COURSE DESCRIPTIONS

COMM 250SA Sophomore Study Away: Seville, Spain 0 CREDITS

COMM 101 Disinformation in the USA 4 CREDITS
Disinformation is the intentional spread of false, inaccurate, distracting, and/or distorted information for the purpose of gaining power. In this class, we'll explore the history of disinformation-from early propaganda to more recent manipulation of facts-to examine how we as consumers can better identify and fight media exploitation. Emphasis will be on evaluating, analyzing, and synthesizing primary and secondary sources to promote healthier media landscapes through information literacy. (WCore: RE, WCPIB)

COMM 210 Media Writing I 4 CREDITS
Introduces students to the basics of newswriting in preparation for further study in journalism, public relations, marketing, and business and technical writing. The framework of the basic news story is used to help students process complex information and write about it clearly and concisely. The course also includes basic editing and consideration of legal and ethical questions.

COMM 211 Media Writing II 4 CREDITS
Develops interviewing and other research skills essential to gathering relevant information and crafting original stories suitable for publication in various media.

COMM 240 Media and Society 4 CREDITS
Analyzes the history, nature, effects, responsibilities, influence, and power of the mass media. Media history leads into instruction about ethical principles and legal accountability.

COMM 250 Introduction to Human Communication 4 CREDITS
Introduces students to the complexity of human communication and further develops their abilities and skills to communicate orally with competence in various situations. Students will develop their awareness of basic communication processes and skills and explore how these basic skills and processes work in different types and contexts of communication.

COMM 299 Forum Editorial Staff 0 to 1 CREDITS
Students learn best practices for running a student media organization, set performance goals, and evaluate progress throughout the semester. Students evaluate published content and plan strategies for creating and distributing content, reaching advertisers, maintaining operations, and managing staff reporters.

COMM 300 Special Topics in Communication 1 to 4 CREDITS
Presents special topics not offered in the regular Communication curriculum.

COMM 302 Forum Student Media 4 CREDITS
Provides practical experience producing print and online content for the college's student media organization.

COMM 305 Forum Staff Contributor 1 to 2 CREDITS
Students work independently with The Forum editors and faculty adviser to produce content, including written stories, photos, videos, audio, and social media projects. This course is repeatable for credit.

COMM 310 Business & Professional Communication 4 CREDITS
Strengthens professional writing skills in the workplace and in the community. Specifically, students will work on becoming adept at making critical writing decisions based on audience expectations, context and timing, organizational constraints, analysis of research, and the students' professional values and objectives. Projects will include business letters and memos; proposals; reports; and educational, persuasive, and/or informative articles for publication (digital and traditional). Emphasis is on research, writing style, and the revision process.

COMM 325 Designing Dynamic Images 4 CREDITS
This course focuses on learning the visual tools, concepts, and production of dynamic still images and motion graphics for persuasive visual communication and storytelling. We will look at the application of photo manipulation and animation through a graphic design lens. The core software used will be Adobe Photoshop along with other software such as After Effects to produce original design projects for multimedia such as web and social media content, film and podcast, print and advertising, and other current media.

COMM 326 Introduction to Web Writing and Design 4 CREDITS
This course explores the emerging conventions of website development from a communication, design and content strategy perspective. Students will create a complete, original website using a content management system (CMS) such as WordPress. Through the development of this website, students will plan, create, and implement web design best practices and digital content development. Students can expect to learn some or all of the following website development principles, practices, and theories: web hosting and domain name establishment; usability; accessibility; user experience design; digital content strategy; website analytics; search engine optimization; visual asset management; intellectual property for the web; and basic coding in HTML and CSS.

COMM 336 Public Relations Principles 4 CREDITS
Presents methods of establishing and maintaining two-way communication between an institution and its publics. The course focuses on publicity and placement with the media, program planning and management, lobbying, administration, and public affairs. It also covers writing and editing, small-group communication, research procedures, and legal-ethical considerations.

COMM 345 Video Production 4 CREDITS
This course covers the basics of video production and editing. Topics include storyboarding, camera operation, sound, lighting and editing, as well as a wide variety of film and video genres including narrative, documentary and experimental.

COMM 350 Leadership & Decision Making 4 CREDITS
Provides a broad survey of communication-based perspectives on leadership traits, skills, behaviors, and practices. Specific topics include change management, conflict management, creativity and innovation, crisis leadership, influence, power, and ethics. This course explores a variety of perspectives, problems, and practices that students will face in their future workplaces. Emphasis will be on both analyzing leadership in various contexts and on developing the skills necessary for effective leadership.

COMM 360 Race, Gender, Class, and Media 4 CREDITS
This course explores and challenges how issues and individuals, groups, and populations are presented in the media. Students will analyze the portrayals of race, ethnicity, gender (including gender identity), sexual orientation, age, ability and socioeconomic class in entertainment and news media. (WCORE: DE)

COMM 365 Intercultural and Global Communication 4 CREDITS
The major focus on this course is the exploration of the significance of culture in everyday life and how culture interrelates with and influences communication processes. Students will explore the ways in which attitudes, beliefs, values, and behaviors affect communication among people of different backgrounds. This course will address topics that challenge intercultural interactions, ranging from issues of privilege and power in society and representation of cultures and identities in popular media to the relationship between language, power, and culture. (WCore: EWRLD)

COMM 370 Design I Foundations 4 CREDITS
Introduces students to foundational principles of visual communication and design. Students learn theories related to typography, color, layout, organization, photography, iconography, visual rhetoric, and related concepts in information design. Students learn to evaluate and apply these theories in emergent media both in print and in digital formats.

COMM 371 Design II Images, Type & Branding 4 CREDITS
This intermediate design course builds upon theories of design that combine imagery with text through exploration in photography and photo editing, layout design and storytelling and brand design. Students learn to apply theories by using emerging and industry-standard tools and procedures. Core projects include, but are not limited to, photography for graphic design, poster design, book layout, book cover design and a logo and branding capstone.

COMM 372 Design III User Experience 4 CREDITS
This course applies principles of design and emergent media to the interface between the user and the designed product, focusing on studying how design choices engage the user. Topics covered include design thinking, interface design, usability, accessibility, inclusivity, user experience design, emotional design, and interactive design. Projects include analysis and development of various user interfaces including kiosks, websites, app prototypes, wayfinding systems and physical environments. The User Experience capstone project will be a compilation of design projects completed for a client.

COMM 380 Communication & Nonprofit Organizations 4 CREDITS
Nonprofit organizations often operate on a shoestring budget and require their employees to wear multiple hats. To be an effective communicator in a nonprofit organization, you will need a broad set of skills. This class may include aspects of public relations, including crisis response and brand identity development and management; event and cause marketing; grant-writing; and public education, including opinion management.

COMM 387 Undergraduate Teaching 1 to 2 CREDITS
Student enrolled will function as a Teaching Assistant for a particular undergraduate class. Student may be responsible for grading smaller assignments (quizzes, discussion posts, and/or short process writing) based on rubrics established by the professor. Student may also provide written feedback on drafts and meet one-on-one (remotely or in-person) to discuss student writing. Student may be responsible for reading content as assigned by the professor and attending frequent check-in meetings with the professor to discuss pedagogy strategies. Repeatable for credit.

COMM 401 Directed Studies 1 to 4 CREDITS
Allows students to initiate proposals for intensive tutorial-based study of topics not otherwise offered in the Communication Program. Requires consent of instructor and school dean. This course is repeatable for credit.

COMM 425 Communication Law and Ethics 4 CREDITS
Provides an in-depth study of legal and ethical issues in communication. The course focuses on developing a basic understanding of the American legal system and how it applies to the communication industries. Students also study principles and concepts of ethical theory to develop expertise in moral reasoning with regard to ethical problem solving.

COMM 490 Portfolio Workshop 2 CREDITS
Gives students an opportunity to create portfolios from samples of their work that reflects skills acquired in the Communication Program. Students learn to produce professional-quality portfolios displaying artifacts completed in courses, internships, and professional work experience. Course should be taken in one of the last two semesters before graduation, preferably in the final semester. (WCore: SC)