

MASS COMMUNICATION

ADV 5005 Advertising Planning 3 Credits

Grading Scheme: Letter Grade

Introduction to the process of developing advertising strategy, emphasizing theory and research methods.

ADV 5407 Content Marketing 3 Credits

Grading Scheme: Letter Grade

This course teaches students the skills to be content marketers. Content marketing includes photos, words, audio, and video—every medium that helps tell the story of and promote a product or company, often online. This course addresses the what, why and how of content marketing and marketing strategy.

ADV 5409 Principles of Political Advertising 3 Credits

Grading Scheme: Letter Grade

Students cover the mechanics of digital advertising focusing on political campaigning. Topics in the course include creating political advertisements, maximizing engagement, and measuring digital environments, social networks, and digital video. Students use current industry software to understand how to create paid communications on the internet to mobilize and persuade voters.

ADV 5815 Inbound Marketing Strategy 3 Credits

Grading Scheme: Letter Grade

This course is designed to give learners the needed knowledge and skills to develop productive and realistic strategies for inbound marketing. The content of this course will provide essential business, marketing and social media information, and activities to assist the learner in understanding the changes, methods, techniques, and strategies used in the processes of conceptualizing, creating, implementing, and measuring inbound strategies and initiatives.

ADV 5825 Search and Display Advertising 3 Credits

Grading Scheme: Letter Grade

This course focuses on educating and instilling core values around methodologies and strategies to launch and maintain performance campaigns within Google's AdWords platform including search, display, and video strategies. The students will learn the importance, techniques, and strategies of AdWords by analyzing the various products within the interface and what key performance indicators can fulfill the marketing goals of an organization.

ADV 6006 Theories of Advertising 3 Credits

Grading Scheme: Letter Grade

Theories dealing with consumer responses to marketing communications: state-of-the-art advertising and marketing communications theory, academic articles examining consumer responses.

ADV 6325 Advertising and Social Media 3 Credits

Grading Scheme: Letter Grade

Students will learn to create, write and maintain a social advertising campaign for clients. Learn about transparency and how the advent of social media has changed advertising. Case studies will be examined and students will create several pieces for their portfolio.

Prerequisite: MMC 5427, MMC 5006, and MMC 5636.

ADV 6405 International Advertising 3 Credits

Grading Scheme: Letter Grade

Global competition and worldwide markets; technological revolutions; and branding products and services under different cultural, regulatory, and competitive conditions.

ADV 6503 Advertising Creative Strategy and Research 3 Credits

Grading Scheme: Letter Grade

Social science findings as guides for decisions. Use of consumer behavior concepts in shaping advertising message content and improving media selection.

Corequisite: MMC 6421 or equivalent.

ADV 6505 Advertising Research Methods 3 Credits

Grading Scheme: Letter Grade

Introduction to methods most commonly use in professional and scholarly research, including secondary, qualitative, survey, content analysis, and experimental methods.

COM 5256 Translational Com Science 3 Credits

Grading Scheme: Letter Grade

This interdisciplinary course introduces communication science theories and concepts for translating scientific evidence in the domains of science, technology, engineering, and medicine to promote informed decision-making. Course reading, discussion, assignments focus developing, implementing, and evaluating strategies that enhance the accessibility, understandability, and usability of science in the public sphere.

COM 6255 Science and Health Policy 3 Credits

Grading Scheme: Letter Grade

This course provides a background in science policy. How do political, economic, or social issues affect the construction of policy around a science/health topic? Conversely, how do scientific findings shape policy in those areas? What role do the media play? What are the criticisms of policy by all stakeholders?

COM 6338 Advanced Web Topics I: Advanced Design 4 Credits

Grading Scheme: Letter Grade

Delving deeply into the processes of website design. Students will have 4 contact hours of instruction per week from lectures posted in E-Learning, not including individual work. Because the class is asynchronous, students may access lectures at any time during the week.

Prerequisite: Digital Design, Intro to Web Design, Digital Imagery

COM 6565 Social Media Community Management 3 Credits

Grading Scheme: Letter Grade

This course was designed to provide students develop the necessary skills to build and grow communities, lead and moderate constructive and meaningful conversation for organizations, and to succeed on social media platforms. The students will learn how to seize opportunities to open public discussions and apply best practices to create highly interactive social media aimed at specific communities of people.

COM 6715 Grant Writing 3 Credits

Grading Scheme: Letter Grade

The course provides students with an opportunity to develop grant writing and project development skills. Students will learn how to work collaboratively to conceptualize a grant proposal and develop standard proposal components, including project goal, background, logic model, approach, and budget. Students will also work individually to conduct preliminary research.

COM 6815 Risk Communication 3 Credits

Grading Scheme: Letter Grade

Examine theory and research related to the communication of health, environmental, technological, agricultural, and geological risks. Explore risk communication from multiple perspectives, including psychological, social, and cultural. Emphasis on understanding, critiquing, and applying theories of risk communication.

Prerequisite: Graduate standing.

COM 6940 Supervised Teaching 1-3 Credits, Max 5 Credits**Grading Scheme:** S/U

Supervised Teaching

JOU 5007 History of Journalism 3 Credits**Grading Scheme:** Letter Grade

Origin, development, and potentiality of print and broadcast media. Evolution of standards, policies, methods, and controls.

JOU 6391 Seminar in Journalism as Literature 3 Credits**Grading Scheme:** Letter Grade

Analysis of mass media writing, broadcast programs, and graphics to assess their merits both as journalism and as art. Various periods studied; emphasis on 20th century.

MMC 5006 Introduction to Multimedia Communication 3 Credits**Grading Scheme:** Letter Grade

Introducing media, journalism and communication themes, issues and how to's of an integrated approach to new multi-media communications to ensure the brand message reaches its intended audience. Taking a real-world viewpoint, students examine the various channels available to communication professionals.

Prerequisite: No prerequisites. Open to Graduate Students Only.**MMC 5007 Introduction to Audiences 3 Credits****Grading Scheme:** Letter Grade

The purpose of this course is to provide students with an understanding of the nature and evolution of contemporary audiences and how they can be conceptualized from both firm and consumer perspectives. The students will examine the diversity of audiences and how they can best be served in today's marketplace. In addition, students will learn about the ethical implications of serving modern consumers, including the challenges that accompany new technologies and data access.

MMC 5046 Presentation Power 3 Credits**Grading Scheme:** Letter Grade

Teaches theory and skills needed for effective small group sales presentations.

MMC 5155 Copywriting Digital Messaging 3 Credits**Grading Scheme:** Letter Grade

This course teaches how to stand out, drive engagement, communicate as a brand, and transform websites into brand stories. Students study the value of design and copy partnership while creating ads, emails, blog posts, and a brand manifesto. Students develop a brand guide and messaging documents for a brand.

MMC 5165 Influence and Selling 3 Credits**Grading Scheme:** Letter Grade

Students will learn to apply the techniques most commonly used by a broad range of compliance practitioners and explain how and why they work. They will be able to apply the three keys to influence and the six sources of influence to their current influence challenges.

Prerequisite: Graduate status or certificate or combined degree status**MMC 5206 Advanced Law of Mass Communication 3 Credits****Grading Scheme:** Letter Grade

Problems of constitutional law, libel, privacy, and governmental regulation. Not open to students who have taken MMC 4200 or equivalent.

MMC 5215 Technology Policy 3 Credits**Grading Scheme:** Letter Grade

The legal structure of radio, television, cable, satellite, and new media forms; the Communication Act, and the Federal Communications Commission.

Prerequisite: Undergraduate or graduate law course, or consent of instructor.**MMC 5259 Customer Management and the Nurturing of Enduring Relationships 3 Credits****Grading Scheme:** Letter Grade

The concepts and theories of customer management and ensuring the right people, processes, and technology are employed to nurture long-term customer relationships.

Prerequisite: Admissions to graduate certificate, combined degree, or graduate study.**MMC 5277 Web Design Principles 4 Credits****Grading Scheme:** Letter Grade

Completing the course will allow students to be comfortable creating, coding and posting basic HTML and CSS files to the Internet. Gaining a foundational knowledge of website creation and apply it to the planning, design and development of your own web page over the course of the semester.

MMC 5279 UX Design Theory 3 Credits**Grading Scheme:** Letter Grade

Students will be introduced to the theories behind Human-Computer Interaction (HCI) and apply them to User Experience Design (UXD). This course has bi-weekly projects that will build off of one another. By the end of this course students will gain the knowledge necessary to effectively communicate and evaluate user experiences.

MMC 5306 International Communication 3 Credits**Grading Scheme:** Letter Grade

Analysis and comparison of print and electronic communication systems among nations and cultures; barriers and stimuli to international communications; mass media in national development.

MMC 5308 Communicating for Success 3 Credits**Grading Scheme:** Letter Grade

Designed to help international students achieve success in a U.S. graduate-level communications curriculum. Included will be a focus on standards and mores for professional and academic writing, and on the development of public speaking skills.

MMC 5406 Selling Today 3 Credits**Grading Scheme:** Letter Grade

Addresses the critical concepts and theories of contemporary sales. Optimal selling requires an appreciation of the changes wrought by digital technologies and the emergence of millennials.

MMC 5422 Customer Research and the Fundamentals of Online Testing 3 Credits**Grading Scheme:** Letter Grade

Teaches the development and implementation of an online offer tests, including the selection of a research question, metrics selection, validity ensurance, and data interpretation.

Prerequisite: Admissions to graduate certificate, combined degree, or graduate study.

MMC 5427 Research Methods in Digital Communication 3 Credits**Grading Scheme:** Letter Grade

Teaching research techniques crucial for understanding Web audiences.

Specific tools and techniques of applied research are discussed and students do a research project.

Prerequisite: None.**MMC 5435 Messaging Strategy and the Centrality of the Value Proposition 3 Credits****Grading Scheme:** Letter Grade

Developing, measuring, testing, and expressing a value proposition throughout a company and its communications. The course teaches ways to position an offer that achieves a sustainable competitive advantage.

Prerequisite: Admissions to graduate certificate, combined degree, or graduate study.**MMC 5436 Messaging Methodologies and the Practice of Conversion Optimization 3 Credits****Grading Scheme:** Letter Grade

Teaches the critical concepts and theories of offer response optimization, including techniques for creating compelling offers that optimize responses in both digital and mobile environments.

Prerequisite: Admissions to graduate certificate, combined degree, or graduate study.**MMC 5449 Consumer and Audience Analytics 3 Credits****Grading Scheme:** Letter Grade

Upon successful completion of the course, you should possess a basic understanding of the consumer and audience analytics that are valuable in most contemporary workplaces. The knowledge is helpful in careers related to analytics/research, social media, media business, advertising/marketing, and public relations.

MMC 5458 Statistics for Analysts in Communication 3 Credits**Grading Scheme:** Letter Grade

Students analyze statistical methods commonly utilized within the communications and media industries. Students develop an understanding of statistical principles and concepts, the ability to perform statistical tests within various research contexts, and critically evaluate statistical test results, their relevance, implications, and application.

MMC 5465 Communication Leadership 3 Credits**Grading Scheme:** Letter Grade

Prepares students to become leaders of organizations. The course explores communication and the variables involved when leaders attempt to influence members to achieve a goal. Topics include power, credibility, motivation, research on leader traits, styles, and situations, and current theories and models of leadership.

MMC 5468 Understanding Audiences 3 Credits**Grading Scheme:** Letter Grade

Understanding Audiences

MMC 5495 Introduction to Public Interest Communication 3 Credits**Grading Scheme:** Letter Grade

Students examine the history of public interest communication, its role in driving change, the strategic planning process, and the six spheres of effective social change communications campaigns. Students analyze the roles of branding, storytelling, and empathy. Students use media, policy, social marketing, activism, and communities of influence to drive change.

MMC 5616 Introduction to Political Organizing 3 Credits**Grading Scheme:** Letter Grade

This graduate course is an introduction to the field of digital political campaigning offering an overview of the skills and tactics necessary to develop and implement digital strategies for success in today's political environment. The students will be exposed to a wide range of challenges related to the technological impact on political campaigns and provided with strategies to solve those challenges.

MMC 5625 Political Engagement Strategy 3 Credits**Grading Scheme:** Letter Grade

Students utilize email and other channels to engage potential voters, volunteers, and donors. In addition, students examine voter messaging and contacting potential donors for contributions. The course explores email deliverability, A/B testing, and web analytics. After completing this course, students can reach voters organically in a variety of ways.

MMC 5626 Introduction to Political Campaigning 3 Credits**Grading Scheme:** Letter Grade

Students examine the field of digital political campaigning including the skills and tactics necessary to develop and implement digital strategies for success in today's political environment. Students analyze a wide range of challenges related to the technological impacts on political campaigns and develop strategies to solve those challenges.

MMC 5636 Introduction to Social Media 3 Credits**Grading Scheme:** Letter Grade

Social media and internet marketing have given businesses a new way to brand, promote and sell, allowing them to grow and shift their marketing efforts. Explore the various ways consumers communicate online and discuss how businesses may join the conversation. Students design and implement a social media marketing plan.

MMC 5648 Public Affairs Communication 3 Credits**Grading Scheme:** Letter Grade

Public Affairs Communication is structured around the idea that individuals, communities, and organizations have an obligation to work together to participate responsibly in democratic processes and help solve some of the world's most challenging problems. This course equips students with tools and skills to do that anywhere the need arises.

MMC 5708 Foundations of Intercultural Communication 3 Credits**Grading Scheme:** Letter Grade

Theory and practice of intercultural communication.

MMC 5717 Cross Platform Media Selling 3 Credits**Grading Scheme:** Letter Grade

Sales staff once specialized in specific media platforms. However, media companies now offer buying opportunities in both traditional and digital platforms, and synergy across platforms is a key selling point. As a result, modern media sales requires sales expertise across all platforms.

Prerequisite: Graduate status or certificate or combined degree status**MMC 5731 Digital Sales and Engagement 3 Credits****Grading Scheme:** Letter Grade

Social media afford sellers the chance to engage customers and prospects. Social media can be used to create new sales opportunities and service existing ones. This course will teach sales people how to use social media for these purposes.

MMC 5737 Lead Generation and Management 3 Credits**Grading Scheme:** Letter Grade

Teaches students marketing strategies that will attract new business, as well as retain and foster repeat customers in the world of digital selling. When executed effectively, these strategies will increase brand awareness, drive leads, boost referrals, maximize a brand's return on investment (ROI), and also create brand loyalists.

MMC 5739 Social Media Advertising for Conversions 3 Credits**Grading Scheme:** Letter Grade

Teaches students the skills and best practices of professional paid social media advertisers. They will learn where, how and why businesses use paid social media for lead generation. This course covers strategy, creative direction, ad products per platform and reporting on Facebook, Twitter, Instagram, Pinterest, LinkedIn and Snapchat.

MMC 6035 Personal Branding and Digital Reputation Management 3 Credits**Grading Scheme:** Letter Grade

This course introduces the students to guidelines and proven best practices that ensure individuals can produce and protect their online reputation (this course differs from other courses that focus on brand or organization reputation). The students will concentrate on the practical applications of guidelines to build their personal online reputation throughout the semester. This course will solely focus on producing and protecting an individual's digital reputation.

MMC 6047 Academic Writing For Mass Communication 3 Credits**Grading Scheme:** Letter Grade

Provides graduate students with practical knowledge and skills in various academic writing formats. Focuses on three types of academic writing products: 1) research writing, 2) other publication writing, and 3) career/professional development materials, including but not limited to social scientific research papers, extended abstracts, conference presentations, letters to journal editors, responses to reviewers, and IRB protocols.

Prerequisite: Graduate standing.**MMC 6135 Data Visualization 3 Credits****Grading Scheme:** Letter Grade

Covers the basics of effective data visualization. Students will learn how to find data sets, evaluate the methodology of data sets, create data-driven stories, and visually communicate these stories for various audiences. Visual communication principles and guidelines for effective data visualization, storytelling, and analysis are emphasized.

MMC 6137C Audio-Visual Storytelling 3 Credits**Grading Scheme:** Letter Grade

Audio-Visual Storytelling offers graduate students a systematic approach to electronic storytelling for marketing and audience engagement with a focus on telling a compelling story. This course will assist students in developing hands on technical skills for the creation and dissemination of content for digital production, including photography, video production, audio recording, and visualizations.

Prerequisite: Enrolled in MAMC Concentration in Professional Communication.**MMC 6145 Web Interactivity and Engagement 3 Credits****Grading Scheme:** Letter Grade

Provides the student with an understanding of the most practical tool of a web manager, the content management system (CMS). Using WordPress, you will gain an understanding of CMSs and how they are valuable tools for saving time and handling large amounts of data. You will also learn more about server scripting using PHP and database integration with MySQL.

MMC 6205 Social Media Ethics 3 Credits**Grading Scheme:** Letter Grade

Introduces students to critical issues, including accuracy, privacy and trust. Social media ethics is an ever evolving area of study and issues will be explored using real life case studies, readily updated. Issues will be discussed in relation to how they impact social media content and the relationships between communications organizations and their audiences.

MMC 6213 Strategic Communication Ethics and Concepts 3 Credits**Grading Scheme:** Letter Grade

Introduces strategic communication's fundamentals and ethical issues arising from its practice. Students are given a background in concepts such as branding, target audiences, technologies, and historical evolution. Armed with this knowledge, students are introduced to the schools of ethical thought, and via assignments apply these to real-world contexts.

MMC 6269 Computer-Mediated Communication 3 Credits**Grading Scheme:** Letter Grade

Explores our understanding of how certain technology features in computing environments deliver messages, how people form bonds with each other online, and how unique networks are created through computing systems. Course topics include: interpersonal and hyperpersonal models of communication, spatial and social presence, online dating, virtual reality, augmented reality, media addiction, location-based mobile media, and future Computer-mediated communications (CMC) development.

Prerequisite: Graduate standing.**MMC 6278 Advanced Web Topics II 4 Credits****Grading Scheme:** Letter Grade

This class will be teaching students about the concept of the semantic web, the features of HTML5 and CSS3 that are used professionally, and the concept of "progressive enhancement". It will also explore, in depth, JavaScript, the integration of third-party APIs, jQuery, and some of the essential jQuery plugins.

Prerequisite: MMC 5326--Digital Design, MMC 6936 Web Design Principles, VIC 5325 --Digital Imagery, VIC 5315 --Corporate Brand Identity, COM 6338 --Advanced Web Design 1**MMC 6400 Mass Communication Theory 3 Credits****Grading Scheme:** Letter Grade

Structure, content, process, effects of communication; contributions of other disciplines; barriers to effective communication; use of research concepts.

MMC 6402 Seminar in Mass Communication Theory 4 Credits, Max 16 Credits**Grading Scheme:** Letter Grade

Specialized aspects of mass communication theory; in-depth investigation of particular concepts and research literature. Student research required.

Prerequisite: MMC 6400, MMC 6421, or equivalents, statistics, and consent of instructor.**MMC 6406 Innovation and Entrepreneurship in Mass Communication 3 Credits****Grading Scheme:** Letter Grade

Focusing on the theoretical and conceptual foundations of innovation and entrepreneurship and relevant scholarship, as well as applications and implications of these foundations within the mass communication industry.

MMC 6408 Applied Theories in Mass Communication 3 Credits**Grading Scheme:** Letter Grade

Applied Theories in Mass Communication aims to bridge theory with practice in mass communication. The course will help students understand mass communication theories, media law and ethics, and use them to address contemporary issues. The course focuses on theories that can be utilized as the foundation for effective communication strategies.

Prerequisite: Student Group PROM or Sub_Plan COM_MAMC11.**MMC 6409 Science/Health Communication 3 Credits****Grading Scheme:** Letter Grade

Overview of the field of mass communication. Nexus of scientists, journalists, public information officers and audiences. Topics include science literacy, framing of science, issues, public involvement, and the impact of science communication on policy.

MMC 6414 Strategic Public Interest Communication 3 Credits**Grading Scheme:** Letter Grade

Students develop an interdisciplinary approach to strategic communications through public interest communications, a science-driven discipline that draws from fields including anthropology, sociology, social psychology, cognitive science, political science, and social marketing. Students examine frameworks, analyze cases, and synthesize insights from academic research and best practices into strategies that drive change.

MMC 6417 New Media, Health Behavior and the Health Environment 3 Credits**Grading Scheme:** Letter Grade

Mass communication and health communication theories examined as they related to intended and unintended effects on individual behavior and on public health policy. Focus on effects other than those associated with mass mediated public health campaigns.

MMC 6421 Research Methods in Mass Communication 3 Credits**Grading Scheme:** Letter Grade

Introduction to experiments, surveys, content analysis, sampling, measurement. Laboratory applications.

MMC 6423 Content-Analysis Methods 3 Credits**Grading Scheme:** Letter Grade

Sampling, category construction, calculation of intercoder reliability, and analysis of data. Evaluation of content analysis methods and opportunity to undertake project using this methodology. Focus on analysis of mass media messages, but includes content analysis of other communication content.

MMC 6426 Qualitative Research 3 Credits**Grading Scheme:** Letter Grade

Theory and application in social science and communication. Qualitative data analysis, evaluation, ethical considerations, and writing.

MMC 6428 Collaborative Communication Research 3 Credits**Grading Scheme:** Letter Grade

Experience in conducting team research. Student-faculty teams select and work through projects with intent to produce scholarly work for conference presentation, publication, or research grant proposal.

MMC 6455 Mass Communication Statistics 3 Credits**Grading Scheme:** Letter Grade

Mass communication statistics provides an introduction to the fundamentals of descriptive and inferential statistics in communication science. Topics covered include central tendency/dispersion, index reliability, factor analysis, chi-square, t-test, ANOVA, regression, and path analysis, among others. Ethical issues germane to the replicability and reproducibility of data are also discussed.

MMC 6456 Data Storytelling and Visualization 4 Credits**Grading Scheme:** Letter Grade

Covers the fundamentals of effective data-driven storytelling. Students will learn how to detect and articulate the stories behind data sets and communicate data findings in visual, oral, and written contexts for various audiences and publics. Students will become familiar with associated tools.

MMC 6457 Mass Communication Statistics 2 3 Credits**Grading Scheme:** Letter Grade

Mass communication statistics 2 teaches the fundamentals of path analysis and structural equation modeling. Topics to be covered include parallel mediation, serial mediation, moderated mediation, measurement models, path analysis, structural equation modeling, and multiple group analysis.

MMC 6466 Digital Persuasive Communication 3 Credits**Grading Scheme:** Letter Grade

Introduces the major theories and concepts prevalent in persuasive communication and provides the opportunity to apply the knowledge to understanding the psychology of persuasion in digital media environments. It will deal with a wide range of digital persuasion issues and topics, particularly in the areas of advertising and marketing communication.

MMC 6475 Audience Research Methods 3 Credits**Grading Scheme:** Letter Grade

Covers quantitative and qualitative research methods, strengths and weaknesses of all research methods and their suitability for various goals, and how students should build arguments and rationale for methods. Students will design and strategize execution of research methods to address specific hypotheses and answer research questions regarding audiences.

MMC 6476 Understanding Audiences 3 Credits**Grading Scheme:** Letter Grade

An overview of the primary theories used in the study of audiences, including their conceptualization and behavior. Students will learn how to apply academic scholarship to the industry to help them understand and explain industry dynamics, as well as to inform decision making.

MMC 6477 Measuring Social Change: Research and Evaluation 3 Credits**Grading Scheme:** Letter Grade

Students examine the role of research and evaluation in strategic communication effectiveness at affecting social change while building a foundation and tactics for working productively with evaluators. Evaluations answer questions with some certainty rather than with guesses or assumptions. Students analyze the evaluation phases and different research designs that evaluators use to measure campaign impact and ability to drive social change.

MMC 6485 Advanced Qualitative Methods: Narrative Health Methods and Analyses 3 Credits**Grading Scheme:** Letter Grade

We will examine the value of qualitative research design in understanding social and behavioral phenomena, with a primary focus on narrative approaches to health research across the entire research process, with a primary focus on how to analyze narrative data thematically using the constant comparative method.

MMC 6486 Family Communication and Health Across the Lifespan 3 Credits**Grading Scheme:** Letter Grade

We explore how family communication and health intersect across the entirety of our lives, in the home and in clinical settings. We will use a lifespan, developmental theoretical lens to identify the centrality of family communication to physical, psychological, and social health from birth to death and across generations.

MMC 6487 Interpersonal Health Communication Theory 3 Credits**Grading Scheme:** Letter Grade

We explore how family communication and health intersect across the entirety of our lives, in the home and in clinical settings. We will use a lifespan, developmental theoretical lens to identify the centrality of family communication to physical, psychological, and social health from birth to death and across generations.

MMC 6496 Public Interest Communication Theory 3 Credits**Grading Scheme:** Letter Grade

Students learn public interest communications theories and their strategic applications to practice. Students are introduced to professional resources in public interest communications related to theory and strategic application. Students will understand the major areas of public interest communications theory and how those areas have been developed through empirical research.

MMC 6497 Media Psychology 3 Credits**Grading Scheme:** Letter Grade

Examines how we interact with media on the psychological level. Media use and effects as an interaction between media, content message, and users are explored.

MMC 6506 Critical and Cultural Theories in Media Studies 3 Credits**Grading Scheme:** Letter Grade

Introduces the theoretical underpinnings of critical and cultural approaches to studying media. Trace the origins of critical/cultural and explores these developments to various schools of thought. Themes covered include political economy, critical race theory, feminist media studies (both US centered and transnational), media globalization studies and cultural histories.

Prerequisite: Graduate standing.**MMC 6566 Communicating Privacy 3 Credits****Grading Scheme:** Letter Grade

Trains students to effectively communicate privacy and security information, and to recognize the importance of the interdisciplinary study of this topic. This class is a seminar with the expectation that students will have read materials before class, formulated questions, and be prepared to discuss the topics.

MMC 6568 Communication in Healthcare 3 Credits**Grading Scheme:** Letter Grade

Examines the role communication plays in healthcare, across the continuum from prevention to end of life. Explore descriptive studies and intervention studies that include physicians, nurses, allied healthcare providers, patients, and families, and interprofessional communication. Examine research from various epistemological perspectives.

MMC 6612 New Media and a Democratic Society 3 Credits**Grading Scheme:** Letter Grade

Relationships among new media, citizens, and governments; effects of Internet on democracy and globalization; role of journalism in democratic society.

MMC 6615 Race, Class, Gender, and Media 3-4 Credits**Grading Scheme:** Letter Grade

Examination of race, class, and gender portrayals in media, from critical and cultural studies perspectives.

MMC 6618 Survey of Political Communication 3 Credits**Grading Scheme:** Letter Grade

Role of communication in political process, including study of news coverage of political events, political advertising, political debates, international political communication, and politics and new technologies.

MMC 6638 Global Activism and Social Change Communication 3 Credits**Grading Scheme:** Letter Grade

Delves into activism and social change from a global perspective to enhance student understanding of social change as manifested via media and community action. Students will analyze and apply activist rhetoric, strategies for social justice, and methods for inter-movement organizing. They will learn engagement tools in strategic communication.

MMC 6639 Non-Profit and Government Communication 3 Credits**Grading Scheme:** Letter Grade

Students determine client needs, advise executives, create innovative tactics, and coordinate partnerships for non-profit organizations and governments. Students build awareness for organizations committed to domestic or worldwide support of humanitarian assistance, environmental/wildlife advocacy, government services, social justice, disaster relief, health/human services, ethical economic practices, and education progression.

MMC 6647 Financial Business Essentials for Communication Professionals 3 Credits**Grading Scheme:** Letter Grade

Helps students in learning and applying the theoretical and practical concepts related to the business and financial responsibilities of communication professionals. Through projects and assignments students will develop a business acumen related to communication activities. It provides an understanding of these responsibilities whether employed at agencies or organizations.

MMC 6660 Communication, Technology and Society 3 Credits**Grading Scheme:** Letter Grade

Impacts of communication technology on individuals and society, and the impact that society has on these technologies; Rights, responsibilities, ethics of communication and media.

MMC 6665 Seminar in First Amendment Theory 4 Credits**Grading Scheme:** Letter Grade

Investigation into meaning and purpose of press, speech, petition, and assembly clauses of First Amendment. Offered in fall semester, even-numbered years.

Prerequisite: MMC 5206L or equivalent, and consent of instructor.**MMC 6666 Seminar in Research in Mass Communication Law 4 Credits****Grading Scheme:** Letter Grade

Investigation of legal research techniques for the mass communication scholar and of literature of a particular mass media law topic. Offered in fall semester, odd-numbered years.

Prerequisite: MMC 5206 or equivalent, and consent of instructor.

MMC 6709 The Art and Science of Storytelling 3 Credits**Grading Scheme:** Letter Grade

Students explore what the growing pool of research from behavioral, cognitive and social science tells us about storytelling including how people process information and how to design information to break through to specific communities. Students analyze new approaches to storytelling techniques and structure of effective storytelling to drive belief and behavior change. We'll explore and apply precepts of human-centered design methodologies in the story generation and design processes.

MMC 6725 Social Media and News 3 Credits**Grading Scheme:** Letter Grade

This course explores questions such as: What impact does tweeting, status-updating, blogging, etc. have on society? How is the public's use of social media changing the way we work, study, socialize, vote, invest, pursue interests? What are the effects on our health, our political systems, our relationships and our careers?

Prerequisite: MMC 5006: Introduction to Multimedia Communication, MMC 5427: Research Methods in Digital Communication, MMC 5636: Introduction to Social Media, MMC 6400: Mass Communication Theory

MMC 6726 Social Media and Emerging Technology 3 Credits**Grading Scheme:** Letter Grade

Introducing research and communication uses of 3D virtual environments and online games. using Second Life as a virtual platform, students will be required to create an online persona and be trained on navigating, building and communicating in the environment.

Prerequisite: MMC 5006: Introduction to Multimedia Communication, MMC 5427: Research Methods in Digital Communication, MMC 5636: Introduction to Social Media, MMC 6400: Mass Communication Theory

MMC 6727 Social Media Metrics 3 Credits**Grading Scheme:** Letter Grade

Students gain clear foundation in marketing strategy and apply it to social media marketing. Examine international case studies and determine if social media drive incremental sales volume and earnings. Understand what the drivers of value are for a brand and how social media messages differ from messages in traditional media.

Prerequisite: MMC 5006: Introduction to Multimedia Communication, MMC 5427: Research Methods in Digital Communication, MMC 5636: Introduction to Social Media, MMC 6400: Mass Communication Theory

MMC 6728 Branding Using Social and Mobile Media 3 Credits**Grading Scheme:** Letter Grade

Special attention focusing on how online tools can enhance and strengthen a product or service's brand strategy. Using current case studies and step-by-step process, students will be learning to maximize the online efforts while maintaining brand continuity and consistency.

Prerequisite: MMC 5006: Introduction to Multimedia Communication, MMC 5427: Research Methods in Digital Communication, MMC 5636: Introduction to Social Media, MMC 6400: Mass Communication Theory

MMC 6730 Social Media Management 3 Credits**Grading Scheme:** Letter Grade

Practicing necessary skills for creating high-touch customer experiences, driving community across multiple social media platforms.

Prerequisite: MMC 5006: Introduction to Multimedia Communication, MMC 5427: Research Methods in Digital Communication, MMC 5636: Introduction to Social Media, MMC 6400: Mass Communication Theory

MMC 6738 Digital Promotions/Campaigns 3 Credits**Grading Scheme:** Letter Grade

Examines the evolving world of digital communications with a focus on how to use social media strategically to create value. Hands-on experience supported by theoretical, strategic and professional best practices. Students will get a comprehensive knowledge of and experience in how to develop an integrated digital public relations campaign.

MMC 6746 Developing Intercultural Competence 3 Credits**Grading Scheme:** Letter Grade

Aims to help build an understanding of intercultural communication competence based on foundational texts in order to reflect on students' intercultural abilities. Becoming an interculturally-minded professional requires self-reflection, interpersonal skills, cultural knowledge, and an open mind. Students will strengthen competencies to achieve success for themselves and their organizations.

MMC 6905 Individual Work 1-3 Credits, Max 15 Credits**Grading Scheme:** Letter Grade

Reading or research.

MMC 6910 Supervised Research 1-3 Credits, Max 12 Credits**Grading Scheme:** S/U

Supervised Research

MMC 6929 Communication Colloquium 2 Credits, Max 8 Credits**Grading Scheme:** S/U

Provides common grounding in subjects across doctoral students' research approaches. Students enroll in the fall during the first year.

MMC 6930 Seminar in Mass Communication Teaching 3 Credits**Grading Scheme:** Letter Grade

Research and training for teaching and supervision of student mass media.

MMC 6936 Special Topics in Mass Communication 1-3 Credits**Grading Scheme:** Letter Grade

Special Topics in Mass Communication

Prerequisite: Consent of instructor or graduate adviser.**MMC 6945 Professional Master's Practicum 1-3 Credits, Max 6 Credits****Grading Scheme:** Letter Grade

Students will take part in an immersion experience at one of the properties and centers affiliated with the College of Journalism and Communications. Students will work under the supervision of a field supervisor to learn and master hands-on skills beneficial to their professional development. Depending on the student's academic and professional interests, a wide variety of experiences and associated skills will be available to them. One credit is equal to 50 hours of practicum experience.

Prerequisite: Sub_Plan COM_MAMC11.**MMC 6949 Professional Internship 1-3 Credits, Max 3 Credits****Grading Scheme:** S/U

Training in an approved mass communication office; instructor receives reports from on-site supervisor.

MMC 6950 Mass Communication Capstone 3 Credits**Grading Scheme:** Letter Grade

The capstone is the final course in the Mass Communication master's degree program. Students apply their collective knowledge to solve a real-world challenge in their concentration. The final deliverable consists of a written proposal and communications campaign, recorded pitch video, supplemental presentation slides, and written process reflection. Students demonstrate problem-solving, analysis, and critical thinking whereby students apply theory and practice professional communication skills.

MMC 6951 Masters Project Seminar 1 Credit**Grading Scheme:** Letter Grade

Working through the process of creating a masters-level project that will showcase professional skills and serve as a capstone for a masters program. The class will assist with conceptualizing and producing a professional quality journalism project by the last semester of the masters program.

MMC 6960C Professional Master's Seminar 3 Credits**Grading Scheme:** Letter Grade

This course introduces students to the college and Professional Master's Program and provides a structure to kick-off your individual Professional Master's Capstone project. The course is a combination of lectures and guest speaker presentations. This course includes a writing lab where students will develop writing skills for a variety of professional settings. Students will complete a proposal and timeline for their projects, in addition to securing a chairperson to guide their project.

Prerequisite: Subplan COM_MAMC11.**MMC 6971 Research for Master's Thesis 1-15 Credits****Grading Scheme:** S/U

Research for Master's Thesis

Prerequisite: consent of instructor.**MMC 6973 Project in Lieu of Thesis 1-9 Credits****Grading Scheme:** S/U

Developing, testing, and evaluating an original mass communication project.

Prerequisite: consent of instructor.**MMC 7979 Advanced Research 1-12 Credits****Grading Scheme:** S/U

Research for doctoral students before admission to candidacy. Designed for students with a master's degree in the field of study or for students who have been accepted for a doctoral program. Not appropriate for students who have been admitted to candidacy.

MMC 7980 Research for Doctoral Dissertation 1-12 Credits**Grading Scheme:** S/U

Research for Doctoral Dissertation

PUR 5107 Strategic Writing for Public Relations 3 Credits**Grading Scheme:** Letter Grade

The students in this course will learn the fundamentals of strategic writing communications including measurable objectives, storytelling, and audience/channel analysis to design a comprehensive communication plan to achieve internal and external organizational goals. The students will be able to analyze and evaluate new information that may impact a communication plan.

PUR 5507 Persuasion Theory and Research 3 Credits**Grading Scheme:** Letter Grade

Introduction to the principal theories and empirical research programs exploring how communication, particularly from public relations efforts, impacts persuasion.

Prerequisite: None.**PUR 6005 Theories of Public Relations 3 Credits****Grading Scheme:** Letter Grade

Theories that dominate the field. Evolution of theories, their critiques, and current standing.

PUR 6006 Public Relations Foundations 3 Credits**Grading Scheme:** Letter Grade

Roles and responsibilities of public relations professionals and the function of public relations in institutions and society.

PUR 6206 Public Relations Ethics and Professional Responsibility 3 Credits**Grading Scheme:** Letter Grade

Aims to study public relations ethics and social responsibility practiced in organizations. It focuses on different ethical and social responsibility models and their effects on the organization and stakeholders. The course has two components: readings and critiques of classic and current research and case studies development.

PUR 6403 Crisis and Risk Management 3 Credits**Grading Scheme:** Letter Grade

Theories, applications and issues of crisis/risk management, exploring the difference between crisis-prone and crisis-prepared organization.

Prerequisite: None.**PUR 6409 International Issues and Crisis Communication 3 Credits****Grading Scheme:** Letter Grade

Focuses on practical applications of theory and research to identify and strategically manage issues that can materially affect the continuity of organizations globally. Emphasis is placed on preparing managers for effective communication during crises, including the formulation of a strategic crisis communication plan and evaluation programs.

PUR 6475 Digital Social Advocacy 3 Credits**Grading Scheme:** Letter Grade

Aims to explore and develop theoretical and practical implications of social advocacy for the profession of public relations with emphasis on usage of digital media. Social advocacy is defined as the deliberate effort of groups of people to mobilize for or against institutions, governments, causes, and/or public figures.

PUR 6506 Public Relations Research 3 Credits**Grading Scheme:** Letter Grade

Applied research methods for strategic management of public relations. Emphasis on using formative research for planning and implementing programs/campaigns and evaluative research for measuring effectiveness.

PUR 6509 Public Relations Measurement and Evaluation 3 Credits**Grading Scheme:** Letter Grade

This course will teach you how to tell stories with data and identify insights that drive outcomes and impact organizations. Measuring and evaluating communications and engagement activities impact and highlight the objectives of an organization. Measurement and evaluation are how smart organizations learn, improve, and succeed and is instrumental to any organization.

PUR 6603 Public Relations Strategy and Messaging 3 Credits**Grading Scheme:** Letter Grade

This course focuses on the strategy and messaging tactics used to reach an audience directly. The students will learn how environmental variables such as political systems, level of economic development, legal systems, culture, and media control, access, and diffusion impacts planning. The students will create a strategic communications plan for a campaign to reach diverse audiences using research, planning, evaluation, messaging, public interest, and persuasion.

PUR 6607 Public Relations Management 3 Credits**Grading Scheme:** Letter Grade

Application of strategic management to development of public relations plans and programs. Emphasis on theoretical framework for relationship management in public relations.

PUR 6608 International Public Relations 3 Credits**Grading Scheme:** Letter Grade

Factors to assist conceptualization and execution of international public relations activities. Explores the relationship between environmental variables and international public relations practices. Review of empirical evidence about public relations practices in other countries and methodological issues pertaining to conducting research.

PUR 6616 Corporate Reputation and Communication 3 Credits**Grading Scheme:** Letter Grade

Examines the fundamental roles that communication plays in corporate reputation affairs, including its production, conceptualization, dimensions, topics and attributes, monitoring, measurement, evaluation, management, effects, valorization, and valuation. The course prepares students involved in consulting, and those who are in strategic planning, market research, competitive intelligence, and general management.

PUR 6934 Problems in Public Relations 3 Credits**Grading Scheme:** Letter Grade

Special topics, case studies, community relations, and theory-based analysis of public relations problems.

RTV 6508 Audience Analysis 3 Credits**Grading Scheme:** Letter Grade

Methods of audience analysis. Survey research, sampling, and program content analysis. Analysis of secondary audience data.

RTV 6801 Media Management and Theory 3 Credits**Grading Scheme:** Letter Grade

Management Theory and principles as applied to the evolving media industry.

RTV 6973 Project in Lieu of Thesis 1-9 Credits**Grading Scheme:** S/U

Development, testing, and evaluation of an original electronic media product, audience research, or management analysis.

Prerequisite: consent of instructor.

VIC 5006 Foundations of Design for Communicators 3 Credits**Grading Scheme:** Letter Grade

Students will be introduced to the principles of visual communication design through the lens of a communication professional. Students experiment with type, image, color, and shape to create messages and apply designs method to solve communication problems creating both weekly assignments and a final comprehensive project.

VIC 5315 Corporate and Brand Identity on the Web 3 Credits**Grading Scheme:** Letter Grade

Synthesizing two different but complementary tools of communication: graphic design and assembly (both print and electronic). You will learn fundamental design principles and techniques for effective visual communication.

VIC 5325 Digital Imagery in Web Design 4 Credits**Grading Scheme:** Letter Grade

Constructing, deconstructing and further analyzing the impact of visual messages in interactive media. Gaining an understanding of how audiences form meanings, the importance of signs and symbols and how to manipulate images to reflect a point of view.

VIC 5326 Digital Media Layout and Design 3 Credits**Grading Scheme:** Letter Grade

Introduction to the skills and concepts that will help create documents for both print and interactivity. The course teaches both the theory and application of design principles. Using Adobe InDesign, students will apply their understanding of these principles to create a portfolio project. While InDesign permits several possible workflows, this course will focus on those that most readily translate into digital design.

VIC 6008 Video Storytelling 4 Credits**Grading Scheme:** Letter Grade

Students analyze storytelling examples including corporate messaging, branding, news, self-published stories and opinion pieces. Students will examine narrative structures like character, arc, master plots and framing that apply to communication contexts relevant to rapid communication and ubiquitous information. Students create video content with emotional connections without sacrificing accuracy or message.

VIC 6316 Brand Management 3 Credits**Grading Scheme:** Letter Grade

Developing an understanding of the importance of brand equity, how to build, measure, and manage brand equity. It will cover topics in the utilities of branding, steps/process of building brands, methods of measuring brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries, market segments.