATION SCIENCES AND TECHNOLOGY

LEE AHERN, ASSOC PROF COMMUNICATIONS

CARLEEN MAITLAND, INTERIM ASSOC DEAN

The DMTA minor will provide students with contextualized understanding of practices and trends in digital media, advertising, marketing and public relations. The minor is needed to provide a viable academic option for students who want to specialize in this fast-growing sector of the communications industry. In addition, completion of the minor will prepare students to pass a number of leading industry certification tests related to analytics, SEM, social media and digital media sales and marketing. The course sequence will begin with required basic courses in both IST (IST 110; 3 credits) and COMM (COMM 320 or 370; 3 credits) to ensure students have the foundational information they for the material that follows, and the ability to relate practices and trend in digital media to the larger communication and information technology landscapes. Students will then explore more focused courses in digital media, advertising, marketing and public relations. These areas reflect the major areas of digital communications activity. The digital media analytics course (3 credits) will lay the groundwork in audience the traffic measurement as well as detail the specifics of digital media system types and technologies. The search engine marketing class (3 credits) provides in-depth experience with the largest online

advertising platform—Google Adwords. This course also makes connections to media analytics (also a central part of the Google marketer platform) and social media (also part of the Google Online Marketing Challenge). The digital public relations class (3 credits) will focus on non-paid digital activities, most importantly social media applications such as Twitter, Facebook, Instagram and Google+, and how these activities can be successfully integrated into a communications campaign. The digital advertising class (3 credits) will review new trends in the buying and selling of advertising outside of search engine marketing. Of specific interest are new developments in content marketing, programmatic buying and hybrid real-time-bidding programs that bring together content providers and advertisers in an increasingly automated marketplace. This course sequence is designed to easily accommodate new and related digital courses and to complement existing courses in advertising/public relations, telecommunications, information technology, marketing and media.

For the minor in Digital Media Trends and Analytics (DMTA) a minimum of 18 credits are required.

Scheduling Recommendation by Semester Standing given like (Sem: 1-2)

REQUIREMENTS FOR THE MINOR: 18 credits

PRESCRIBED COURSES (15 credits) **[1]**

COMM 310(3), COMM 372(3), COMM 450B(3), IST 110 GS(3), IST 450A(3) (Sem: 4-8)

ADDITIONAL COURSES (3 credits)

Select 3 credits from: COMM 320(3); COMM 370(3)(Sem: 3-4)

[1] A student enrolled in this major must receive a grade of C or better, as specified in Senate Policy 82-44.

Last Revised by the Department: Spring Semester 2015

Blue Sheet Item #: 43-06-000

Review Date: 04/14/2015

Film Studies Minor

University Park: College of Communications and College of the Liberal Arts (FLMST)

The joint minor in Film Studies sponsored by the College of Communications and the College of the Liberal Arts offers students in a variety of disciplines outside of the College of Communications an opportunity to learn more about a visual medium that relates in many ways to other fields such as theatre, literature, history, and art. The focus of this minor is on critical, aesthetic, and historical studies of film, not on the art of filmmaking. The minor enables students to see how the medium influences--and is influenced by--disciplines outside their specialization. Courses listed for the minor give students a deeper appreciation of the historical development of film during the 20th century. Offerings on cinema from a variety of countries allow students to frame the medium in a global context.

The minor is housed in and administered by the College of Communications but is jointly managed by the Film/Video and Media Studies Department and the French Department. The heads of these units or their designated representatives will chair on a rotating basis the Interdepartmental Film Studies Committee that will make decisions concerning requirements for the minor, including prescribed and supporting courses. The minor is

not available to students enrolled in any of the majors in the College of Communications.

Students will choose an adviser from a list of committee members drawn from all participating areas--French, English, German, Italian, Comparative Literature, and Film/Video and Media Studies. In addition to two basic required courses (6 credits), students enrolled in the minor will take an additional 12 credits from a list approved by the Interdepartmental Film Studies Committee. Six of those credits must be at the 400 level. All required and most supporting courses are taught in English. Courses taught in a foreign language are indicated with a footnote.

A grade of C or better is required for all courses in the minor.

Scheduling Recommendation by Semester Standing given like (Sem: 1-2)

REQUIREMENTS FOR THE MINOR: 18 credits

PRESCRIBED COURSES (6 credits)

COMM 150 GA(3), COMM 250 GA(3) (Sem: 1-6)

SUPPORTING COURSES (12 credits)

Select 12 credits from an approved department list in consultation with an adviser (6 credits must be at the 400 level) (Sem: 5-8)

Last Revised by the Department: Summer Session 2004

Blue Sheet Item #: 32-05-044

Review Date: 3/2/04

CM/LA

Information Sciences and Technology for Telecommunications Minor

University Park, College of Communications (ISTLC)

This minor offers students an opportunity to examine the opportunities and challenges presented by convergence of telecommunications and information processing. Internet-mediated services have the potential of fundamentally changing how we communicate and engage in commerce. This convergence offers faster, better, cheaper, smarter, and more convenient services, but also raises a variety of legal, regulatory, political, social, economic, and technology management issues. The IST/Telecommunications minor offers students enrolled in majors outside the College of Communications and the College of Information Sciences and Technology an opportunity to examine how telecommunications and information processing technologies and services will impact society as well as their individual circumstances.

The Telecommunications requirements of this minor constitute three courses (nine credit hours). Students can fulfill this requirement by completing COMM 180 offered by the Telecommunications Department in the College of Communications and by completing two additional courses from the following list: COMM 479(3), COMM 484(3), COMM 490(3), COMM 491(3) and COMM 492(3). Three IST courses (nine credit hours) constitute the other part of this minor.

A grade of C or better is required for all courses in the minor.

Scheduling Recommendations by Semester Standing given like (Sem: 1-2)

REQUIREMENTS FOR THE MINOR: 18 credits

PRESCRIBED COURSES (12 credits)

IST 110 GS(3) (Sem: 1-2)

IST 210(3) (Sem: 3-4)

IST 220(3), COMM 180 GS(3) (Sem: 5-6)

ADDITIONAL COURSES (6 credits)

Select 6 credits from the following: COMM 479(3), COMM 484(3), COMM 490(3), COMM 491(3), COMM 492(3) (Sem: 7-8)

Last Revised by the Department: Spring Semester 2015

Blue Sheet Item #: 43-05-052

Review Date: 02/24/2015

CM, IS

Publications 10/06/05

Media Studies Minor

University Park, College of Communications (MEDIA)

The Media Studies minor is designed for students who want to develop their knowledge of the mass media from a variety of approaches, including aesthetic, humanistic, social-behavioral, and legal-policy. This minor is a theory-based rather than a professional program. In fact, students in the minor may not take professional skills communications courses as part of this program. The minor consists of 18 credits, at least 6 of which must be at the 400 level. The minor is not available to students enrolled in any of the majors in the College of Communications.

A grade of C or better is required for all courses in the minor.

Scheduling Recommendation by Semester Standing given like (Sem:1-2)

REQUIREMENTS FOR THE MINOR: 18 credits

PRESCRIBED COURSES (3 credits)

COMM 100 GS(3) (Sem: 1-2)

ADDITIONAL COURSES (15 credits)

Select 3 credits from COMM 110 GH(3), COMM 150 GA(3), COMM 118 GS(3) or COMM 180 GS(3) (Sem: 3-6)

Select 12 credits from COMM 205 US(3), COMM 250 GA(3), COMM 261 GH(3), COMM 304(3), COMM 404(3), COMM 401(3), COMM 403(3), COMM 405(3), COMM 408(3), COMM 409(3), COMM 410 IL(3), COMM 411(3), COMM 413W(3), COMM 418(3), COMM 419 US;IL(3), COMM 450(3), COMM 451(3), COMM 452(3), COMM 453 IL(3), COMM 454(3), COMM 455(3), COMM 484(3), COMM 485(3), COMM 496(3), or COMM 499(3) (Sem: 5-8)

Last Revised by the Department: Summer Session 2008

Blue Sheet Item #: 36-05-022

Review Date: 2/26/08

Department head updated by Publications: 1/16/07

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Publications: 02/17/05

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