



# Undergraduate Programs

## **Communication Core—10**

Required for each of the three majors and interdisciplinary emphases offered: COMM215; COMM480; JOUR230.

## **BA: Communication—37**

**Major requirements:** *Communication core* plus JOUR140; COMM280 or 465; COMM320, 405, 436, 456, 475; and 6 credits of electives chosen in consultation with the advisor. *A minor or a second major is required for this major.*

Students seeking Michigan State certification for elementary- or secondary-school teaching must take COMM450.

## **International Communication Emphasis—58**

**Major requirements:** Communication core plus COMM280 or 465; COMM320, 405, 436, 456, 475; 9 credits of communication electives chosen in consultation with the advisor; plus ANTH200, PLSC350, 488; and 12 credits of multi-disciplinary course electives chosen in consultation with the advisor.

The Adventist Colleges Abroad Program (full year or summer) or participation in the Student Missionary program or a comparable international experience is required.

A second major or minor is not required.

## **Communication Management Emphasis—58**

**Major requirements:** Communication core plus COMM280 or 465, COMM454 Topics in communication: Organizational communication, COMM454 Topics in Communication: Media Literacy, COMM290, 320, 405, 436, 456, 475; 6 credits of communication electives chosen in consultation with the advisor; plus PREL460; required 12 credits of multi-disciplinary courses, BSAD355, 384 or 436; and rest of electives from the School of Business chosen in consultation with the advisor.

Electives should reflect the emphasis in management and communication. An internship in an area suitable for the student's career goals is a requirement.

A second major or minor is not required.

## **BA: Journalism—37**

# Courses

(Credits)

See inside front cover for symbol code.

## COMMUNICATION

### COMM104

\$ (2)

#### *Communication Skills*

Study of the human communication process from an intercultural perspective; focusing on interactions with oneself, with one other person, with a small group, and within public-speaking situations. Transfer students, juniors, and seniors meet the General Education requirement by taking one of the following: COMM320, 436, or 456. Communication majors who transfer in take COMM230,

research. Students deliver presentations on subjects of their choice to an interdisciplinary audience and, in addition to improving their public-speaking skills, they gain expertise in using presentational aids, in analyzing oral argument, in assessment of their own speaking skills and in evaluating the effectiveness of others' presentations. Prerequisite: COMM104 or COMM230.

**COMM480 (3)**

***Senior Seminar***

A practical capstone class which helps students integrate and synthesize material acquired in their major and apply it to their current and future goals. Students are required to complete their portfolios including mission statements and samples of performance in their major, and give evidence of an organized job search. Prerequisite: Junior or Senior status as departmental major.

**COMM495 (1-3)**

***Independent Study/Readings/Research***

Topics chosen in consultation with an instructor. Repeatable to 4 credits. Requires prior approval from instructor.

**COMM515 (3)**

***Communication Theories***

The study of communication theories from covering laws, human action, and systems perspectives. Students engage in seminar presentations and classroom discussions of how the theories can be applied in practical ways.

**COMM536 (3)**

***Issues in Intercultural Communication***

Examination of intercultural communication issues with specific applications to student's chosen fields of enquiry or employment. Students explore critical issues influencing the effectiveness of their interaction with individuals from varied cultures in specific organizational and societal contexts.

**COMM554 (2)**

***Topics in \_\_\_\_\_***

Study of selected communication topics of current significance. Topics to be announced in advance. Repeatable to 6 credits with different topics.

**COMM589 (2-3)**

***Internship/Practicum in Communication***

Students apply their academic preparation at a full-time professional communication-related job. At least 400 clock hours of work experience are required. Obtain procedures and guidelines from the department.

**COMM590 (3)**

***Graduate Seminar in \_\_\_\_\_***

Projects, reports, and discussions. Seminars are offered in various subjects such as Conflict Management, Prejudice Communication and Forgiveness, and Teambuilding. Repeatable with different subject matter. Topic announced in advance.

**COMM651 (1)**

***Communication Research Seminar I***

A seminar for analysis of communication research in which students explore published research from a variety of approaches. Emphasis is given to understanding and critiquing research studies.

**COMM652 (2)**

***Communication Research Seminar II***

A research seminar in which students present, evaluate and critique

place in society. Students learn how to cover a journalistic “beat”, develop sources, and how to research in-depth stories. Students also practice the art of the interview and learn the rights and obligations of reporters and communicators in any media. Prerequisite: JOUR230.

**JOUR375** \$ (3)  
**Photojournalism**

Practice in the composition of good news pictures and in producing the picture story. Prerequisites: JOUR230, PHTO115.

**JOUR389** (1-3)  
**Internship in Journalism**

Students work full time at journalistic enterprises. At least 90 clock hours of work experience are required. Obtain procedures and guidelines from the department.

**JOUR445** Alt g \$ (4)  
**Publication Production**

The theory and practice of planning and producing of any publication, be it newspaper, magazine or newsletter. Students will learn the value of careful editing and basic layout from an editor’s perspective. Practice in editing copy, writing headlines, composing picture captions, planning layout and designing pages, as well as the tricks on project production, will be covered. Prerequisite: JOUR230.

**JOUR455** Alt g (3)  
**Journalism Law and Ethics**

Studies of court decisions affecting mass media in the United States and the principles of the ethical standards of journalism. Coverage of the development of freedom of speech, libel, privacy, and the relationship between the press and the public, and the role of information, and broadcast regulation.

**JOUR465** \$ (3)  
**Advanced Topics in Journalism:** \_\_\_\_\_

Students selected to complete Journalism Topic to be announced in advance. Earns 3 credits with different topics.

- Feature Writing
- Editorials
- Investigative Reporting
- Communicating on the Web
- Magazine Writing

## PUBLIC RELATIONS

**PREL255** (3)  
**Introduction to Public Relations**

Basic concepts in public relations, publics, public opinions, attitudes, two-way communications, and evaluation of public relations effectiveness. Basic literature of the field is examined. Basic principles for production of news releases, public service announcements, and other materials are covered.

**PREL320** (3)  
**Managing PR Campaigns, Special Events & Meetings**

Provides techniques and insights into developing and managing all aspects of meetings, events and program planning, and evaluation. Whether the meeting or event is for 10 or 10,000, the fundamentals are the same and planning is the key to success. Prerequisite: PREL255.

**PREL389** (1-3)  
**Internship in Public Relations**

Students intern at public relations or a related field. At least 400 clock hours of work experience are required. Obtain procedures and guidelines from the department.

**PREL454** g (3)  
**Advanced Public Relations**

Examines the characteristics of successful public relations campaigns. Emphasis given to public relations planning and evaluating, as well as to advanced techniques in news publicity, controlled media publicity, and media relations. Professional practitioners are frequent guest lecturers. Prerequisites: PREL255, and PREL320 or JOUR330.

**PREL460** Alt g (3)  
**Development**

Provides student with an understanding of the facets of development intrinsic to a non-profit organization. Students work on team projects in local agencies and organization. They report to the class, write reflection papers, and give a final oral presentation about their experiences.

**PREL465** g (3)