

COURSE DESCRIPTIONS

COURSE NUMBERS

The course-numbering system indicates the college level at which courses are normally taken.

NUMBERING SYSTEM GUIDE

001-009	precollege course-no credit
010-099	credit granted but not applicable to graduation
100-199	primarily for first-year students
200-299	primarily for second-year students
300-499	primarily for upper division students
500-599	graduate courses
600-799	doctorate courses

At the end of each description, course credits are listed. Courses with variable hours and credits are so indicated.

SEMESTER SCHEDULE

Notation to the right of the course name indicates when the course is offered. If a notation is not included, the course is offered as needed.

DEPARTMENTAL OFFERINGS

BROADCASTING

BPMM 202 Introduction to Broadcasting

3 credits

A general overview of the broadcasting industry, key historical events and people and study of the existing economic and regulatory forces acting upon it.

BPMM 215 Video Field Production and Editing

3 credits

This course provides an introduction to the terminology, technical and creative principles of single-camera video for electronic field production (EFP) and electronic news gathering (ENG). Students learn and apply the basic video production techniques of camera operation, aesthetic composition, sound, lighting and editing to create and produce short-form video productions. Prerequisite: JOUR 101.

BPMM 216 Multi-Camera Video Production and Directing

3 credits

Multi-camera video production and directing concepts and techniques are developed and applied. Students apply fundamentals of all multi-camera production crew positions, organize and direct crew personnel, and adapt multi-camera production skills for video productions.

BPMM 223 Radio Production

3 credits

Study and practical experience at the WPPJ radio studio emphasizing the basic elements of radio program production and direction, including technical aspects, basic programming, scripting and the development of audio materials. Prerequisite: COMM 110.

BPMM 303 Motion Graphics

3 credits

The course introduces fundamental concepts for both motion and static graphics as applied to graphics, titles and promos for screen, including graphics and promos for television networks and film titles and logos for advertising. The focus is on design presentation and development, screen composition, graphic transitions and content for all areas of television and web production. Students will construct graphic elements and typography for use in projects while addressing issues of motion and dynamic relationships. Prerequisite: GRID 103.

BPMM 304 Broadcast News Reporting

3 credits

This class functions as a multimedia newsroom and produces content for some or all of WPPJ, U-Vies, the Point Park News Service, and a weekly newscast. Students write and edit broadcast news packages to deadline, record news in the field, refine broadcast presentation skills, and employ reporting and interviewing techniques for a variety of situations in broadcast news. Prerequisites: JOUR 151, BPMM 215.

BPMM 309 Applied Studio Practices**1 credit**

The goal of this course is that students gain practical, hands-on experience through working as apprentices on specific non-U-View television programs. Faculty will supervise students in these programs and a site supervisor will evaluate the student's minimum 70 hours effort for the semester. The course should be completed by the junior year to prepare students for internships at outside media. The course is pass/fail only and may be repeated one time. For Broadcast Production and Media Management Majors, and for Broadcast Reporting Majors, this course may substitute for COMM 311 Practicum.

BPMM 323 Radio and Music Programming and Sales**3 credits**

Students will learn the processes and principles behind radio and music programming and sales. The course will address Broadcast Radio, Internet Radio, Audio Media Distribution, and the Record Industry. Students will also learn about economic and business factors, cultural issues, and legal and ethical issues that surround these industries. Prerequisites: BPMM 202.

BPMM 324 Broadcast Announcing**3 credits**

Practice in the skills of basic performance and broadcast styles with an overview of the responsibilities required for radio and television announcing. Practical performance situations designed to develop proficiency are required.

BPMM 325 Video and Interactive Media Programming and Sales**3 credits**

Students will learn the processes and principles behind video and interactive media programming and sales. The course will address Broadcast Television, Cable Television, Video Games, and Video Media Distribution. Students will also learn about economic and business factors, cultural issues, and legal and ethical issues that surround these industries. Prerequisites: BPMM 202.

BPMM 329 Professional Video Techniques**3 credits**

Intermediate field video pre-production, production and post-production concepts and techniques are developed and applied. Students combine fundamentals of all three phases of the production to plan, produce and edit videos for non-news purposes. Prerequisites: BPMM 215. Dual listed with BPMM 529.

BPMM 341 Broadcast Copy Writing**3 credits**

The major areas of writing for radio and television that have to do with continuity between programs. Writing assignments include public service announcements, commercials, promotional materials and telespots. Prerequisites: JOUR 151, BPMM 215. Dual listed as BPMM 541.

BPMM 423 Advanced Radio Production Workshop**3 credits**

A course for the development of highly creative and talented students who need to refine skills to produce professional quality news, documentaries, features and commercials. Prerequisites: BPMM 223.

BPMM 442 Advanced Television Production**3 credits**

In this course students will apply producing, directing, videotaping, writing, and editing skills to non-news television programming they create. Programming produced will air on U-View, Point Park University's closed-circuit television channel. Prerequisite: BPMM 215, BPMM 329, BPMM 304, or BPMM 341. Dual listed as BPMM 542.

BPMM 447 Electronic Media Management**3 credits**

This course will introduce students to the fundamental theories and concepts of management in the media industry. Students will demonstrate their understanding of these concepts through projects, case studies and management simulations. Prerequisites: Junior or Senior Standing.

BPMM 295, 395,495: SPECIAL TOPICS**1-6 credits****BPMM 296,396,496: INDEPENDENT STUDY****1-6 credits****COMMUNICATION****COMM 101 Oral Communication****3 credits**

This course included communication theory, as well as speech preparation, delivery, and communication technology. Student learning focuses on researching, composing, and delivering formal and impromptu speeches and presentations. Topics include research, analyzing and adapting audiences, message construction, outlining, delivery of messages and effective use of visual aids and technology. This course will develop each student's ability to communicate effectively with respect to audience and purpose. The major emphasis is on the preparation and delivery of presentations ranging from one-on-one pitches, and small group discussion, to large audience speeches.

COMM 110 Media Literacy**3 credits**

A study of basic communications principles and the emergence of the concept of mass communication. Explores responsibilities of newspapers, magazines, radio, television, public relations, advertising and Internet sources in the modern social system. This survey course aids students in deciding upon their major area of concentration.

COMM 290 Seminar in Media Studies**3 credits**

Students in this course will engage in critique and creation in various genres and types of media. The course will focus on aesthetic theory as well as other critique related theory and the application thereof. Students will connect issues represented in media texts with issues in the real world. Students will also learn to view media texts through historical, economic, political, aesthetic, and cultural lenses.

COMM 300 Career Preparation Seminar**1 credit**

A combination lecture, discussion and critique of student work. The goal is to enable students to make educational and professional choices early in their college years. Surveys entry requirements, duties and job-satisfaction in professions of the J&MC concentrations. Topics include recommended electives, internships, networking, resumes, interviewing, portfolios and research sources. Required of majors and planned for the sophomore level.

COMM 311 Practicum**1 credit**

School of Communication majors complete a practicum in a concentration of their choice. The goal is that students gain practical, hands-on experience through working as apprentices for various University media and applicable offices. Faculty supervise all students who complete an agreed-upon list of assignments at sites such as the campus newspaper, broadcast studios, tasks in appropriate school offices and endeavors involving advertising, marketing, sports information, public relations, alumni affairs, or admissions and recruitment. A site supervisor will evaluate the student's minimum 70 hours effort for the semester. The site list is approved by the faculty, and will be expanded or reduced as needed. The practicum should be completed by the junior year to prepare students for internships at outside media, advertising and public relations agencies or appropriate corporate, governmental or community organizations. The practicum is pass/fail only and may be repeated one time.

COMM 313 Internship I**3 credits**

An on-the-job internship of about 200 hours of paid or unpaid work at a newspaper or other publication, a radio or TV station, photography studio or production company, public relations or advertising agency position. Departmental handout (available from the secretary or chair), advisers and bulletin board postings should be consulted for positions and procedures on locating and registering for an internship. Prerequisites: Completion of sophomore-level core courses, basic courses relating to the specific field of the internship and permission of appropriate faculty supervisor and department chair. (Note: course numbers for internships determined by number of internships completed, not class standing.)

COMM 380 Cooperative Education**3 credits**

Cooperative education(Co-Op) provides students with hands-on experience in the industry. Students gain practical professional experience, enhance skills learned in the classroom, and acquire contacts with professionals in the business. This course requires students to complete a minimum of 384 hours in the field as well as complete complementary coursework that will enhance the co-op experience. Co-Op experiences must be approved by the Chair of the School of Communication prior to beginning work. Credit can only be earned in the semester that the co-op is taking place and no credit will be granted for past co-ops. This is a Pass/Fail course.

COMM 390 International Media**3 credits**

This course combines classroom preparation and study in an international setting of the media for a designated country. Students will compare and contrast the designated country and U.S. media models, regulations, production, and content. This course may be repeated one time, and only if it is to a different country than the previous one taken by the student. If the course is repeated, the second iteration may only count towards student's General Elective Requirement. Prerequisites: JOUR 101 plus one COMM 200 level in the student's major area of concentration and Sophomore Standing.

COMM 412 Media Ethics and Responsibilities**3 credits**

Examines the ethical issues presented in the modern media, including their historical context and practical ramifications. The course compares and contrasts ethical standards and systems with professional processes and practices and legal principles. Students will write a position paper in which they defend an ethical choice they make and a longer term paper. Prerequisite: 75+ Credits.

COMM 413 Internship II**3 credits**

An on-the-job internship of about 200 hours of paid or unpaid work at a newspaper or other publication, a radio or TV station, photography studio or production company, public relations or advertising agency position. Departmental handout (available from the secretary or chair), advisers and bulletin board postings should be consulted for positions and procedures on locating and registering for an internship. Prerequisites: Completion of sophomore-level core courses, basic courses relating to the specific field of the internship and permission of appropriate faculty supervisor and department chair. (Note: course numbers for internships determined by number of internships completed, not class standing.)

COMM 418 Communication Law and Regulation**3 credits**

Study of contemporary and classic cases related to state and federal law of freedom of the press and freedom of speech. Problems caused by efforts by government to control mass media and freedom of government/public information are also addressed. Students will write a term paper. Prerequisites: COMM 110, JOUR 150 and 75+ credits. Dual listed with COMM 518.

COMM 295, 395,495: SPECIAL TOPICS**1-6 credits****COMM 296,396,496: INDEPENDENT STUDY****1-6 credits****GRAPHIC & INTERACTIVE DESIGN****GRID 103 Graphic Design I****3 credits**

This course introduces students to basic visual design theory and skills, including industry standard illustration, photo-editing, and layout hardware and software. Students will create and revise visual materials to solve a variety of challenges. Students will also learn to effectively present their designs.

GRID 160 Graphic Design Thinking**3 credits**

This course offers Graphic & Interactive Design students an introduction to problem solving methods used by graphic and interactive designers. Students learn basic problem analysis and idea generation methods that can be applied to graphic and interactive design courses. Through research, reference materials, tutorial exercises and projects, students learn to develop personal and innovative thinking for visual communications. Prerequisite: GRID 103

GRID 205 Graphic Design Illustration**3 credits**

This course offers students an introduction to drawing and illustration as a graphic designers. Students learn to draw basic forms for thumbnails and roughs that can be applied to other graphic design courses. Techniques and tools for drawing shape, value, plane and volume are explored through gesture, contour and other drawing/illustration styles. Composition and drawing/illustration typography are integral part of the course. This course will explore both hand drawn and vector software methods. Through reference materials, tutorial exercises and projects, students use software tools and menu commands to trace, draw and manipulate Bezier curves, and create illustrations. Students manipulate graphics and typographic forms to create final drawing compositions. Students also control and manipulate visual attributes and work with several color models to create, mix, and apply colors and tint. Prerequisites: GRID 103

GRID 250 Graphic Design History**3 credits**

This studio course focuses on the history of graphic design. Students will examine historic design and art movements and the thinking behind the work produced in context. Students will learn how designers in history developed, prototyped and used available materials. Emphasis is placed on developing design solutions in relationship to historic movements and designers. Students will learn the history of inventions that changed graphic design, how graphic design was reproduced, applied, and presented to the audience. Prerequisite: GRID 307, 205, and GRID 160.

GRID 305 Typography I**3 credits**

This course will study the design and use of basic letter forms, the anatomy of type, typographic contrast, hierarchy of information, major type families and characteristics, history of design and typographic grids. Students build skills for the art of typesetting and typographic layout, and for expressive typography and conceptual thinking. In addition to the history and theory of typography, students will learn to create their own personal typeface. Prerequisites: GRID 103

GRID 307 Graphic Design II**3 credits**

This course serves as a comprehensive study of theory, principles, strategies and tools of graphic design. In this course students learn to apply layout and design concepts to produce a variety of editorial, informational, and business materials for printing and digital distribution. Industry standard graphic design software provides a platform for these projects. Upon completion of this course students will have a variety of graphic design pieces to add to their portfolios. Prerequisite: GRID103.

GRID 336 Branding and Identity Design**3 credits**

This course provides students with advanced planning, design and production techniques for creating and enhancing persuasive communications. Students will use industry standard software, combined with solid theory in targeting and reaching audiences through creative and persuasive messages. Students will conceive and create and apply designs including logos, stationary systems and graphic standards for a variety of organizations. Prerequisites: GRID 307.

GRID 340 Interactive Graphic Design I**3 credits**

This studio course focuses on beginning interactive design. Students will begin to learn the similarities and differences when designing and producing work in print, web, and interactive mediums. Emphasis is placed on developing design solutions for web and interactive design. Students will learn industry software at a basic level used to design, produce, and code, web and interactive design. Students will learn about typographic needs and restrictions when designing for the web and interactive design versus print. Prerequisites: GRID 160, GRID 205 and GRID 307.

GRID 355 Magazine and Media Design

3 credits

This course provide students with advanced planning, design and production techniques for creating and enhancing persuasive editorial design. Students will use industry standard software combined with solid theory in targeting and reaching audiences. Students will conceive and create designs for promotional campaigns, including newsletters, brochures, magazine spreads and marketing collateral. Prerequisite: GRID 307.

GRID 405 Packaging and Retail Design

3 credits

This studio course focuses on three-dimensional structures for a broad range of products that not only protect package contents but also create an experience for the user. Students examine how messages behave when distributed in three-dimensional space. Conceptual development, prototyping, materials, type, image, layout, design and form are explored to create direct mail, packaging, point of purchase display and environmental designs. Emphasis is placed on developing solutions in relationship to the marketing concepts and objectives. The class will also focus on social, sustainable and environmental issues. Prerequisites: GRID 307.

GRID 415 Typography II

3 credits

This course will study the advanced use of typography in multi-page documents. Students will learn to create and experiment with typographic forms. Students will strengthen their ability to relate and use type and image all together in design compositions. Students will build advanced skills for typographic layout, expressive typography and conceptual thinking. Students will learn to apply typography in a variety of graphic and interactive mediums. Learn the typographic different need in screen and interactive mediums. Prerequisite: GRID 160, GRID 205 and GRID 307

GRID 440 Interactive Graphic Design II

3 credits

This studio course focuses on advanced interactive design. Students will learn these similarities and differences when design and producing in print, web, and interactive mediums. Emphasis is placed on developing design solutions for web and interactive design. Students will learn at an advanced level the industry software used to design, produce, code, web and interactive design. Prerequisites: GRID 160, GRID 205, GRID 307

GRID 490 Graphic & Interactive Design Capstone

3 credits

This course will serve as a capstone to those in graphic & interactive design major. The course will be conducted in a workshop format, with students producing a branding package for themselves that includes resume, cover letter, and final print and web portfolio that they can use in their professional job search. Students will also produce a self-directed project that will support their employment goals in an area of graphic design and/or interactive design. Prerequisite: GRID 205, GRID 307, GRID 336, GRID 340. GRID 355, and passing the jr. graphic& interactive design portfolio review.

GRID 295, 395,495: SPECIAL TOPICS

1-6 credits

GRID 296,396,496: INDEPENDENT STUDY

1-6 credits

JOURNALISM

JOUR 150 Journalistic Writing and Editing

3 credits

This course will introduce students to professional-level writing and editing skills and techniques. Students will learn to recognize news, conduct interviews, report and collect information, and then write in a variety of formats, including news, feature and narrative, opinion and news feature, all of which are applicable to information provided in the traditional mass media, advertising and public relations, and multimedia applications. Students will learn how to edit and prepare copy for publication and dissemination in those formats. Students must pass with a C- or better to progress in the major.

JOUR 151 Broadcast News Writing

3 credits

This course will introduce students to professional-level broadcast writing and editing skills and techniques. Students will conduct interviews, report and collect information, and then write scripts in a variety of formats, understanding the relationship and importance of audio and video in broadcast formats. Students will learn how to edit and prepare copy for broadcast and dissemination in accompanying multimedia formats. Students must pass with a C- or better to progress in the major if this is a required major course. Prerequisite: JOUR 150.

JOUR 191 Practicum in Media Management

1 credit

Experience in college media under the supervision of a department faculty member. Working for the student newspaper, magazines, radio station, TV studio, media relations or marketing offices, or relevant project sites on campus. May be

in editorial, advertising or in another area of the field. May be repeated three times for credit. Pass/Fail basis only.

JOUR 225 Deconstructing the Story

3 credits

This course is critical-analytic, designed to serve as an introduction to the practice of media literacy through the close reading of media texts. Students will survey the major schools of analytic thought in the cultural-critical tradition and apply them to the popular media in order to be able to identify and discuss major themes depicted in the texts. Each instructor who teaches the course is free to choose the genre of media, as well as the major themes students will identify and discuss. The main framework for media text analysis will remain consistent across all iterations of the course.

JOUR 257 Feature and Interpretive Writing

3 credits

A lecture-laboratory and personal conference course in the writing of feature stories and analytical perspectives for newspapers, magazines and online, ranging from personality profiles and social trends to interpretive and contextual reporting. Prerequisite: JOUR 150.

JOUR 260 Newsgathering and Reporting

3 credits

This course offers advanced training in reporting techniques, record searches, computer-assisted research and other skills. After students learn how to find interesting stories, they will be schooled in specific writing structures and how to organize, write, and publish stories for a portfolio that will be presented at the end of the semester. Prerequisite: JOUR 150.

JOUR 302 Introduction to Photojournalism I

3 credits

Photojournalism students will learn the basic skills, theory and history to obtain and report with a camera under deadline conditions. Assignments will be within the university and extend into the community. An emphasis will be placed on students publishing assignments to begin portfolios. Critiques will be an integral part of the course. Prerequisite: PHOT 204, PHOT 205 or permission.

JOUR 308 Multiplatform Magazine Reporting

3 credits

Students apply management, news writing, feature writing, copy editing, desktop publishing, photography, and advertising skills learned in other School of Communication classes to produce an online magazine. Students will engage in multiplatform journalism, working in multiple media modalities. Prerequisite: JOUR 260 or instructor permission.

JOUR 310 Multiplatform Magazine Reporting II

3 credits

Students will further develop and apply management, news writing, feature writing, copy editing, desktop publishing, photography, and advertising skills learned in their first semester of multiplatform magazine reporting. Advanced publication and management skills will be expected through serving as Editor, Copy Editor, Photo Editor, Advertising Manager, Designer, or On-line Editor. Students will engage in multiplatform journalism, working in multiple media modalities. Prerequisite: JOUR 308 or instructor permission.

JOUR 312 Advanced Reporting

3 credits

This is an advanced-level writing and reporting and storytelling class for dedicated students. The focus of the class is reporting and writing and communicating in a simulated professional environment, drawing upon all the skills learned in prior required and elective courses. Students will report for the Point Park News Service and create multimedia projects. Content created in this class appears on the news service website under the students' bylines. Their work will be offered for publication in media outlets through the news service. Prerequisites: JOUR 260 or permission of the instructor.

JOUR 314 Entrepreneurial Reporting

3 credits

Students will learn to work in an ever-changing media environment that has affected traditional media platforms, freelance journalists and communicators, and media entrepreneurs. Students will research new media ventures - including efforts in traditional media outlets and online platforms - and nonprofit journalism. Media pioneers will address the class, explaining their media companies and career paths as well as their utilization of innovative platforms to reach audiences. The class will include a review of copyright, legal and ethical issues, business planning and finance. Students will propose and develop their own media businesses or nonprofit ventures throughout the course. Prerequisite: JOUR 260 or permission of the instructor.

JOUR 315 Introduction to Photojournalism II

3 credits

Photojournalism students will refine their photo reporting skills while expanding techniques to include visual storytelling and documenting with emerging technology. Students must be published. An emphasis will be placed on students publishing assignments to further portfolios. Critiques will be an integral part of the course. Prerequisite: PHOT 204, PHOT 205 or permission.

JOUR 317 On Camera Television Performance

3 credits

Experiential training to develop "on screen" presentation skills through practice of performance techniques in various television formats. Prerequisite: JOUR 215 or permission.

- JOUR 319 Data Journalism & Visualization** **3 credits**
 Students in this course will learn to tell stories that begin with datasets, either locally created or widely available. They will scrape, clean, analyze, and then communicate the information stored in datasets through words, images, and interactive modalities. Prerequisites: JOUR 260.
- JOUR 406 Public Affairs Reporting** **3 credits**
 Review of functions and structures of government and other public agencies with attention to special problems of obtaining and reporting information in news articles. Prerequisites: JOUR 260. Dual listed as JOUR 506.
- JOUR 408 Magazine Article Writing** **3 credits**
 Research and development of briefs and longer nonfiction articles with emphasis on free-lance writing, queries and techniques of magazine titles, fillers, writing and critiquing. Efforts made to sell articles for publication. Prerequisites: JOUR 150, 257. Dual listed as JOUR 508.
- JOUR 409 Specialized Reporting** **3 credits**
 Students will obtain experience in a number of specialized or traditional beat reporting areas by completing reporting assignments under deadline conditions. Range of topics to include business, education, science, sports, etc. Prerequisites: JOUR 150, 151 and 260. Dual listed as JOUR 509.
- JOUR 410 Investigative Reporting** **3 credits**
 Practical reporting experience with heavy emphasis on investigative techniques and computer-assisted reporting; development of sources and information; determination of subjects, organization and writing of stories and series for newspaper publication. Dual listed as JOUR 510. Prerequisites: JOUR 151, JOUR 260 and JOUR 418.
- JOUR 424 Advanced Radio and Television Announcing Techniques** **3 credits**
 Designed to meet the needs of those students who desire to pursue careers as on-air talent in broadcasting. The emphasis is on actual performance with every student spending considerable time behind a microphone or in front of a camera. They are shown advanced techniques or “tricks” used by veteran broadcasters. Criticism from the instructor and from professionals is an integral part of the course. Prerequisites: 75+ Credits, JOUR 324.
- JOUR 445 Editing & Producing the News** **3 credits**
 Traditional and transitional principles of news value, news selection, and news presentation will be discussed in class. Applying these principles, students will serve as gatekeepers and decision makers (assignment editors, chief photographers, web producers, head writers, segment producers, anchors and program producers) for a weekly newscast and other student multimedia news efforts. The instructor and students will discuss journalistic, ethical, legal, societal and professional perspectives and challenges presented by these real-world journalistic decisions. Prerequisite: JOUR 304.
- JOUR 446 History of Documentary Cinema** **3 credits**
 In the course students will review the history of documentary film and profile innovative documentary filmmakers. Students will view and analyze major works within the context of major film theories, as well as a wide variety of documentary archetypes, styles, and methods. The films and filmmakers profiled in the course represent a diverse sampling of modern world cultures. This course is cross-listed with CINE 301 and JOUR 546.
- JOUR 465 Mass Communication History** **3 credits**
 Mass Media History surveys the development of mass communication in print and electronic media and seeks to interpret their sociopolitical causes and effects.
- JOUR 470 Technology Mediated Communication** **3 credits**
 Examination of technology mediated communication with special attention to the role of communication technology in diverse settings ranging from interpersonal to group communication, organizational communication, and business communication. Emphasis is placed on strategies for communication problem solving in mediated contexts. Dual Listed with JOUR 516.
- JOUR 471 Global Communication** **3 credits**
 The information and communication technologies revolution generates a flow of global communications that transcend national boundaries. This course focuses on the emergence and growth of communication channels and networks that operate on a global scale. Emphasis is placed on the opportunities for human communication brought by globalization, such as opening new communicative spaces, increasing social interconnectedness, adding platforms for participation and challenges associated with the global-local divides. Enables students to improve their ability to communicate and use technology effectively and appropriately in an increasingly globalized world. Dual Listed with JOUR 517.
- JOUR 472 Communication, Technology, and Culture** **3 credits**

This course is for students who wish to attain a comprehensive vision of communication and broaden their perspectives across the traditional fields. It explores the intersection of communication, technology and culture with a focus on six major areas: information, networking, socialization, identity, entertainment, and globalization. Covers issues such as technological determinism, social shaping of communication technologies, identity formation, cultural transnationalism and globalization. Dual listed with JOUR 545.

JOUR 490 Journalism Capstone

3 credits

Students apply their cumulative skills in the creation of long-form, well researched, multiple-source journalism for web and/or multiplatform delivery. During the course, students work in consultation with the instructor to create their individual projects. Students also finalize their individual portfolios that includes the projects created for this class. Prerequisite: Senior Standing.

JOUR 194, JOUR 294 Special Topics (CORE)

3 credits

JOUR 295, JOUR 395, JOUR 495 Special Topics I, II, III

1-6 credits

Courses on subjects currently at issue or of interest to faculty/students and the media. Examples may be trends, experimental topics, integrated fields, new technologies or important areas not covered by previously listed courses, such as multiculturalism, informational graphics or audio-visual techniques. Topics are selected by the department with regard to student/faculty input and current perceived needs.

JOUR 296, JOUR 396, JOUR 496 Independent Study I, II, III

1-6 credits

The student independently studies subjects in the field not taught but of special interest to her or him and within the expertise of a supervising faculty member. A well-developed, written proposal from the student and agreement of an appropriate faculty supervisor are needed before registration. A final research paper or project is required. Prerequisite: Permission of faculty supervisor and chair. Special Request Independent Study Fee: \$50 per credit.

MULTIMEDIA

MULT 220 Writing for Multimedia and the Web

3 credits

This course will provide students with the skills necessary to write multimedia content for many different media platforms, including advertising, public relations, journalism, photography, and video. This class will cover Web writing skills, including writing for search engine optimization (SEO), social media and blogging. Upon completion of this course, students will have a variety of written assignments spanning multiple disciplines to add to their portfolios. Prerequisite: JOUR 150.

MULT 280 Introduction to Multimedia

3 credits

This course will provide an introduction to multimedia production, writing and theory. Students will learn the industry from a historical perspective, as well as learn the basics of blogging and promoting content, video and audio for the Web, slide shows, podcasting, RSS feeds, creating interactive quizzes and timelines, mobile publishing, and other relevant topics. Upon completion of this course students will have a comprehensive technical knowledge of the many opportunities for multimedia production. Prerequisite: GRID 103.

MULT 365 Web Publishing I

3 credits

This course will provide technical background for those students in the Digital Media field. Students will incorporate Web design theory and technical skills to create a series of Web products, including graphics, animations, and Web pages. Students will learn the current practices of Web publishing, which may include HTML, Flash, PHP coding, and the use of Content Management Systems. Upon completion of this class, students will have a variety of Web design pieces to add to their portfolios. Prerequisite: GRID 103

MULT 420 Web Publishing II

3 credits

This course will build upon the skills and theory learned in Web Publishing I. Students will incorporate Web design theory and technical skills to create a series of advanced Web products, which may include Flash, XML, PHP and mobile content coding. Upon completion of this class, students will have a variety of published Web pieces to add to their portfolios. Prerequisites: MULT 365.

MULT 455 Multimedia Capstone

3 credits

This course will serve as a capstone to those in the Multimedia major. The course will be conducted in a workshop format, with students producing an interactive multimedia project as a final portfolio piece. Components of the project may include text, Web design, video, audio, graphic design and interactive media design. Prerequisite: 75+ Credits, BPMM 215, MULT 220, MULT 280, JOUR 307, MULT 365 or permission.

MULT 295, 395, 495: SPECIAL TOPICS

1-6 credits

PHOTOGRAPHY**PHOT 101 Photography for Non-Majors****3 credits**

Photography has been constantly changing as technological developments allow for endless experimentation. This class is designed to allow students to become familiar with visual arts and the artistic process using the camera as a tool for personal expression. Photography will be approached through several lenses including smart phones, digital and film SLR's, as well as darkroom processing. Topics will include photojournalism, conceptual photography/art, and studio photography (commercial, portraiture and still life). Students will be encouraged to research photographers and industry styles based on topics supplied by the instructor. Additionally, students will obtain experience in a number of photographic areas and will build an understanding of what kind of careers can be obtained through photography.

PHOT 110 Foundations of Art & Design I**3 credits**

Understanding the Foundations of Art & Design is essential to art and design practices, critical thinking, and the comprehension and application of principles within visual art expression. This course entails hands-on creation while emphasizing creative and critical thinking, perception and observation, problem solving, visual analysis, as well as identifying vocabulary, theory, media, and the techniques of studio practice.

PHOT 204 Black and White Photography I**3 credits**

In this introductory photography course, students will become familiar with visual arts and the artistic process of using a camera for personal expression. PHOT 204 allows hands-on experience and introduces the technique of an SLR film camera, developing and printing in the darkroom. Students will learn to discuss and analyze photography through structured critiques. Students are encouraged to have their own film SLR cameras for this course (must have adjustable lens openings, shutter speeds and full manual control).

PHOT 205 Introduction to Digital Photography**3 credits**

A basic digital photography course designed to give photography and photojournalism students proficiency in digital image making and processing. It stresses the importance and uses of digital photography in the current media environment, including terminology, practical exercise, and presentation. Students utilize Adobe Lightroom for editing, and are encouraged to purchase the program and their own digital SLR cameras.

PHOT 207 History of Photography I**3 credits**

In this survey of the origins and developmental phases of photography, students will examine technical innovations with emphasis on historical motivations and changing climates of aesthetic intent, philosophical rationale, and visual experimentation in the history of photography from the early 19th century to the mid-20th century. Special concentration will be placed on marginalized groups that are not fairly represented in photographic history textbooks.

PHOT 208 History of Photography II**3 credits**

This course will give an overview of the key photographic critical writings and theoretical debates, their social and political contexts, and their expression in key works within the history of photographic discourse. PHOT 208 builds upon the introduction to historical practice presented in PHOT 207 to facilitate informed looking at and thinking about photographs as densely-coded cultural artifacts which operate in a complex system of social and cultural relationships. Intended to provide a broad understanding of the theory and practice informing photographic history and discourse, the course is the foundation for advanced photography courses. Additional emphasis is placed on marginalized photographic topics. Prerequisites: None. PHOT 207 recommended for BFA majors

PHOT 209 Photography, Identity, and Responsibility**3 credits**

Mistakes have been made in the history of photography, specifically how people have been represented. Beginning in the US, Native Americans were solely represented by Caucasian men who traveled into their communities and reinforced a damaging stereotype of a culture that is uncivilized and less evolved. Representation in photography also transcended to women, who became the subject of the male gaze and power. This course offers a survey of these biased histories created for the image and systematic racism represented within the medium that still occurs today. As a pronoun fluid society, students will investigate our convoluted history as it has been recorded and archived to reinforce systemic and visually complicated problems.

PHOT 309 Black and White Photography II**3 credits**

An intermediate course emphasizing individualized photographic assignments and perfecting darkroom skills by utilizing the zone system and producing quality prints. Students explore theory in greater depth and further develop their stills and ability to analyze and critique photographs. A wider range of film camera formats and photographic materials are introduced. Students must provide their own 35mm SLR cameras. Prerequisite: PHOT 204.

PHOT 310 View Camera Techniques**3 credits**

View Camera Techniques is an intermediate, technically intensive film course emphasizing use of large-format cameras. Students learn how to expose and process 4x5 inch sheet film and produce high-quality, fine-grained negatives, which offer extraordinary clear printing capabilities. The view camera course allows greater pictorial control and investigates technical and aesthetic aspects of the medium. Instant film processing and drum scanning will also be addressed. Cameras, tripods and film holders and provided, but students must supply all additional materials such as film, darkroom paper, and light meters. Prerequisites: PHOT 309.

PHOT 311 Experimental Photography

3 credits

Experimental Photography is an advanced production course that investigates experimental and nontraditional applications of color and black and white imaging materials and processes. Historical and contemporary experimental work will be examined. Emphasis is on the expressive and visual significance of experimentally generated imagery. Prerequisites: PHOT 309.

PHOT 316 Studio Photography

3 credits

This course examines photographic image making through a critical survey of controlled lighting applications. Students are introduced to various professional lighting techniques with an emphasis on the safe handling of studio tools and equipment. Photographic techniques focus on the application and construction for commercial and fine art production. Students will engage with industry standard professional lighting equipment, image capturing software, and develop a working sense of how a professional lighting studio is organized. Prerequisite: PHOT 205.

PHOT 322 Color Photography

3 credits

Color Photography introduces color photographic materials, both digital and analog, and their implementation into the image-making practice within the photography major. Throughout the course color materials are explored and researched to develop skills in color photographic practice and create images that communicate your vision. An understanding of color theory and its application in the image making process in tandem with developing carefully considered projects is vital for successful photographic growth. This course continues to expand and build on the visual communication and critical analysis forms addressed in previous courses. Exposure techniques, significance of varied light sources, film characteristics, and presentation methods are explored in the development of projects to enhance and support the intention of the work. Discussions and course work focuses on the balance between these elements of color photography and continued development in visual communications. Prerequisite: PHOT 309.

PHOT 340 Specialized Photography

3 credits

Students will obtain experience in a number of specialized photographic areas by completing assignments on deadline and creating work to include in their portfolios. Photographic topics vary according to the instructor and the course is repeatable. Prerequisite: JOUR 215, PHOT 204, PHOT 205.

PHOT 350 Digital Photo Editing

3 credits

Students will prepare digital photographs for publication in print and online. Progressing from introductory to intermediate skills in Adobe Photoshop, students will digitally montage/collage imagery to build a portfolio. This course addresses the history of photo editing and the ethics of photo manipulation. Critiques will be an integral part of the course. Prerequisite: PHOT 205. Dual listed as PHOT 501.

PHOT 351 Digital Printing Methodology

3 credits

Students explore advanced technical controls of the printmaking workflows of digital imaging. Students experience input and output variances that affect the final print and portfolio. Analysis and adjustment is expected in every stage of image production from black-and-white to color printing. Prerequisite(s): PHOT 350.

PHOT 360 Alternative Photographic Processes I

3 credits

This course explores a variety of nonsilver photographic printmaking and print-manipulation processes that depart from the more prevalent black-and-white, color and digital approaches. Processes covered may include hand-applied color, iron salt printing, gum printing, albumen printing, collodion wet plate, daguerreotype, platinum and palladium printing, and others. Prerequisite(s): PHOT 309.

PHOT 361 Alternative Photographic Process II

3 credits

This course continues with the exploration of nonsilver photographic printmaking and print-manipulation processes that depart from the more prevalent black-and-white, color and digital approaches. Processes covered may include bromoil, kirlian photography, cell phone photography, platinum and palladium printing, and others. Prerequisite(s): PHOT 360.

PHOT 365 Experimental Video

3 credits

This course explores video as photographic writing, in particular, through the making of video from idea through realization and display. This will be accomplished through exploring and experimenting with methods, techniques, software and equipment to manipulate the moving image aesthetically and artistically. Students are expected to produce several projects, which emphasize ideas outside the traditional narrative and documentary forms and are encouraged to develop their own form of expression. Students will establish personal methods to focus on the meaning and content of their

moving pictures, the quality of their images and the way they observe the world around them. Students show and critique their work in class weekly in preparation for a final project and screenings at the end of the term. Prerequisites: PHOT 205, JOUR 215.

PHOT 368 Exploring Art Through Prose

3 credits

This writing intensive course explores situated topics in visual arts and photography via self-generated student work, which will include art criticism, artist statements, thesis writing, and aesthetic statements—as well as exposure to the genre of writing as it pertains to art. Through discussions, assigned readings and in-class exercise, students are expected to produce a significant output of original creative work that emphasizes annotation of published authors and artists, and requires modulation of style and rhetoric. The course will also address some aspects of professionalization—exposure and evaluation of artist statements, attendance at art shows in the Pittsburgh area, and workshops in how to place their work. In doing so, students will establish both a creative writing style that is individual to their own artistic background and interests, as well as structure their knowledge of the contemporary artistic field of their choice. Course Prerequisites: ENGL 101.

PHOT 370 Contemporary Issues in Photography

3 credits

This course is a survey to various and discursive approaches to contemporary art photographic practices. Because this class is designed for undergraduates interested in working in photography, many of the readings are critical pieces written by artists and scholars whose practice is, in whole or in part, deeply engaged with photography and various cultural debates within the field. In an effort to push beyond conventional ideas of what qualities are considered intrinsic to photography as well as what constitutes photographic meaning, students discuss and rethink a range of traditional photographic art categories in relation to larger issues such as visual culture, art and technology, historical circumstances, political geographies, contemporary art criticism, and interdisciplinary art practices. Prerequisite(s): PHOT 368.

PHOT 375 Photographic Book Making

3 credits

Photographic Book Making guides students with well-developed portfolios through the process of making hand crafted artist books and layout design for professional publishers. The course combines craft, design, and editing of portfolios together in a comprehensive curriculum that teaches how to get your work put into book form. Prerequisite(s): PHOT 309.

PHOT 380 Contemporary Portraiture

3 credits

In this course students will examine portraiture and its contemporary implications and uses. Combining a dual emphasis on proper technical skills and creative application of the photographic medium, students will develop strategies for creating portraits both in the studio and on location. Furthermore, students will gain an appreciation for the myriad ways in which portraits are utilized in the photographic world, such as fashion, editorial, and fine art. Prerequisites: PHOT 205, PHOT 316.

PHOT 383 Constructed Still Life Photography

3 credits

This course will explore the genre of the still life, an essential facet of contemporary photography. By focusing on technique as well as the creative possibilities of the photographic art form, this class will instruct students in the art of photographing still life, both in and out of the studio. One of the oldest and most prevalent subjects throughout art history, the still life has commercial, editorial, and fine art applications that will be discussed and explored in this course. Prerequisites: PHOT 316 & PHOT 350.

PHOT 385 Commercial and Editorial Photography

3 credits

Throughout this class, students will grow and develop their abilities in the practice and application of commercial and editorial photography. While emphasizing both proper technical skills and the creative application of the medium, students will gain an understanding of the craft of commercial photography as they create their own images. It will prepare students to work with commercial and editorial clients through individual assignments and opportunities for collaborations. Students will also gain an understanding of the business of being a freelance photographer. Prerequisites: PHOT 316 & PHOT 350.

PHOT 390 Advanced Photography

3 credits

This advanced level course facilitates discussion of photographic processes within the larger context of contemporary art, photography, film and digital media. The course will emphasize semester-long projects, the process involved in generating a portfolio of images, a coherence body of work based upon a theme, concept, or selected subject matter. The class will discuss topics such as locating an individual voice, refining a working process, considering methods for presentation/distribution of photographs, and reflecting on current issues in contemporary art. Organized around the major activities of criticism (describing, interpreting, evaluating and theorizing), students gain a clear framework and vocabulary necessary for critical skill development. Therefore, students are expected to build upon their artwork weekly. Lectures and demonstrations will include assembling a portfolio of photographs, submitting work for review, and preparing for exhibition. This course is a requirement for photography majors, and is repeatable as a major elective for up to nine additional credits. Course prerequisites: PHOT 205, PHOT 309, & PHOT 322.

PHOT 400 Photographic Art Marketing

3 credits

Photographic Art Marketing provides self-motivated students with direction into today's dynamic market for photography. The course focuses on grant writing, networking, navigating gallery shows, developing resumes, CVs, portfolio development and what it means to be a professional artist. Classroom lectures cultivate a broader awareness of career options and professional prospects for photographers seeking to pursue a successful career in the art world. Individual research and projects allow students to explore an area in depth. Students share their research methodology and results with their classmates, fostering growth of peer relationships. Prerequisite: PHOT350.

PHOT 414 Business of Photography

3 credits

The course will expose the student to the essential business and marketing principles in the editorial, commercial and fine art areas of the photographic industry. Topics covered include contracts, copyright law, trade organizations, working with non-profits, defining professional grade equipment, the stock photo industry, creating job estimates, negotiation, and the costs of doing business analysis. In addition, financial, legal, organizational, promotional, interpersonal, and ethical practices will be covered. The core assignment spans over the duration the course, students create an analysis of who they are as photographer /artist by describing their brand, identifying who potential clients would be, and discussing a strategy for reaching those clients. Students must present a unified portfolio as part of the assignment with strategic and tactical marketing applications. Prerequisite: PHOT 350.

PHOT 470 Documentary Photography

3 credits

Students will work on photo documentary projects based on the established methodology to reduce the fast paced world to a set of still images that convey life and world experiences by creating a distinctive and compelling sense of reason, place and time. Students will gain a basic understanding of documentary photography history and principles through writing reactions to assigned books and films about documentary principles. Students will establish personal methods to focus on the meaning and content of their pictures, the quality of their pictures and the way they observe the world around them. Prerequisites: PHOT 207 or PHOT 208, PHOT 205.

PHOT 481 Senior Thesis I

3 credits

This self-directed senior seminar is designed to bring seniors together to discuss and develop their thesis projects, research paper and exhibition plans. The seminar encourages teamwork on developing an exhibition and the ensuing professional practice in photography, continuing education, pricing strategies, presentation formats, and artist statements. In preparation for their career, students visit local artists' studios and visiting artists provide feedback of work in progress. Prerequisite: ENGL 368, PHOT 310, PHOT 390, PHOT 400 & Passing JR Portfolio Review.

PHOT 482 Senior Thesis II

3 credits

A continuation of the work stated in Senior Thesis I, this segment of the course covers all areas of designing, implementing, promoting and installing an exhibition. Support and recommendations provide feedback during the developmental process of the projects for public galleries. In addition to the thesis paper, students will complete public exhibitions and compose artist statements, portfolios, resumes, and CVs in preparation for graduation. Prerequisite: PHOT 481.

PHOT 490 Interdisciplinary Projects

3 credits

This is the highest level course offered in the Photography Curriculum; designed as a one-on-one student/professor interaction, geared to prepare the student for real world art practices outside of the University. The purpose is to offer rigorous guidance on developing studio work in an interdisciplinary environment. The emphasis on this course is on studio production and research. Students work independently throughout the semester, and schedule weekly meetings with the instructor to check in on the progress of his/her artwork. Prerequisites: Must have completed at least one PHOT 390 Advanced Photography course and must hold at least a 3.8 GPA in the Photographic Major Electives. Advisor approval is necessary for registration.

PHOT 194, PHOT 294 Special Topics (CORE)

3 credits

PHOT 295, PHOT 395, PHOT 495 Special Topics I, II, III

1-6 credits

Courses are on subjects currently at issue or of interest to faculty/students in the photography field. Examples may be trends, experimental topics, integrated fields, and new technologies or important areas not covered by previously listed courses, such as multiculturalism, informational graphics or audio-visual techniques. Topics are selected by the department with regard to student/faculty input and current perceived needs.

PHOT 296, PHOT 396, PHOT 496 Independent Study I, II, III

1-6 credits

The student independently studies subjects in the field not taught but of special interest to her or him and within the expertise of a supervising faculty member. A well-developed, written proposal from the student and agreement of an appropriate faculty supervisor are needed before registration. A final research paper or project is required. Prerequisite: Permission of faculty supervisor and chair. Special Request Independent Study Fee: \$50 per credit.

PRAD 206 Introduction to Advertising and PR**3 credits**

Students explore the background and fundamentals of how organizations use persuasive communication to reach target audiences. A study of successful case studies and exercises in program writing will build the foundation and basic understanding of how advertising and public relations can advance the mission and growth of organizations in our contemporary society.

PRAD 239 Integrated Communications Research for Ad/PR**3 credits**

Course will explore various secondary research techniques using available government and organizational databases, media coverage/analysis, library resources and other tools. Course will also cover primary research methods, including surveys (planning, methods and analysis), observation, experimentation and focus groups. Students will develop capabilities in planning and designing research objectives, tools and evaluation systems, including survey construction, tabulation and interpretation, as well as focus group management. Prerequisite: PRAD 206.

PRAD 301 Advertising Copy Writing and Layout**3 credits**

Provides students with basic planning, writing, design and production techniques for creating and enhancing persuasive communications. Students will use copywriting skills, desktop publishing and design programs, combined with solid theory in targeting and reaching audiences to complete advertising campaigns that include print ads, broadcast ads, direct mail pieces, Web advertising and a variety of other vehicles. The use of typography, color, graphics and other design tools will be used to target these creative messages. Upon completion of this class, each student will have an advertising campaign to add to his or her portfolio. Prerequisite: PRAD 206.

PRAD 306 Social Media Practices**3 credits**

This course will provide students the conceptual and technical understanding of the power and philosophy of social media. The course will specifically focus on how social media is changing media, business, journalism and government in fundamental ways. Upon completion of this course, students will have practical knowledge in the use of social media tools and building and maintaining an online community as well as a solid foundation in writing and reporting for social media. Prerequisite: 30+ credits.

PRAD 321 PR Writing**3 credits**

This is a practical course that will cover the techniques of message-based writing strategies used by public relations practitioners in various communication functions. The course will involve a variety of intensive public relations writing assignments based on strategies spanning major functional areas of professional public relations work. This course will concentrate on intensive work in the preparation of information for newspapers, radio, television, magazines, speech writing, brochures, newsletters, electronic media, and planning publicity campaigns. Dual Listed with JOUR 521. Prerequisite: PRAD 206 or permission.

PRAD 326 IMC Planning**3 credits**

This course will explore methods of planning integrated communications programs to meet business/organizational strategic objectives. Students will gain the skills of the advertising (communications) planner and media planner by learning about target public and market behavior patterns; loyalty rationales of customers, employees and other key stakeholders; message effectiveness media management and other planning areas. Students will develop an understanding of interpreting and applying research data and strategic objectives to construct creative platforms. The course includes advanced communication research, interview techniques, ethnography, and virtual focus groups by using blogs and other social media. Prerequisite: PRAD 239.

PRAD 327 Public Relations Issues and Practices**3 credits**

Students will explore the principals involved in public relations with major emphasis on achieving and understanding the issues that public relations professionals face on a regular basis. Focus will be on the in-depth study of theories learned in previous public relations courses at Point Park with emphasis on delving into current issues related to those theories. Students are expected to have a basic understanding of key public relations theories and will use class time to expand on areas of interest while applying their knowledge to resolving situations requiring public relations expertise. Prerequisite: PRAD 206.

PRAD 348 Sports Media and Marketing**3 credits**

This course is a survey of issues pertaining to sports media and the marketing of sports products and entities. Emphasis is given to the application of strategic marketing planning concepts. The guiding framework for the course is a "5Ps" model of sports marketing developed with the aim of creating exceptional customer experiences. In turn, experiences strengthen relationships between a company or organization and its customers. The course will also substantially review the emerging trends, tactics and platforms of sports media and be a weekly forum for examining analyzing "hot button" issues breaking in the industry.

PRAD 416 Special Events Planning

3 credits

Students learn the fundamentals of special event planning from a strategic and tactical viewpoint and the role integrated communication plays in the success of any special event. Emphasis will be placed on researching, developing and successfully planning all aspects of a full special event program for a local client. Prerequisites: JOUR 255.

PRAD 433 Advertising Competition

3 credits

Students prepare an IMC campaign and present it at the National Student Advertising Competition of the American Advertising Federation. Campaigns have been for a car, credit card company, airline and a magazine publisher, all of which sponsored the annual competition. Students assume job titles and descriptions and produce a comprehensive IMC plan, involving research and all forms of the Integrated Marketing Communications process, including media. Prerequisites: Completion of all School of Communication and PRAD required core courses.

PRAD 453 Social Media Crisis & Strategic Communications

3 credits

The purpose of this course is to examine strategic communication practices throughout the stages of a crisis event. Special emphasis is placed on crisis planning, media relationships, image restoration, legal and ethical responses, and the use of social media in news reporting, especially during a crisis. Students will examine recent crises and the proper management of information flow. The course will also cover communications impact of crises on employees, communities, shareholders, donors and government publics. Emphasis will be placed on how to effectively handle a social media crisis and use social media to report on a crisis. Students will also learn how to write and implement social media policies, both for employees and users. Dual listed with PRAD 522. Prerequisite: PRAD 306

PRAD 463 Social Media Analytics & SEO

3 credits

This course will teach students how to prove return on investment (ROI) to clients by understanding and evaluating analytics. In addition, students will learn search engine optimization best practices to further increase a brand's social media ROI. Students will have a deeper understanding of the principles and how to measure and prove the ROI of social media and a working knowledge of various industry-standard analytics tools. Students will write social media reports for clients based on ROI and analytics results. Dual listed with PRAD 564. Prerequisite: PRAD 306.

PRAD 473 Social Media Campaigns

3 credits

Students will research, write and implement advanced social media concepts including analytics, advertising, activism, influencers and budgets. Social media for journalists will be emphasized. Students will either work directly with business or nonprofit clients to plan and execute a social media campaign or publish an advanced social media journalism project. Dual listed with PRAD 573. Prerequisite; PRAD 306.

PRAD 497 IMC Agency

3 credits

Students will work in a student-run agency model to plan, research and construct integrated communications campaigns for local nonprofit, business or civic organizations utilizing advertising, public relations, direct communications and promotions. Students will assume agency job titles and descriptions and will demonstrate mastery of communications theory/practice, processes and techniques, and agency management. The course will also serve as a valuable portfolio for employment. The major goal of the course is to put to work learned advertising, public relations and marketing principles and theories with an emphasis on researching, writing and producing solid integrated marketing communications plans and tactics. Prerequisites: Completion of all School of Communication and PRAD required core courses.

PRAD 295, 395,495: SPECIAL TOPICS

1-6 credits

PRAD 296,396,496: INDEPENDENT STUDY

1-6 credits