

## ■ Communication

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Marketing Communication Sequence Advisors: Clifford Bieberly

We live in the “Age of Information” where careers in communication are in demand. The Chaminade Communication Department offers a well-balanced, multifaceted, liberal arts-based curriculum to help students achieve their personal and professional goals. Whether it is through a major, minor or simply an elective course, developing communication skills is an asset to any student. The department’s mission is to prepare students for effective communication in social, cultural and interpersonal settings as well as for work in media professions or for further study. The communication program, leading to a Bachelor of Arts degree, offers two areas of focus: mass communication (broadcasting or print journalism) and marketing communication (advertising and public relations). The department also offers a minor in communication. In completing a major in communication, a graduating student should be able to demonstrate the following competencies:

- an understanding of and the ability to apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- an understanding of the history and role of professionals and institutions in shaping communication.
- an understanding of the diversity of groups in a global society in relationship to communication to target audiences.
- an understanding of concepts, theories and applications in the use and presentation of images and information.
- an understanding of professional ethical principles and the ability to work ethically in the pursuit of truth, accuracy, fairness and diversity.
- an understanding of the processes of client and media relations.
- the ability to evaluate research by methods appropriate to the communication professions for which they are preparing.
- the ability to write correctly and clearly in forms and styles appropriate for the various communication professions, audiences and purposes they serve.
- the ability to critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- the ability to apply tools and technologies appropriate for the communications professions in which they work.

Students develop competencies in both personal and professional communication through the major’s core courses, and they complement this breadth of knowledge with additional focused coursework in mass communication or marketing communication. Majors can finish the program with internships and participation in a communication practicum.

### **Program Prerequisites**

Prerequisites for declaring a major or minor in communication are EN 101, COM 101 and COM 190. Additionally, faculty will conduct entrance interviews with each student and give guidance for program planning given the student’s career interests.

Students who have completed the integrated marketing track will have demonstrated the following additional competencies:

- an understanding of how to use and evaluate research methods employed for understanding diverse consumer groups in a global society.
- an understanding of the concepts, theories and tools of marketing and strategic marketing decision making.
- an understanding of the tools of integrated marketing communication and the ability to use them to address specified marketing objectives.

### **Pre-major Requirements**

Pre-major requirements must be fulfilled with grades of 'C' or better. Moreover, majors must submit to the program advisor a portfolio of their work in the major prior to petitioning for graduation.

Communication majors must fulfill the general education lab science requirement by taking PHY 121/L Physics of Photography.

COM 200 Introduction to Mass Communication

COM 250/L Introduction to Video Production

COM 274 Writing for Mass Communication

### **Major Requirements**

A total of at least 37 semester hours in upper division coursework is required for communication majors. The following are required courses in the major.

COM 320 Professional Presentations

COM 433 Media Law and Ethics

COM 350/L Studio Video Production

COM 370 News Writing

COM 371/L Communication Practicum

COM 375 Public Relations

COM 378 Graphic and Publication Design

COM 387 Communication Internship (1-3)

In addition, students add focused competencies in marketing communication or mass communication by taking at least two of the following courses:

#### Mass Communication (Broadcast and Journalism)

COM 330 Intermediate Video Production

COM 430 Advanced Video Production

COM 450/L Studio Video Production II

COM 471/L Communication Practicum

#### Marketing Communication (Advertising and Public Relations)

MKT 301 Principles of Marketing

COM 431 Integrated Marketing Communication

COM 437/L Consumer Research

COM 440 Marketing Strategy

COM 476/L Integrated Campaigns

Communication minor requirements: 12 semester hours of upper division courses as directed by the advisor.

### **Academic Advising for Post-Baccalaureate Work or Study**

Students will be advised to take various courses to fulfill remaining upper division credits required for graduation, depending on their interests and plans after earning their bachelor's degree. They may take other communication courses not included in their concentration, or opt to declare a minor in another discipline of their choice.

Students planning to attend graduate school for thesis/ dissertation-type post-baccalaureate studies are advised to take the following courses to be introduced to research methodologies and theories related to communication: AN/SO 317, MA 331, PH 310, PH 405, PH 415, PSY 315, PSY 316, PSY 322, PSY 411, PSY 434 and PSY 436.

Communication students are advised to select from the following courses to provide additional background in their concentration.

For mass communication students interested in broadcasting, the following courses will provide them with additional background in media and technology: ED 470, EN 362, HI 407, HI/POL 475 and/or PH 310.

For mass communication students interested in print journalism, the following courses offer additional background in various writing styles, online publishing and the legal and philosophical framework of mass communication: CJ 430, EN 302, EN 303, EN 362, EN 402, EN 403, HI/POL 401, HI/POL 402, HI 407, PH 310, PH 405 and PH 415.

For marketing communication students, the following courses provide additional background in integrated, media and corporate communication: BU 200, BU 224, BU 308, BU 362, BU 402, MKT 301, and EN 362.

## **Course Descriptions**

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### **Communication (COM)**

#### **COM 101 Introduction to Communication (3)**

Introduction to major forms of communication. Activities for students to learn effective communication skills for two-person, small groups and public situations. Examination and application of basic principles of message development for personal and public speech. Offered each semester.

#### **COM 190 Communication Seminar (1)**

This course introduces students to the communication field. It explores careers in professional communication with emphasis on responsibilities, demands and opportunities in various occupational areas. Students will gain exposure to ethical issues as well as technical dimensions of the various branches of the field. Offered annually.

#### **COM 200 Introduction to Mass Communication (3)**

Survey of the history and purpose of mass communication. Examination of the various career areas (advertising, broadcasting, journalism and public relations) is done through practical, cross-media projects. Offered annually. Prerequisites: COM 101 and EN 102.

**COM 250/L Introduction to Video Production (3 / 1)**

Study of the basic skills of performance and single camera field production in broadcasting. Students learn to operate video camera and are introduced to video and audio editing techniques. They work individually and in groups throughout the semester to create several short videos. Offered annually. Prerequisite: COM 101.

**COM 274 Writing for Mass Communication (3)**

Developing and practicing writing skills for advertising, broadcasting, journalism and public relations. Introduction to the study and practice of law and ethics in determining news values, gathering information and communicating clearly and accurately for mass audiences. Grammar and mechanics and Associated Press style are emphasized. Offered annually.

**English 102 and COM 101 are prerequisites for all upper division courses****COM 310 Intercultural Communication (3)**

Major concepts in the study of communication with people from different cultural backgrounds. Values, beliefs, expectations, customs and attitudes of various ethnic groups are studied to facilitate communicating across cultural boundaries. Offered each semester. Fulfills Global Awareness course requirement.

**COM 320 Professional Presentations (3)**

Theory and practice in the more advanced forms of informative and persuasive speaking. Incorporation of visual communication aids and presentation graphics. Critical analysis of principal speakers and speeches. Offered each semester.

**COM 330 Intermediate Video Production (3)**

Fundamentals of scripting, single camera field production, use of professional equipment, and editing are developed through a series of practical exercises. Offered annually. Prerequisite: COM 250/L.

**COM 340 Interpersonal Relations (3)**

Practical approach to understanding theories of communication in face-to-face encounters. Attention to conflict resolution and the overall motivations and effects of interpersonal interaction. Offered each semester.

**COM 350/L Studio Video Production (3 / 1)**

Fundamentals of serving as a member of a multi-camera studio production crew are developed through a series of practical exercises. Each student will learn and practice a variety of roles and responsibilities. Offered annually. Prerequisite: COM 250/L.

**COM 370 News Writing (3)**

Study and practice of principles in interviewing, news writing and journalistic reporting. Focuses on the careful research and objective writing required for print and online media. Concurrent enrollment in COM 371 recommended. Offered annually. Prerequisites: COM 200 and COM 274.

**COM 371/L Communication Practicum (3/1)**

Practical experience in newspaper production, including writing, editing and photo journalism. Course includes peer mentoring and supervision opportunities. Prerequisite, COM 274 and COM 378, or instructor consent.

**COM 375 Public Relations (3)**

Study of the principles and scope of public relations. Practice in techniques used with special attention to publicity writing, image projection and public relations campaigns. Offered annually. Prerequisite: COM 200 and COM 274.

**COM 378 Graphic and Publication Design (3)**

Emphasizes the visual aspects of communication by focusing on the creative process of using art and technology through computer-assisted page design and layout. Offered annually. Prerequisites: COM 200.

**COM 380 Special Topics (3)**

Selected topics in communication offered periodically. Prerequisites vary according to topic.

**COM 387 Communication Internship (1-3)**

Internships in communication fields: advertising, broadcasting, journalism or public relations. Three semester hours may be used to fulfill major requirements in Communication; nine semester hours only in any combination of practica and internships may be used to fulfill the total number needed for graduation. Offered every semester. Prerequisites: junior or senior standing and approval of advisor.

**COM 430 Advanced Video Production (3)**

Students work independently with service oriented clients to develop a service learning product that uses technical skill in video, advanced camera and editing theory & operation. They also critique and analyze use of professional media. Prerequisite, COM 330.

**COM 431 Integrated Marketing Communication (3)**

Public relations and advertising promotions as integrated marketing communications. Topics include theory, budgeting, communication, media forms, creativity, coordination and evaluation of campaigns. Cross-listed as MKT 431. Offered annually. Prerequisites: COM 200, COM 375, BU 200 and MKT 301 or permission of instructor

**COM 433 Media Law and Ethics (3)**

Examines the secular and religious perspectives of law and ethics in the media communication fields. Study includes First Amendment issues, prior restraint, defamation, privacy and copyright. Perspectives on personal and social meaning and moral judgment within contemporary writers in philosophy and theology of communication. Fulfills interdisciplinary course requirements. Cross-listed as RE 433. Offered annually. Prerequisites: COM 200 and RE 103 or RE 205 or permission of instructor.

**COM 437/L Consumer Research (3-1)**

Students learn the purpose of consumer research and how to implement a market research project. The class explores traditional types of research designs, as well as newer ethno-graphic approaches for both quantitative and qualitative. Ethical issues related to the practice of consumer research are also covered.

**COM 440 Marketing Strategy (3)**

This course addresses the organization and coordination of the total marketing program, including the marketing mix elements, market research, market segmentation and positioning in a case analysis format. Students will understand the interrelationships among all elements of marketing critical to strategic decision making. Students develop a strategic marketing plan for a real organization, providing hands-on experience with the process. Offered every semester. Prerequisites: MKT 301, COM 437/L and senior standing.

**COM 450/L Studio Video Production II (3/1)**

Students develop ability to supervise a video production and group collaboration in a television studio environment. They also design and set up an appropriate studio operation and direct on-air talent from studio floor and control room for a video news/magazine show.

Concurrent registration in COM 450/COM 450L required. Prerequisite, COM 350/L.

**COM 471/L Communication Practicum II (3/1)**

Students learn to budget content for a news publication, use standard editing marks to edit and rewrite stories and captions using industry standard graphic design software to deliver print ready files to a publisher. They also supervise each step of the design process from concept development to production, and completion of an actual published newspaper. Typical work includes selecting photos, cropping and design of photo page layouts.

Concurrent registration in COM 471/COM 471L required. Prerequisite, COM 371.

**COM 476/L Integrated Campaigns (3/ 1)**

Study, development and application of advertising, marketing and public relations strategies. Emphasis on business management and media relations as effective tactics on mass audiences. Participation in competitive campaigns or service learning projects provides opportunities for hands-on experience. Offered annually. Concurrent registration in COM 476/COM 476L required. Prerequisites: COM 431 or permission of instructor.

**COM 480 Special Topics (3)**

Directed study of selected topics in communication may include: Advanced Studio Production Advanced Broadcast Performance Advanced News Writing opportunities for hands-on experience. Offered annually. Prerequisites: permission of instructor.