Department of Strategic Communication & Journalism Course Descriptions for 2013-2014*

COM 504 Introduction to Graduate Communication Studies (1) This on-line self-paced prerequisite course is required of all M.A. students that do not have a bachelor’s degree in communication or journalism. The course does not count toward the degree requirements. The course is an overview of the historical roots, methodological groundings and present state of the communication field with particular attention to its specialized vocabulary, important writers and works and significant scholarly journals.

COM 507 Social Media & Internet Marketing (3) Current internet, social media, and mobile media marketing theories, strategies, tools and practices. Includes study of communication methods used by professionals in journalism, film, television, advertising, public relations, and related professions to brand, promote, and distribute products and services. Web-based production lab included. Cross-listed with JRN 507.

COM 542 Multiplatform Writing (3) Principles, aesthetics and writing practices of media professionals seeking to persuade audiences with targeted messages across multiple media platforms. Students will acquire, write, and produce persuasive multimedia content. Multiplatform production lab included. Cross-listed with JRN 542.

COM 600 Story, Popular Culture & Worldview (3) Prominent historical and theoretical perspectives of media and popular culture and their influence on individuals and communities from a Christocentric worldview. Provides media professionals and emergent scholars with an understanding of the role of media and narrative in the development of worldviews. Cross-listed with JRN 600.

COM 601 Media Research & Analysis (3) Media industry research methods, evaluation and analysis techniques, including surveys, content analyses, polling, data mining, in-depth interviews, and focus groups. Common research practices of professional journalists, public relations practitioners, cinema-television professionals, media analysts and consultants, and communication scholars are examined. Web-based lab included. Cross-listed with JRN 601.

COM 610 Influence through Entertainment (3) Strategic use of entertainment media for social change, including serials, telenovas, music videos, films, novels, plays, street theatre, sports, webisodes, mobile and internet-based dramas, and other forms of entertainment. Includes examination of social change theories and research that explains how entertainment influences attitudes, values, beliefs, and behavior. Production lab included.

COM 611 Media & Social Influence (3) Designed to develop an understanding of important theories of social influence pertinent to media and culture, this course features content including the study of diffusion of innovations, social marketing, entertainment-education, agenda setting, and other communication and development processes. Social change will be studied within the context of Scripture at the individual, organizational, community, national and international levels. Course will benefit anyone who seeks to know how mass media influences people’s attitudes, values, beliefs and practices. Students may have the opportunity to get involved in applied research projects that address some of the most significant issues and needs in contemporary society.

COM 614 Issues in Media Law & Ethics (3) Current issues in media law and ethics governing the creation, production, distribution and ownership of media content, focusing on new communication technologies and services. Issues addressed include intellectual property, freedom of the press, privacy, obscenity, libel, licensing and contracts, guilds and unions, and consumer rights and protections. Cross-listed with JRN 614.

COM 628 Leadership Theory & Communication (3) Contemporary principles and practices of leadership in media-related organizations, both commercial and non-profit, through a Biblical lens. Includes current theories on leading organizational change, virtual teams, and entrepreneurship. Lab included. Cross-listed with JRN 628.

COM 631 Organizational Communication in the Digital Age (3) New and emerging communication technologies, their uses and related issues are drastically changing the nature of communication, organizational life generally and cultures in which organizations reside. This course provides students with a communication-based perspective of organizations and organizational leadership, with a special emphasis on the characteristics of a current and future trends and issues associated with organizations in this digital age. A blend of theory and practice, it draws from existing, pertinent theoretical constructs, models, research and generalizations that are relevant to organizational communication and leadership in our increasingly highly mediated environment. It provides opportunities for students to sharpen their critical thinking and further develop their communication skills and learn practical concepts and principles that can be applied creatively to their current or future special areas of interest, organizational settings or professional roles.

COM 632 Media & the Church (3) Current trends, issues, opportunities and cultural influences related to the use of media and communication technologies in the local church and other Christian ministry-related organizational settings, viewed through both leadership decision-making and scholarly research perspectives.
COM 636 Critical Approaches in Strategic Communication (3) Historical and critical frameworks for examining the convergence of new media technologies and cultural norms and practices. Includes study of new media behavior and culture and how individuals and communities are shaped by the way we process and think about mediated communication. Lab included.

COM 651 Public Relations: Cases & Campaigns (3) Public communication campaigns, strategies and practices, including the management of public opinion and the creation of corporate image. National and international cases in politics, health, sports, environment and religion are examined. Applied lab included.

COM 652 Crisis Communication & Organizational Image (3) Professional strategies and practices for developing, maintaining and restoring an organization’s image. Emphasis on crisis communication planning and response, including knowledge of how the interactive digital media environment fosters and intensifies organizational crises, creates ethical challenges, and provides innovative response opportunities. Applied lab included.

COM 700 Introduction to Doctoral Studies in Communication (3) Provides overview of the historical roots, methodological grounding and present state of and trends in the communication field with particular attention to its specialized vocabulary, important writers and works, and significant scholarly journals. Computer literary sessions for distance learning, library resources for distance learning and graduate-level writing style form are included. Offered on campus only in the summer.

COM 701 Communication Research: Historical/Critical Methodologies (3) An in-depth survey, analysis and practice of current humanities and arts research approaches and methodologies used in the study of communication and the arts.

COM 702 Communication Research: Quantitative Methodologies (3) Advanced study of classic and contemporary social science research methodologies and statistics utilized in the study of communication. Students must have previously had a graduate-level social science methods course at another institution, COM 601 or another equivalent experience.

COM 703 Communication Research: Qualitative Methodologies (3) Advanced study of ethnography, focus group interview techniques, participant observation, in-depth personal interview and other methodologies currently employed in the communication field.

COM 704 Communication Research: Applied Methods (3) Advanced application of social science research methods and statistics, qualitative research methods, or historical-critical research methods to communication study. Focus on conducting original research using one of these three methodologies in preparation for dissertation work and producing scholarship. Prerequisites: COM 701, COM 702, and COM 703.

COM 705 Advanced Communication Theory (3) An interdisciplinary examination of the most current theories, scholarship, published research and trends and issues in all areas within the communication and arts fields.

COM 707 Philosophy & Communication (3) A broad, yet intensive, study of the philosophical underpinnings of the communication and arts fields. The history of ideas, comparative worldviews, ethical issues and other philosophical concerns will be addressed from a Biblical perspective.

COM 708 History of Communication (3) Interdisciplinary analysis of communication history, with special focus on the emergence and influence of communication systems and technologies on societies and cultures observed through a Biblical lens.

COM 709 Theology & Communication (3) The ontological, epistemological and axiological dimensions of the process of communication are examined and critiqued from a theological perspective.

COM 710 Communication in a Global Environment (3) Theories in international and intercultural communication with a special emphasis on transnational media, multinational organizations, and communication technologies and their influence on information and entertainment flow within and across cultures and worldviews. Prerequisite: COM 705

COM 730 Academic Writing for Publication (2) Academic writing and presentation of scholarship in the field of communication study, including preparation of conference papers, developing conference program proposals, writing for academic journals, writing book chapters, and writing academic books. Prerequisite: COM 701, COM 702, or COM 703. May be repeated for credit one time.

COM 785 Doctoral Seminar (1-3) Seminars are special topics courses focusing on specific subdisciplines or involving broad interdisciplinary study. May be taken more than once under varying titles. May be taken by master’s students with permission of instructor. Some seminars are taught on campus only.

COM 788 Tutorial in Communication & the Arts (1-3) Tutorials afford doctoral students the opportunity to do special research, projects and readings under the direction of and in conjunction with a faculty member in the School of Communication and the Arts. Tutorials are not independent studies—they are courses with syllabi and structured meeting times—and are normally tailored to student’s specialized academic and professional interests and/or dissertation area.
COM 791 Doctoral Mentoring: Pedagogy (1-3) Doctoral students work closely with one or more faculty members as part of a teaching team. Teaching assignments may include assisting faculty members with courses or overseeing undergraduate courses under the mentorship of a faculty member. Mentoring topics include teaching pedagogy, classroom dynamics, and online teaching skills. May be repeated for up to a maximum of 6 credit hours with approval from a doctoral advisor.

COM 792 Doctoral Mentoring: Research & Writing (1-3) Doctoral students work closely with one or more faculty members as part of a research and writing team. Course assignments may include conducting original research in collaboration with a faculty member or assisting faculty members with their research and writing projects. Mentoring topics include research planning, design and analysis from the historical-critical, qualitative or quantitative research traditions, and academic writing. May be repeated for up to a maximum of 6 credit hours with approval from a doctoral advisor.

COM 795 Dissertation Research (1-4) Doctoral-level, supervised research credit assigned to directed academic work that may be related to the student’s dissertation topic. Student normally registers for this course prior to qualifying exams and achieving candidacy. Prerequisites are two of the following three courses: COM 701, COM 702, and/or COM 703. Pass/No Pass

COM 797 Qualifying Examination (1) Required of all doctoral students who are taking doctoral qualifying exams. Doctoral students will register for COM 797 in the semester in which they are actually taking both the written and oral portions of the qualifying examination. This one credit hour does not apply to the coursework (pre-qualifying examination) aspect of the individual degree program. The grading option for the course is pass/no pass. Students who do not initially pass all questions of the qualifying examination will be allowed with the recommendation of the qualifying exam committee and the approval of the chair of the doctoral program to retake those questions the following semester. Only one retake is permitted; an IP will be posted until the examination is completed.

COM 799 Continuing Dissertation Credit (3) Supervised research for the doctoral dissertation. After successfully passing the qualifying examination, the doctoral candidate must remain registered with three (3) continuing dissertation credits every academic semester until the dissertation manuscript is successfully defended. See doctoral handbook for on-campus, online and fellowship student requirements.

JRN 507 Social Media & Internet Marketing (3) Current internet, social media, and mobile media marketing theories, strategies, tools and practices. Includes study of communication methods used by professionals in journalism, film, television, advertising, public relations, and related professions to brand, promote, and distribute products and services. Web-based production lab included. Cross-listed with COM 507.

JRN 550 Journalism Technology Tools (3) Software and web-based tools used in the production and distribution of multimedia and mobile news content. Includes essential programming languages such as HTML, CSS, and Java-Script and learning computer-assisted journalism that integrates technology with high quality news-authoring. Multiplatform production lab included.

JRN 600 Story, Popular Culture & Worldview (3) Prominent historical and theoretical perspectives of media and popular culture and their influence on individuals and communities from a Christocentric worldview. Provides media professionals and emergent scholars with an understanding of the role of media and narrative in the development of worldviews. Cross-listed with COM 600.

JRN 601 Media Research & Analysis (3) Media industry research methods, evaluation and analysis techniques, including surveys, content analyses, polling, data mining, in-depth interviews, and focus groups. Common research practices of professional journalists, public relations practitioners, cinema-television professionals, media analysts and consultants, and communication scholars are examined. Web-based lab included. Cross-listed with COM 601.

JRN 610 News Writing & Reporting (3) Professional journalistic practices of news reporting and storytelling within the emerging digital media environments. Students will investigate research, interview, gather data, research, write and edit stories for multiple media platforms. Multimedia production lab included.

JRN 612 Issues in Media Law & Ethics (3) Current issues in media law and ethics governing the creation, production, distribution and ownership of media content, focusing on new communication technologies and services. Issues addressed include intellectual property, freedom of the press, privacy, obscenity, libel, licensing and contracts, guilds and unions, and consumer rights and protections. Cross-listed with COM 614.

JRN 613 Feature Writing & Specialty Reporting (3) Techniques and writing styles required for feature writing, editorials, essays, blogs and for in-depth stories in business, politics, health, entertainment, religion, national and international affairs. News production lab included.
JRN 614 Issues in Media Law & Ethics (3) Current issues in media law and ethics governing the creation, production, distribution and ownership of media content, focusing on new communication technologies and services. Issues addressed include intellectual property, freedom of the press, privacy, obscenity, libel, licensing and contracts, guilds and unions, and consumer rights and protections. Cross-listed with COM 614.

JRN 628 Leadership Theory & Communication (3) Contemporary principles and practices of leadership in media-related organizations, both commercial and non-profit, through a Biblical lens. Includes current theories on leading organizational change, virtual teams, and entrepreneurship. Lab included. Cross-listed with COM 628.

JRN 630 Broadcast News Program Producing (3) Editorial, managerial, aesthetic and production aspects of producing live or live-to-tape broadcast news in-studio programs. Through classroom study and practical studio experiences, a variety of formats are explored, including daily hard news program format and the news/talk program format. News production lab included. Prerequisite: JRN 610.

JRN 633 Multimedia Reporting & Mobile Field Production (3) Professional principles, aesthetics, and field craft of news reporting and producing for dissemination across multiple media platforms, including use of mobile technology. News production lab included.

JRN 661 Community, Citizen & Civic Journalism (3) Community and citizen reporting in the development of news and information. Includes investigating, writing, producing and creating local and regional news, including analysis of common strategies and practices employed to cover community issues and events and to engage civic leaders and organizations. Includes production of weekly news stories.

The following course offerings are common to all departments within the School of Communication and the Arts. The course letter designation will vary with the particular department in which the course is offered. Several seminars/workshops covering specialized areas will be offered during the course of an academic year. Many are listed individually in department sections. An independent study or internship is not usually taken in the first year of study. An M.A. student may count no more than 7 credit hours of independent study and internship toward his or her degree.

580/680/780 Practicum (1-3) Provides opportunities for practical and hands-on experience in a given area such as magazine, newspaper, public relations, performing arts, cinema arts and television arts. (Pass/No Pass) Note: See listing under specific Schools. All MFA or M.A. practicum have the 80 designation. Theatre practica also have a 681/781 designation.

589 Workshop (1-3) A directed study combining theory and knowledge with practical application; workshops may present opportunities for hands-on experience. All MFA or M.A. workshops have the 89 designation.

590 Independent Study (1-3) Affords the student an opportunity for specialized research or project in an area of interest. An independent study cannot be offered for a course that is already designated and listed. All MFA or M.A. and Ph.D. independent studies have the 90 designation.

595 Internship (1-3) Gives the student an opportunity to apply classroom learning to professional work situations. (Pass/No Pass). All MFA or M.A. internships have the 95 designation.

597 Comprehensive Examination (1) A written examination with an oral option that serves as a culminating activity. (Pass/No Pass).

598/698/798 M.A./MFA Portfolio (1-3) Designed to demonstrate professional competence and creativity in the student’s specific area of study. Portfolios should be done close to the end of the program of study. (Pass/No Pass) All portfolios, whether MFA or M.A., have the 98 designation

599/699/799 M.A./MFA Thesis (1-3) Valuable for those considering advanced graduate or doctoral studies leading to a career in higher education. Students writing a thesis must demonstrate a good understanding of research methods and the ability to apply those methods to a research project. (Pass/No Pass). All MFA or M.A. theses have the 99 designation. Doctoral dissertations are designated COM 799.

685/785 Seminar (1-3) Directed study, research, and discussion in a given area. Topics are offered on demand and/or depending on faculty availability. Available for both master’s and doctoral students. All seminars have the 85 designation.

696 Directed Project (3) Serves as the culminating experience providing master’s degree candidates with professional work in their field of study. Students arrange an internship or other work agreement with a commercial, public or non-profit organization to produce a media product, service or campaign under the supervision of a project coordinator and faculty member.
Various master’s courses are available to doctoral students with appropriate approval. These courses are noted as “may be taken for doctoral credit with approval.” Additionally, 700-level doctoral courses and MFA courses are available to master’s students with approval.

* For students who enroll in the School of Communication & the Arts courses during fall 2013 and subsequent terms. This document is an overview of course descriptions proposed for the fall 2013 catalog and is not intended to be a replacement for the official catalog which will be available by May 2013.