The disciplines represented within the College of Communication and Information emphasize different aspects of communication and information theory, research, use and practice. Yet, they all focus on the elements and means of creating, managing, using and evaluating messages, and on information components and processes that are central to communication interaction.

The evolution of digital and electronic media has blurred the distinctions and narrowed the traditional differences between and among communication and information disciplines. The College of Communication and Information provides a coherent and unified structure for the cohesive, collaborative and convergent study of human interaction and information design, production, processing, management, exchange and evaluation, while retaining the unique perspectives and content foci of programs within each of the constituent schools.

The college links programs with a pedagogical and research interest in new technology for information and communication uses, distribution and content. In addition, the School of Communication Studies houses the Communication Instructional Resource Lab and the Communication Research Center. The School of Journalism and Mass Communication houses two centers: the Center for Scholastic Journalism and the Media Law Center for Ethics and Access. The School of Information houses the Center for the Study of Librarianship and the Center for the Study of Information and Religion. In partnership with regional, national and international businesses and organizations, the School of Visual Communication Design engages in multidisciplinary research focused on socially responsible design concepts.

**Departments and Schools**

- School of Communication Studies
- School of Digital Sciences
- School of Journalism and Mass Communication
- School of Information
- School of Visual Communication Design

**Undergraduate Programs**

- Advertising - B.S.
- Communication Studies - B.A.
- Digital Media Production - B.S.
- Digital Sciences - B.A.
- Digital Sciences - B.S.
- Journalism - B.S.
- Photography - B.F.A.
- Public Relations - B.S.
- Visual Communication Design - B.A.
- Visual Communication Design - B.F.A.

**Minors**

- Advertising
- Communication Studies
- Design
- Digital Media Production
- Digital Sciences
- Fashion Media
- Global Communication
- Health Communication
- Information Design
- Interpersonal Communication
- Media Literacy
- Organizational Communication
- Photography
- Photojournalism
- Public Communication
- Public Relations
- User Experience Design
- Visual Journalism
Graduate Programs

- Communication and Information - Ph.D.
- Communication Studies - M.A.
- Digital Sciences - M.D.S.
- Health Informatics - M.S.
- Journalism and Mass Communication - M.A.
- Knowledge Management - M.S.
- Library and Information Science - M.L.I.S.
- School Library Media K-12 - M.L.I.S.
- School Library Media Licensure (Non-Degree)
- User Experience Design - M.S.
- Visual Communication Design - M.A.
- Visual Communication Design - M.F.A.

Certificates

- Graduate Certificates
  - Enterprise Architecture
  - Health Informatics
  - Web-Enabled E-Learning Knowledge Management

College of Communication and Information Faculty

School of Communication Studies Faculty

- Bacue, Aaron E. (2015), Assistant Professor, M.A., University of Delaware, 1999
- Beam, Michael A. (2014), Associate Professor, Ph.D., The Ohio State University, 2012
- Bentley, Laurie S. (1994), Associate Lecturer, M.A., Kent State University, 1996
- Bihn-Coss, Ginger F. (2014), Assistant Professor, Ph.D., Bowling Green State University, 2003
- Cai, Bei (2002), Associate Professor
- Child, Jeffrey T. (2007), Professor, Ph.D., North Dakota State University, 2007
- Compton, Cristin (2017), Assistant Professor, Ph.D., University of Missouri-Columbia, 2016
- D’Enbeau, Suzy M. (2013), Associate Professor, Ph.D., Purdue University, 2009
- Egbert-Scheibelhofer, Nichole L. (2000), Professor, Ph.D., University of Georgia, 2000
- Goodall, Catherine E. (2009), Associate Professor, Ph.D., The Ohio State University, 2009
- Graham, Elizabeth E. (2016), Professor and School Director, Ph.D., Kent State University, 1987
- Haridakis, Paul M. (1996), Professor, Ph.D., Kent State University, 2000
- Hollenbaugh, Erin E. (2003), Associate Professor, Ph.D., Kent State University, 2008
- Kaptan, Yesim (2016), Assistant Professor, Ph.D., Indiana University, 2010
- Lin, Mei-Chen (2003), Associate Professor, Ph.D., University of Kansas, 2003
- McCullough, Jennifer L. (2010), Assistant Professor, Ph.D., The Ohio State University, 2007
- Meyer, Janet R. (1998), Associate Professor, Ph.D., University of Michigan, 1989
- Ponder, James D. (2007), Assistant Professor, Ph.D., Kent State University, 2012
- Sharma, Rekha (2000), Associate Professor, M.A., Kent State University, 2004
- Toumi, Ikram (2017), Assistant Professor, Ph.D., University of Texas-Austin, 2016
- Waite, Lisa A. (1991), Senior Lecturer, M.A., University of Akron, 1985
- Workneh, Tewodros (2016), Assistant Professor, Ph.D., University of Oregon, 2014

School of Information Faculty

- Albright, Kendra S., Professor
- Boon, Belinda (2006), Associate Professor, Ph.D., University of Texas-Austin, 2006
- Campana, Kathleen (2017), Assistant Professor, Ph.D., University of Washington, 2018
- Gracy, Karen (2007), Associate Professor, Ph.D., University of California-Los Angeles, 2001
- Hajibayova, Lala (2014), Assistant Professor, Ph.D., Indiana University-Bloomington, 2014
- Harper, Sarah M. (2001), Professor, Ph.D., Kent State University, 2003
- Hegmann, Elda (2011), Assistant Professor, Ph.D., Laval University, 2003
- Hudak, Christine A. (2012), Professor, Ph.D., Cleveland State University, 1998
- Jakli, Antal I. (1989), Professor, Ph.D., University of Budapest, 1986
- Latham, Kiersten F. (2010), Assistant Professor, Ph.D., Emporia State University, 2009
- Martens, Marianne (2012), Associate Professor, Ph.D., Rutgers The State University of New Jersey, 2012
- Matteson, Miriam L. (2012), Associate Professor, Ph.D., University of Maryland, 2009
- Meehan, Rebecca A. (2012), Associate Professor, Ph.D., University of North Texas, 2003
- Robins, David B. (2004), Associate Professor, Ph.D., University of North Texas, 1998
- Salaba, Athena (1993), Professor, Ph.D., University of Wisconsin-Madison, 2005
- Sherman, Paul J. (2013), Assistant Professor, Ph.D., University of Texas-Austin, 1997
- Smith, Catherine L. (2010), Associate Professor, Ph.D., Rutgers The State University of New Jersey, 2010
- Soyka, Heather (2017), Assistant Professor
- Woods, Daniel B. (2009), Lecturer, M.B.A., Case Western University, 2014
- Zeng, Marcia L. (1992), Professor, Ph.D., University of Pittsburgh, 1992
- Zhang, Yin (1999), Professor, Ph.D., University of Illinois-Chicago, 1999

School of Journalism and Mass Communication Faculty

School of Visual Communication Design Faculty

- Bailey, Evan B. (2003), Associate Professor, M.A., Kent State University, 2009
- Bowen, Candace P. (1995), Professor, M.A., Northern Illinois University, 1980
- Dworznik, Gretchen J. (2015), Assistant Professor, Ph.D., Kent State University, 2008
- Ewing, Michele E. (2002), Associate Professor, M.A., Kent State University, 1989
- Foster, David A. (2014), Assistant Professor, M.A., Kent State University, 2008
- Fruit, Jeffrey W. (1998), Professor, M.A., The Ohio State University, 1977
- Goodman, Mark (2008), Professor, J.D., Duke University, 1985
- Hallgren, Scott W. (2016), Assistant Professor
- Idsvoog, Karl A. (2004), Associate Professor
- Lambert, Cheryl A. (2016), Assistant Professor
- Leach, Janet C. (2003), Professor, M.A., Kent State University, 2006
- Marino, Jacqueline A. (1990), Professor, M.A., Johns Hopkins University, 2002
- McKenney, Mitchell J. (2001), Associate Professor, M.B.A., Kent State University, 2008
- Moore, Stefanie A. (2001), Professor, M.S., Kent State University, 2007
- Murray, Gordon J. (1982), Associate Professor, Ph.D., Kent State University, 1998
- Roberts, Timothy A. (2003), Lecturer, M.A., Kent State University, 2010
- Rolnick, Rebecca M. (2017), Assistant Professor, M.F.A., University of Southern California, 2000
- Sarver-Coombs, Danielle (2007), Professor, Ph.D., Louisiana State University-Baton Rouge, 2007
- Schultz, Connie, Professional in Residence
- Shelton, Eugene (2001), Professor, M.A., Kent State University, 2004
- Smith, Stephanie D. (2012), Associate Professor, M.P.A., Harvard University, 1994
- Tang, Tang, Professor
- Wardell, Wendy A. (2012), Associate Lecturer, B.S., University of Akron, 1991
- Wasbotten, Thor L. (2012), Professor, M.S., University of Oregon, 1995
- White, Dana, Assistant Professor
- Williams, Traci E. (1995), Senior Lecturer, L.S.M., Kent State University, 2005
- York, Chance A. (2014), Assistant Professor, Ph.D., Louisiana State University-Baton Rouge, 2014
- Zake, Susan K. (2007), Assistant Professor, M.A., Kent State University, 2011

School of Visual Communication Design Faculty

- Barness, Jessica S. (2012), Associate Professor, M.F.A., University of Minnesota-Twin Cities, 2012
- Bell, Timothy J. (2015), Assistant Professor, M.Arch., Columbia University, 2012
- Coorey, Jillian S. (2010), Associate Professor, M.F.A., University of Illinois-Chicago, 2010
- Inderhees, Joan E. (1982), Senior Lecturer, M.A., Kent State University, 1986
- Katila, Sanda S. (1990), Associate Professor, M.F.A., Kent State University, 1993
- Kennedy, Jaime D. (2007), Associate Professor, M.F.A., The Ohio State University, 2006
- King, Larrie L. (2012), Assistant Professor, M.F.A., Kent State University, 2014
- McConaughy, Kathleen M. (2018), Lecturer, B.F.A., Kent State University, 1980
- Middleton, David A. (1998), Professor, M.A., Kent State University, 1985
- Mooney, Aoife (2013), Assistant Professor, M.F.A., University of Reading, 2010
- O’Grady, Kenneth J. (1997), Professor, M.F.A., Kent State University, 2000
- Peters, Daphne F. (2014), Assistant Professor, B.Arch., Carnegie Mellon University, 2002
- Ransom, Christopher T. (1996), Associate Professor, M.F.A., University of Delaware, 1993
- Renicker, Valora (1994), Professor, M.F.A., Kent State University, 2001
- Rinnert, Gretchen C. (2008), Associate Professor, M.F.A., North Carolina State University-Raleigh, 2008
- Roll, David (2015), Assistant Professor, M.A., Kent State University, 2007

College of Communication and Information

Communication and Information (CCI)

CCI 10095 SPECIAL TOPICS IN COMMUNICATION AND INFORMATION
1-3 Credit Hours
(Repeatable for credit) Interdisciplinary and/or collaborative learning experiences in areas not covered by traditional coursework.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Satisfactory/Unsatisfactory

CCI 10195 SELECTED TOPICS IN COMMUNICATION AND INFORMATION
1-3 Credit Hours
(Repeatable for credit) Interdisciplinary and/or collaborative learning experiences in areas not covered by traditional coursework.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

CCI 12001 PHOTOGRAPHY
3 Credit Hours
This is an introductory course intended to provide a basic understanding of the photographic process as visual communication. The course will explore why humans are compelled to capture images and how our visual language has impacted society and culture. Students will learn camera controls, depth of field, composition, exposure, image correction, digital workflow and other topics through a range of photographic assignments. This course will also focus on the history, technology, ethics and art of photography.
Prerequisite: None.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter
CCI 40095  SPECIAL TOPICS IN COMMUNICATION AND INFORMATION  1-3 Credit Hours
(Repeatable for credit) (Cross-listed with CCI 50095) Interdisciplinary and/or collaborative learning experiences in areas not covered by traditional coursework.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

CCI 45091  SEMINAR IN MEDIA AND MOVEMENTS  3 Credit Hours
(Slashed with CCI 55091) The College of Communication and Information's (CCI's) Media and Movements Seminar is a high-impact, immersive educational experience that involves problem-based learning about a significant and highly relevant social issue. The course enables CCI undergraduate and graduate students, as well as students from other Kent State departments and colleges, to apply their communication, research, multimedia storytelling, design, advocacy, data, information and knowledge management skills to help clients and communities affected by the social issue. The seminar relies heavily upon experiential learning and field research and requires students to work independently and as part of interdisciplinary teams to develop public awareness and advocacy campaigns.
Prerequisite: Sophomore standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CCI 46001  RESPONSIVE WEB DESIGN  3 Credit Hours
(Slashed with CCI 56001) Students learn the fundamentals for designing and developing a responsive website design system using HTML, CSS and JavaScript, while also applying research, content strategy and testing techniques. Materials and information are delivered through lectures, demos, hands-on exercises and a semester-long project.
Prerequisite: Sophomore standing or higher.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CCI 46002  ADVANCED RESPONSIVE WEB DESIGN  3 Credit Hours
(Slashed with CCI 56002) Advanced Responsive Web Design takes the key principles covered in the Responsive Web Design course (or equivalent courses) and expands upon them within the framework of a client project. Students will design and develop a responsive website in a content management system (CMS) that can be edited by a client. Teams will be assigned responsibility to complete the project throughout the semester using advanced web design tools in the areas of user experience, visual design, web development and content strategy. Students also interact with a real client throughout the semester, gaining hands-on experience with deadlines, feedback and agile project management.
Prerequisite: CCI 46001; and special approval.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

CCI 50095  SPECIAL TOPICS IN COMMUNICATION AND INFORMATION  1-3 Credit Hours
(Repeatable for credit) (Cross-listed with CCI 40095) Interdisciplinary and/or collaborative learning experiences in areas not covered by traditional coursework.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

CCI 55091  SEMINAR IN MEDIA AND MOVEMENTS  3 Credit Hours
(Slashed with CCI 45091) The College of Communication and Information's (CCI's) Media and Movements Seminar is a high-impact, immersive educational experience that involves problem-based learning about a significant and highly relevant social issue. The course enables CCI undergraduate and graduate students, as well as students from other Kent State departments and colleges, to apply their communication, research, multimedia storytelling, design, advocacy, data, information and knowledge management skills to help clients and communities affected by the social issue. The seminar relies heavily upon experiential learning and field research and requires students to work independently and as part of interdisciplinary teams to develop public awareness and advocacy campaigns.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CCI 56001  RESPONSIVE WEB DESIGN  3 Credit Hours
(Slashed with CCI 46001) Students learn the fundamentals for designing and developing a responsive website design system using HTML, CSS and JavaScript, while also applying research, content strategy and testing techniques. Materials and information are delivered through lectures, demos, hands-on exercises and a semester-long project.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

CCI 56002  ADVANCED RESPONSIVE WEB DESIGN  3 Credit Hours
(Slashed with CCI 46002) Advanced Responsive Web Design takes the key principles covered in the Responsive Web Design course (or equivalent courses) and expands upon them within the framework of a client project. Students will design and develop a responsive website in a content management system (CMS) that can be edited by a client. Students will lead separate teams of undergraduate students who are assigned responsibility to complete the project throughout the semester using advanced web design tools in the areas of user experience, visual design, web development and content strategy. Students also interact with a real client throughout the semester, gaining hands-on experience with deadlines, feedback and agile project management.
Prerequisite: CCI 56001; Graduate standing and special approval.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter
**CCI 60000  FOUNDATIONS OF COMMUNICATION AND INFORMATION INQUIRY  3 Credit Hours**
(Slashed with CCI 80000) Introduction to epistemological foundations of the Communication and Information (CCI) disciplines, theory construction and academic writing for the CCI PhD.
**Prerequisite:** Graduate standing.
**Schedule Type:** Lecture
**Contact Hours:** 3 lecture
**Grade Mode:** Standard Letter

**CCI 60001  FOUNDATIONS OF RESEARCH AND SCHOLARSHIP IN COMMUNICATION AND INFORMATION  3 Credit Hours**
(Slashed with CCI 80001) Overview of the process of engaging with and presenting empirical research in communication and information, emphasizing the importance of clear conceptualization, meaningful engagement with literature, and effective presentation of findings.
**Prerequisite:** Graduate standing.
**Schedule Type:** Lecture
**Contact Hours:** 3 lecture
**Grade Mode:** Standard Letter

**CCI 60094  COLLEGE TEACHING IN COMMUNICATION AND INFORMATION  3 Credit Hours**
Training and investigation of best practices for collegiate instruction: course development, classroom performance, evaluation and reflection, introduction to instructional research.
**Prerequisite:** Doctoral standing.
**Schedule Type:** Seminar
**Contact Hours:** 3 other
**Grade Mode:** Standard Letter

**CCI 60095  SPECIAL TOPICS IN COMMUNICATION AND INFORMATION  1-3 Credit Hours**
(Repeatable for credit) (Cross-listed with CCI 80095) Interdisciplinary and/or collaborative learning experiences in areas not covered by traditional coursework.
**Prerequisite:** Graduate standing.
**Schedule Type:** Lecture
**Contact Hours:** 1-3 lecture
**Grade Mode:** Standard Letter-IP

**CCI 60096  INDIVIDUAL INVESTIGATION IN COMMUNICATION AND INFORMATION  1-3 Credit Hours**
(Repeatable with the approval of the student's advisor for a maximum of 6 credit hours) Independent study of area or problem to be selected in consultation with doctoral faculty.
**Prerequisite:** Doctoral standing and special approval.
**Schedule Type:** Individual Investigation
**Contact Hours:** 1-3 other
**Grade Mode:** Standard Letter-IP

**CCI 60097  COLLOQUIUM IN COMMUNICATION AND INFORMATION  1 Credit Hour**
(Slashed with CCI 80097) The colloquium course provides College of Communication & Information (CCI) master's level students exposure to cutting edge research, professional socialization to the doctoral program, and a platform to present their own research and ideas.
**Prerequisite:** Graduate standing.
**Schedule Type:** Lecture
**Contact Hours:** 1 lecture
**Grade Mode:** Satisfactory/Unsatisfactory

**CCI 80000  FOUNDATIONS OF COMMUNICATION AND INFORMATION INQUIRY  3 Credit Hours**
(Slashed with CCI 60000) Introduction to epistemological foundations of the Communication and Information (CCI) disciplines, theory construction and academic writing for the CCI PhD.
**Prerequisite:** Doctoral standing.
**Schedule Type:** Lecture
**Contact Hours:** 3 lecture
**Grade Mode:** Standard Letter

**CCI 80001  FOUNDATIONS OF RESEARCH AND SCHOLARSHIP IN COMMUNICATION AND INFORMATION  3 Credit Hours**
(Slashed with CCI 60001) Overview of the process of engaging with and presenting empirical research in communication and information, emphasizing the importance of clear conceptualization, meaningful engagement with literature, and effective presentation of findings.
**Prerequisite:** Doctoral standing.
**Schedule Type:** Lecture
**Contact Hours:** 3 lecture
**Grade Mode:** Standard Letter

**CCI 80094  COLLEGE TEACHING IN COMMUNICATION AND INFORMATION  3 Credit Hours**
Training and investigation of best practices for collegiate instruction: course development, classroom performance, evaluation and reflection, introduction to instructional research.
**Prerequisite:** Doctoral standing.
**Schedule Type:** Seminar
**Contact Hours:** 3 other
**Grade Mode:** Standard Letter

**CCI 80095  SPECIAL TOPICS IN COMMUNICATION AND INFORMATION  1-3 Credit Hours**
(Repeatable for credit) (Cross-listed with CCI 80095) Interdisciplinary and/or collaborative learning experiences in areas not covered by traditional coursework.
**Prerequisite:** Doctoral standing.
**Schedule Type:** Lecture
**Contact Hours:** 1-3 lecture
**Grade Mode:** Standard Letter-IP

**CCI 80096  INDIVIDUAL INVESTIGATION IN COMMUNICATION AND INFORMATION  1-3 Credit Hours**
(Repeatable with the approval of the student's advisor for a maximum of 6 credit hours) Independent study of area or problem to be selected in consultation with doctoral faculty.
**Prerequisite:** Doctoral standing and special approval.
**Schedule Type:** Individual Investigation
**Contact Hours:** 1-3 other
**Grade Mode:** Standard Letter-IP

**CCI 80097  COLLOQUIUM IN COMMUNICATION AND INFORMATION  1 Credit Hour**
(Slashed with CCI 80097) The colloquium course provides College of Communication & Information (CCI) master's level students exposure to cutting edge research, professional socialization to the doctoral program, and a platform to present their own research and ideas.
**Prerequisite:** Doctoral standing.
**Schedule Type:** Colloquium
**Contact Hours:** 1 lecture
**Grade Mode:** Satisfactory/Unsatisfactory

**CCI 80199  DISSERTATION I  15 Credit Hours**
(Repeatable for credit) Doctoral dissertation for which registration is begun and continuing until the completion of 30 hours.
**Prerequisite:** Doctoral standing.
**Schedule Type:** Colloquium
**Contact Hours:** 15 other
**Grade Mode:** Satisfactory/Unsatisfactory-IP

**CCI 80299  DISSERTATION II  15 Credit Hours**
(Repeatable for credit) Continuing registration required of doctoral students who have completed the initial 30 hours of dissertation and continuing until all degree requirements are met.
**Prerequisite:** CCI 80199 or COMM 80199 and Doctoral standing.
**Schedule Type:** Colloquium
**Contact Hours:** 15 other
**Grade Mode:** Satisfactory/Unsatisfactory-IP
CCI 85098  RESEARCH IN COMMUNICATION AND INFORMATION  
1-15 Credit Hours  
(Repeatable for credit)Research or individual investigation for doctoral students who have not yet passed their candidacy examination. Credits may be applied toward degree if doctoral supervisory committee and CCI College Doctoral Program Policy Committee approve.  
Prerequisite: Doctoral standing.  
Schedule Type: Research  
Contact Hours: 1-15 other  
Grade Mode: Satisfactory/Unsatisfactory-IP

School of Communication Studies

Communication Studies (COMM)

COMM 15000  INTRODUCTION TO HUMAN COMMUNICATION (KADL)  
3 Credit Hours  
An inquiry into the nature and function of human communication in interpersonal, group and public contexts.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
Attributes: Kent Core Additional, TAG Communication, Transfer Module Composition

COMM 20000  FOUNDATIONS OF COMMUNICATION  
3 Credit Hours  
The foundations of communication studies course serves as an introduction to the major. Provides an introduction to communication studies faculty, research and the major concentrations of the school; highlights possible careers in communication studies; and introduces possible ways students can supplement curriculum efforts through involvement.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 other  
Grade Mode: Standard Letter

COMM 20001  INTERPERSONAL COMMUNICATION  
3 Credit Hours  
Introduction to human interpersonal communication. Components and structures situations and contexts are described nonevaluative focus with emphasis on informal experience.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
Attributes: TAG Communication

COMM 21000  COMMUNICATION GRAMMAR REVIEW  
1 Credit Hour  
Designed to increase grammar, punctuation, spelling and syntax skills and proficiency. Students must earn a minimum C grade to fulfill the grammar requirement.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 1 lecture  
Grade Mode: Standard Letter

COMM 25464  ARGUMENTATION  
3 Credit Hours  
Introduction to principles of oral and written argumentation.  
Prerequisite: COMM 15000.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

COMM 25863  BUSINESS AND PROFESSIONAL COMMUNICATION  
3 Credit Hours  
Fundamentals of public and conference speaking, conducting meetings, electronic presentations, interviewing and interpersonal relations as applied to business and organizational settings.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

COMM 25902  COMMUNICATION THEORY  
3 Credit Hours  
Study of the process of human communication. Emphasis on source, message, channel and receiver dimensions of communication. Examination of major theories of communication and social influence.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

COMM 26000  CRITICISM OF PUBLIC DISCOURSE (DIVD) (KHUM)  
3 Credit Hours  
A critical examination of selected public speeches representing diverse viewpoints on a variety of historic and contemporary issues, emphasizing methods of evaluating public oral communication and the role of speechmaking in free societies.  
Prerequisite: Sophomore standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
Attributes: Diversity Domestic, Kent Core Humanities, Transfer Module Humanities

COMM 26001  PUBLIC COMMUNICATION IN SOCIETY  
3 Credit Hours  
Examines communication in public settings. Content includes issues in mass media, political communication and political advertising, news, crisis communication, public opinion, and communication in executive, legislative and judicial settings. Students explore the influence of mediated messages via application of mass communication theories and constructs.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

COMM 26501  INTRODUCTION TO HEALTH COMMUNICATION  
3 Credit Hours  
Introduction to the roles of communication in health, health and risk behavior, health care, and health promotion, including interpersonal, organizational and media contexts.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

COMM 26500  COMPREHENSIVE EXAMINATION  
1 Credit Hour  
Comprehensive examination for students who have reached candidacy standards and are ready to graduate. Exams are scheduled and administered by the School of Communication Studies. Approval of course credits required.  
Prerequisite: Doctoral standing.  
Schedule Type: Research  
Contact Hours: 1-15 other  
Grade Mode: Satisfactory/Unsatisfactory-IP

COMM 30000  COMMUNICATION RESEARCH METHODS  
3 Credit Hours  
Introduction to qualitative and quantitative research methods in communication. Students should complete this course early in their program of study.  
Prerequisite: Minimum 2.000 overall GPA.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter
COMM 34000 COMMUNICATION ETHICS 3 Credit Hours
This course focuses on the ethics of communication activities and practices. We will explore ethical frameworks, principles, and guidelines for help discerning what rights and responsibilities, if any, communicators have to themselves, to their families and communities, and to the broader global community.
Prerequisite: Minimum C grade in COMM 21000.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 35600 COMMUNICATION IN SMALL GROUPS AND TEAMS 3 Credit Hours
Focuses on the application and practice of group communication skills and techniques applied to goal-oriented small group situations. Course explores communication theory and research about small groups and teams, relating in group and teams, managing conflict in groups and teams, leadership in groups and teams and problem-solving in groups and teams.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Communication

COMM 35852 INTERCULTURAL COMMUNICATION (DIVG) 3 Credit Hours
Theory and application of communication between people of different cultures and different national systems.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Diversity Global

COMM 35860 INTERVIEWING 3 Credit Hours
Techniques, principles and practical skills for interviews most likely to occur in business environments; job searches and selection interviews, information-gathering interviews, performance appraisals, counseling interviews and persuasive interviews.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 35864 ORGANIZATIONAL COMMUNICATION (WIC) 3 Credit Hours
Application of communication theory to organizational settings. Exploration of communication structures processes and methods in organizations.
Prerequisite: Minimum C grade in COMM 20000; either minimum C grade in COMM 21000 or minimum 680 Grammar Test score; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

COMM 35912 GENDER AND COMMUNICATION (DIVD) 3 Credit Hours
Explores how gender is socially constructed in everyday communicative interactions and institutional contexts, including close relationships, organizations, school settings and the media. In the process, this course uncovers how the social construction of gender perpetuates power imbalances in society.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Diversity Domestic

COMM 36501 COMMUNICATION IN HEALTH CARE 3 Credit Hours
Examination of the dynamics of communication in health care settings, including provider-patient interaction, using communication theory, research and health advocacy skills across a variety of health care contexts.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Diversity Domestic

COMM 36505 COMMUNICATION, AGING AND CULTURE 3 Credit Hours
Examination of the roles of aging and culture on human communication.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 37091 SEMINAR IN COMMUNICATION AND POPULAR CULTURE 3 Credit Hours
(Repeatable twice for credit) Popular culture is driven by communication. The messages contained in that communication can be both prescriptive and descriptive and can reveal much about people's culture, attitudes, fears, values and perceptions of reality. Course will focus on messages contained in various popular culture artifacts including, but not limited to film, television, internet, music and literature.
Prerequisite: None.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

COMM 40001 ADVANCED INTERPERSONAL COMMUNICATION (WIC) 3 Credit Hours
Advanced treatment of interpersonal communication theory and research. Interpersonal principles are applied to group and organizational contexts.
Prerequisite: COMM 20001; minimum C grade in COMM 20000; and either minimum C grade in COMM 21000 or minimum 680 Grammar Test score; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course
COMM 41000  SPORTS COMMUNICATION  3 Credit Hours
An examination of the inter-relationship between sports and communication in today's society. Students discuss and examine sports through communication lenses (groups, interpersonal, media/mediated and organizational).
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 42000  MEDIA, WAR AND PROPAGANDA  3 Credit Hours
Examines the influence of TV, movies, and media images of war, the war effort and portrayals of enemies, protesters and anti-war groups on communication research, including mass communication and persuasion.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 43000  COMMUNICATION TECHNOLOGY AND HUMAN INTERACTION  3 Credit Hours
Course aims to help students develop a critical understanding of diverse newer media and how they are used and affect human interaction. In achieving this goal, students are expected to learn how newer media are different from and similar to face-to-face communication or traditional mass media, newer media's social and psychological effects on human interactions, and theoretical frameworks explaining these media.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45006  MEDIA USE AND EFFECTS  3 Credit Hours
The course examines the ways in which communication scholars have conceptualized and analyzed media processes, uses and effects. We explore such issues as media portrayals, news coverage, political campaigns, sex and violence in the media, media entertainment, children and television, and newer communication technologies.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45007  FREEDOM OF SPEECH  3 Credit Hours
(Slashed with COMM 55007) Examines historic and contemporary instances relating to freedom of speech; study of limits, rights, responsibilities and socio-legal-rhetorical issues.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45091  SEMINAR IN COMMUNICATION STUDIES  1-4 Credit Hours
(Repeatable for a maximum of 9 credit hours) Examination of selected communication topics/areas and related research.
Prerequisite: None.
Schedule Type: Seminar
Contact Hours: 1-4 other
Grade Mode: Standard Letter

COMM 45092  INTERNSHIP IN COMMUNICATION STUDIES (ELR)  3-6 Credit Hours
(Repeatable for credit) A formal, cooperative field experience with a designated organization or agency as designed by the students and the internship coordinator.
Prerequisite: Minimum C grade in COMM 21000 and COMM 45902; and DSCI 10310; and minimum 2.000 overall GPA; and senior standing; and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 9-18 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

COMM 45093  VARIABLE TITLE WORKSHOP IN COMMUNICATION  1-5 Credit Hours
(Repeatable for credit) Content varies per workshop course. No more than three credits may be counted as part of the upper-division credits required in the Communication Studies major.
Prerequisite: None.
Schedule Type: Workshop
Contact Hours: 1-5 other
Grade Mode: Satisfactory/Unsatisfactory

COMM 45095  SPECIAL TOPICS IN COMMUNICATION STUDIES  1-6 Credit Hours
(Repeatable for credit) (Slashed with COMM 55095 and COMM 75095) Offered when unusual resources permit a topic different from existing courses. Topic will be announced when scheduled.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-6 lecture
Grade Mode: Satisfactory/Unsatisfactory

COMM 45196  INDEPENDENT STUDY: COMMUNICATION STUDIES  1-6 Credit Hours
(Repeatable for a maximum of 6 credit hours) Readings and/or research on problems approved by undergraduate coordinator in consultation with student's adviser and faculty project director.
Prerequisite: Minimum C grade in COMM 20000; minimum 2.000 overall GPA; and Junior standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 6 other
Grade Mode: Satisfactory/Unsatisfactory

COMM 45459  COMMUNICATION AND CONFLICT  3 Credit Hours
(Slashed with COMM 55459) Examination of issues related to managing conflict in interpersonal, organizational and public communication settings.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45660  POLITICAL COMMUNICATION  3 Credit Hours
This course will provide an overview of the vast array of research concerning the role of communication in the political process. Considerations of political communication will include the history of political communication, the role of media in politics, the analysis of political messages, contemporary campaigns in the role of communication in their successes and failures.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 45678  SOCIAL MEDIA AND GLOBALIZATION  3 Credit Hours
The course introduces students to social media and how they operate in a globalized context. Through the relevant literature, students will be able to use key theoretical tools to understand and critically analyze implications of globalization and social media on issues related to communication, social inequalities, citizenship, and youth cultures. The students will navigate the relationship between globalization and social media processes through practical examples including media texts, audiovisual material, social media content, etc. In class, the students will be expected to fully engage in discussions and group activities designed to emphasize their individual, professional, and academic growth.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45664  COMMUNICATION TRENDS, RISKS AND WARNINGS  3 Credit Hours
Recognizing and exploring the role of communicators in building new and deeper public understanding of critical, pervasive, and enduring human problems across conventional borders.
Prerequisite: None.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

COMM 45756  INTERNATIONAL COMMUNICATION  3 Credit Hours
International Communication (IC) maps out global communication systems from contemporary and historical perspectives, particularly as they relate to issues of social justice. The course deals with four overarching themes: [a] ideologies, theories and foundation; [b] commodities, markets and industries; [c] audiences, identities, and culture; and [d] ICTs, networks, and activisms. Specifically, IC examines international information flows, comparative media systems, media ownership structures, commons, international reporting, global advertising, modes of propaganda, televangelism, mediated sports, digital surveillance, and electronic waste, among others. IC offers the opportunity to critically examine our posture, individually and collectively, in the production, distribution and consumption of content, and how this translates into the construction of images and identities of ourselves and global publics.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45766  COMMUNICATION IN A GLOBAL SOCIETY  3 Credit Hours
Offers a broad-based treatment of a variety of topics in our “globalizing” world from the standpoint of communication. Considers the importance of communication on multiple levels of the international landscape, ranging from the very ways globalization is defined and framed to new communication media and networks, to campaigns and debates about global issues, and including the transformation of organizational and institutional relationships as well as local-to-global interactions.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45776  COMMUNICATION AND TERRORISM  3 Credit Hours
This course examines many facets of terrorism, including its historic roots and its social, political, ethnic, geographic, moral and spiritual causes. Students will be challenged to understand basic definitions of terrorism and think beyond conventional assumptions about terrorist organizations, especially assumptions derived from mass media, popular culture and Western biases. We will examine two central premises: first, that communication – spoken/written, traditional/nontraditional, public/private, visual/symbolic – is both a tool and the goal of organized terrorism; and second, that terrorist organizations use brand-positioning strategies we often associate with commercial entities. Students will be required to think deeply, critically and objectively about the narratives, messages, images and symbolism used by past and present-day terrorist movements.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45807  HIGH IMPACT PROFESSIONAL SPEAKING  3 Credit Hours
Principles and practices of effective communication in a variety of professional contexts. Emphasis on professional presentation skills development.
Prerequisite: COM 15000 and Junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45856  ORGANIZATIONAL COMMUNICATION TRAINING AND DEVELOPMENT  3 Credit Hours
Theory and application of diagnosing communication problems in an organization and the intervention process.
Prerequisite: COM 35864.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45902  COMMUNICATION AND INFLUENCE (WIC)  3 Credit Hours
Explores theories and strategies of social influence in contemporary society. Students discuss and critique influential communication practices such as interpersonal persuasion, product and services advertisements, social movements and political messages.
Prerequisite: Minimum C grade in COM 20000 and COM 21000; and minimum 2.00 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course
COMM 45903 COMMUNICATION CAMPAIGNS  3 Credit Hours
The primary purpose of this course is to enable students to understand the fundamentals of how persuasive communication campaigns are developed, implemented, and evaluated.
Prerequisite: COMM 45902.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45957 LANGUAGE, MEANING AND COGNITION  3 Credit Hours
Overview of language use in social contexts, including basic components of language production; semantics; pragmatics (speech acts); the production and comprehension of sentences; message production; message comprehension; language and society (conversational rules; coherence); individual differences in language use (adaptive ability, gender differences); powerful vs. powerless speech; and intercultural considerations.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 45959 NONVERBAL COMMUNICATION  3 Credit Hours
Survey of theory and research in nonverbal codes of communication through readings, field study and classroom interaction.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 46091 SENIOR SEMINAR (ELR)  3 Credit Hours
Senior Seminar is an advanced level course that features current topics in communication and is driven by problem-analysis and a search for solutions. In-depth exploration and analysis of a communication issue is an opportunity for students to synthesize coursework and communication experiences into transferable skills and applications. A summative experience, this course may result in a research project or paper, portfolio, multimedia presentation, community-based initiative, and or a public presentation. Topics vary based on faculty expertise and research interests. The Senior Seminar course is applied and experiential.
Prerequisite: Minimum 2.000 overall GPA; minimum C grade in COMM 20000; and senior standing.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

COMM 46503 HEALTH COMMUNICATION AND MEDIA  3 Credit Hours
Investigation of health messages in traditional and new media, including both incidental communication and planned campaigns.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 46601 RELATIONAL COMMUNICATION  3 Credit Hours
Provides an exploration of theory and research about the interactions among individuals in relationships. Subtopics of the course include communication and the development, maintenance and dissolution of personal relationships; relationships across the life span; individual differences in relationships and relational processes, qualities, and outcomes.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 46605 COMMUNICATION ACROSS THE LIFESPAN (DIVD)  3 Credit Hours
Explores common life stages (childhood, youth, midlife, and old age) and the transitioning of communication within and between these different stages of development. Subtopics include life span communication and: family, friendships, social and gender role development, interpersonal conflict management, and the use of varied communication technologies facilitating human interaction across the life span.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Diversity Domestic

COMM 46608 FAMILY COMMUNICATION  3 Credit Hours
Examines the interactions among individuals in families. Subtopics of the course include family communication and storytelling, identity, rules, conflict, intimacy, stress, external influences on family communication, and family communication and the media.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 46609 RELATIONAL COMMUNICATION  3 Credit Hours
Examines the interactions among individuals in relationships. Subtopics of the course include family communication and storytelling, identity, rules, conflict, intimacy, stress, external influences on family communication, and family communication and the media.
Prerequisite: None.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

COMM 55093 VARIABLE TITLE WORKSHOP IN COMMUNICATION STUDIES  1-6 Credit Hours
(Repeatable for credit)Variable topic workshop in communication studies.
Prerequisite: Graduate standing.
Schedule Type: Workshop
Contact Hours: 1-6 other
Grade Mode: Standard Letter

COMM 55095 SPECIAL TOPICS  1-4 Credit Hours
(Repeatable for credit) (Slashed with COMM 45095 and COMM 75095) Offered when resources permit a topic different from existing courses. Topic will be announced when scheduled.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter
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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credit Hours</th>
<th>Contact Hours</th>
<th>Schedule Type</th>
<th>Grade Mode</th>
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<tbody>
<tr>
<td>COMM 55459</td>
<td>COMMUNICATION AND CONFLICT</td>
<td>3</td>
<td>3 lecture</td>
<td>Lecture</td>
<td>Satisfactory/Unsatisfactory-IP</td>
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<td></td>
<td>(Slashed with COMM 45459) Examination of issues related to managing conflict in communication. Critique and synthesis of conceptual approaches and research pertaining to conflict in interpersonal, organizational and public communication settings. Prerequisite: Graduate standing.</td>
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<td>Contact Hours: 3 lecture</td>
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<td>COMM 55766</td>
<td>COMMUNICATION IN A GLOBAL SOCIETY</td>
<td>3</td>
<td>3 lecture</td>
<td>Lecture</td>
<td>Satisfactory/Unsatisfactory-IP</td>
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<td>(Slashed with COMM 45766) Offers a broad-based treatment of a variety of topics in our &quot;globalizing&quot; world from the standpoint of communication. Considers the importance of communication on multiple levels of the international landscape, ranging from the very ways globalization is defined and framed to new communication media and networks, to campaigns and debates about global issues, and including the transformation of organizational and institutional relationships as well as local-to-global interactions. Prerequisite: Graduate standing.</td>
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<td>COMM 60199</td>
<td>THESIS I</td>
<td>2-6</td>
<td>2-6 other</td>
<td>Practicum or Internship</td>
<td>Satisfactory/Unsatisfactory-IP</td>
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<td>Thesis student must register for a total of 6 hours, 2 to 6 hours in a single semester or distributed over several semesters if desired. Prerequisite: Graduate standing. Schedule Type: Masters Thesis Contact Hours: 2-6 other Grade Mode: Satisfactory/Unsatisfactory-IP</td>
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<tr>
<td>COMM 60299</td>
<td>THESIS II</td>
<td>2</td>
<td>3 lecture</td>
<td>Lecture</td>
<td>Satisfactory/Unsatisfactory-IP</td>
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<td>Thesis students must continue registration each semester until all degree requirements are met. Prerequisite: COMM 60199 and Graduate standing. Schedule Type: Masters Thesis Contact Hours: 2 other Grade Mode: Satisfactory/Unsatisfactory-IP</td>
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<td>Contact Hours: 3 lecture</td>
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<tr>
<td>COMM 61198</td>
<td>MASTERS PROJECT IN COMMUNICATION STUDIES</td>
<td>3</td>
<td>3 other</td>
<td>Research</td>
<td>Satisfactory/Unsatisfactory-IP</td>
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<td>One of the non-thesis options for graduation. Students propose a theory-driven applied research project on a communicative phenomenon or issue. The final written paper is evaluated by the students' academic advisor and the Graduate Coordinator to deem satisfactory for graduation. Prerequisite: COMM 65000 and COMM 65020 and COMM 65652.</td>
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<td>Schedule Type: Research</td>
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<td>COMM 64092</td>
<td>MASTERS INTERNSHIP IN COMMUNICATION STUDIES</td>
<td>3</td>
<td>3 other</td>
<td>Seminar</td>
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<td>(Repeatable for credit) One of the non-thesis options for graduation. Students choose and secure an internship position with a designated organization or agency that requires the student to utilize communication skills and knowledge. Students complete 135 hours of internship. The employer, the academic advisor, and the Graduate Coordinator evaluate the student's overall performance. The advisor and the Graduate Coordinator determine whether the student complete the requirements. Prerequisite: COMM 65000 and COMM 65020 and COMM 65652; and Graduate standing and special approval. Schedule Type: Practicum or Internship Contact Hours: 3 other Grade Mode: Satisfactory/Unsatisfactory-IP</td>
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<td>Schedule Type: Seminar</td>
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<td>COMM 65000</td>
<td>FOUNDATIONS OF COMMUNICATION INQUIRY</td>
<td>3</td>
<td>3 lecture</td>
<td>Lecture</td>
<td>Satisfactory/Unsatisfactory-IP</td>
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<td>(Slashed with COMM 75000) Philosophy of science, epistemological and theory construction principles which are the foundation of inquiry into the process of communication. Prerequisite: Graduate standing. Schedule Type: Lecture Contact Hours: 3 lecture Grade Mode: Standard Letter</td>
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<td>COMM 65020</td>
<td>QUANTITATIVE RESEARCH METHODS IN COMMUNICATION</td>
<td>3</td>
<td>3 lecture</td>
<td>Lecture</td>
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<td>(Slashed with COMM 75020) An examination of basic quantitative social scientific research methods and procedures for the study of communication. Prerequisite: Graduate standing. Schedule Type: Lecture Contact Hours: 3 lecture Grade Mode: Standard Letter</td>
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<td>COMM 65040</td>
<td>QUALITATIVE RESEARCH METHODS IN COMMUNICATION</td>
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<td>Lecture</td>
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<td>Exploration of qualitative methods in human communication research. Focus on the nature of qualitative data participant observation, and archival strategies of data collection and interpretive and interactionist approaches to data analysis. Prerequisite: Graduate standing. Schedule Type: Lecture Contact Hours: 3 lecture Grade Mode: Standard Letter</td>
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<td>COMM 65060</td>
<td>COMMUNICATION MEASUREMENT AND ANALYSIS</td>
<td>3</td>
<td>3 lecture</td>
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<td>Exploration of qualitative methods in human communication research. Focus on the nature of qualitative data participant observation, and archival strategies of data collection and interpretive and interactionist approaches to data analysis. Prerequisite: Graduate standing. Schedule Type: Lecture Contact Hours: 3 lecture Grade Mode: Standard Letter</td>
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<td>COMM 65091</td>
<td>SEMINAR IN PERSUASION</td>
<td>3,4</td>
<td>3-4 other</td>
<td>Seminar</td>
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<td>(Repeatable for credit) (Slashed with COMM 75091) Examination of selected areas of persuasion research. Emphasis on synthesizing research results and formulating explanatory models of persuasive behavior. Prerequisite: Graduate standing and special approval. Schedule Type: Seminar Contact Hours: 3-4 other Grade Mode: Standard Letter</td>
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<td>Schedule Type: Seminar</td>
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COMM 65093 VARIABLE TITLE WORKSHOP IN COMMUNICATION 1-6 Credit Hours
(Repeatable for credit) Variable topic workshop in communication studies.
Prerequisite: Graduate standing.
Schedule Type: Workshop
Contact Hours: 1-6 other
Grade Mode: Satisfactory/Unsatisfactory

COMM 65096 INDIVIDUAL INVESTIGATION 1-6 Credit Hours
(Repeatable for a maximum of 6 credit hours) (Cross-listed with COMM 75096) Independent study of area or problem to be selected in consultation with graduate staff.
Prerequisite: Graduate standing.
Schedule Type: Individual Investigation
Contact Hours: 1-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

COMM 65098 RESEARCH 1-15 Credit Hours
(Repeatable for credit) Research or individual investigation for master's level graduate students. Credits may be applied toward meeting degree requirements if school approves.
Prerequisite: Graduate standing.
Schedule Type: Research
Contact Hours: 1-15 other
Grade Mode: Satisfactory/Unsatisfactory-IP

COMM 65591 SEMINAR IN SMALL GROUP COMMUNICATION 3,4 Credit Hours
(Repeatable for credit) (Slashed with COMM 75591) Research theories and findings in small group communication.
Prerequisite: COMM 35550 and Graduate standing.
Schedule Type: Seminar
Contact Hours: 3-4 other
Grade Mode: Standard Letter

COMM 65675 COMMUNICATION, UNCERTAINTY AND PRIVACY MANAGEMENT 3 Credit Hours
(Slashed with COMM 85675) Communication, uncertainty, and the management of private information examines theory and research about disclosure and uncertainty issues in communication in a variety of contexts. Course content examines disclosure and uncertainty management applications in relational contexts, health contexts, organizational contexts, and contexts involving human interaction occurring through technology.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 65677 RELATIONAL COMMUNICATION 3 Credit Hours
(Slashed with COMM 85677) Relational communication provides an exploration of theory and research about the interactions among individuals in personal relationships. Subtopics of the course include communication and development, maintenance, and dissolution of personal relationships, relationships across the life span, individual differences in relationships and relational processes, qualities and outcomes.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 65679 COMMUNICATION ACROSS THE LIFESPAN 3 Credit Hours
(Slashed with COMM 85679) Overview of research examining communication across the lifespan, including issues related to communication and cognition, communicative uses of language, communication in close relationships and differences in media uses and effects.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 65680 INTERCULTURAL/INTERNATIONAL COMMUNICATION 3 Credit Hours
Examination of theoretical perspectives, research issues and the rhetorical analyses of intercultural and international communication.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 65683 INTERGROUP COMMUNICATION 3 Credit Hours
(Slashed with COMM 85683) Overview of theory and research of communication between groups of individuals, including issues of discrimination, language, identity, social status, religion and demographics.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 65684 COMMUNICATION AND TRANSNATIONAL TREND ANALYSIS 3 Credit Hours
Recognizes and explores the role of communicators in building new and deeper public understanding of critical, pervasive and enduring human problems across conventional borders.
Prerequisite: Graduate standing.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter
COMM 65685 COMMUNICATION AND COGNITION 3 Credit Hours
(Slashed with COMM 85685) Application of cognitive theory and research findings to understanding and explaining message production, interpersonal communication, individual differences in adaptive ability, persuasion, political communication, media processing and media effects.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 65666 COMMUNICATION IN A GLOBAL SOCIETY 3 Credit Hours
Overview of, analysis of, and critical reflection on topics and issues related to globalization, largely from a communication perspective yet drawing from other disciplines, and including topics such as framing and narratives of globalization and fragmentation, images of national and "civilizational" identity, discourses of marketization and consumerism, organizational communication dynamics of "the anti-globalization movement" and "globalization from below," definitions and frameworks of security, symbols of war and peace, debates over corporate social responsibility, frames of environmental sustainability, the roles of new media in alternative organizational and institutional formation, and understanding global problems in terms of communication networks. Contributes to the core curriculum for the global communication concentration in the MA program in COMM. Open to PhD students in CCI, plus other masters students within CCI.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 65794 TEACHING OF COLLEGE COMMUNICATION 2-4 Credit Hours
(Repeatable for credit) (Slashed with COMM 75794) Training and experience in college teaching. Maximum of three hours applicable toward master's degree requirements.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2-4 lecture
Grade Mode: Standard Letter
COMM 65851 ORGANIZATIONAL COMMUNICATION 3 Credit Hours
(Slashed with COMM 75851) Structure, methodology and application of communication theory in industrial and organizational settings.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 65891 SEMINAR IN ORGANIZATIONAL COMMUNICATION 3,4 Credit Hours
(Repeatable for credit) Theories and problems of human communication within, between and/or among formal organizations.
Prerequisite: Graduate standing and special approval.
Schedule Type: Seminar
Contact Hours: 3-4 other
Grade Mode: Standard Letter
COMM 66501 HEALTH COMMUNICATION 3 Credit Hours
(Slashed with COMM 86501) Investigation of the role of communication theory, research and practice in health beliefs and behavior, health care and health promotion.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 66503 HEALTH COMMUNICATION AND MEDIA EFFECTS 3 Credit Hours
(Slashed with COMM 86503) Overview of theory and research on the processing and effects of health messages in the media.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
COMM 66506   HEALTH COMMUNICATION AND NEW MEDIA   3 Credit Hours
(Slashed with COMM 86506) Investigation of the implementation and effects of new media technologies and their implications for health communication.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 66507   INTERPERSONAL COMMUNICATION AND HEALTH   3 Credit Hours
(Slashed with COMM 86507) Investigation of the interpersonal communication processes that influence and/or are influenced by health and health contexts.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 66508   HEALTH COMMUNICATION LITERACY   3 Credit Hours
(Slashed with COMM 86508) Investigation of the concept and consequences of communication as it relates to health literacy, including social, cultural, educational and political forces that affect health literacy levels and strategies for creating accessible health communication.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 66509   PUBLIC COMMUNICATION CAMPAIGNS   3 Credit Hours
(Slashed with COMM 86509) Overview of the major issues surrounding the development, dissemination and effects of public communication campaigns.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 75000   FOUNDATIONS OF COMMUNICATION INQUIRY   3 Credit Hours
(Slashed with COMM 65000) Philosophy of science, epistemological and theory construction principles which are the foundation of inquiry into the process of communication.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 75020   QUANTITATIVE RESEARCH METHODS IN COMMUNICATION   3 Credit Hours
(Slashed with COMM 65020) An examination of basic quantitative social scientific research methods and procedures for the study of communication.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 75040   QUALITATIVE RESEARCH METHODS IN COMMUNICATION   3 Credit Hours
(Slashed with COMM 65040) Exploration of qualitative methods in human communication research. Focus on the nature of qualitative data, participant observation and archival strategies of data collection and interpretive and interactionist approaches to data analysis.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 75060   COMMUNICATION MEASUREMENT AND ANALYSIS   3 Credit Hours
(Slashed with COMM 65060) A survey of self-report, observational and psychological instruments used in communication research. Uses of the computer in analyzing data obtained in communication research.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 75091   SEMINAR IN PERSUASION   3,4 Credit Hours
(Repeatable for credit) (Slashed with COMM 65091) Examination of selected areas of persuasion research. Emphasis on synthesizing research results and formulating explanatory models of persuasive behavior.
Prerequisite: Doctoral standing and special approval.
Schedule Type: Seminar
Contact Hours: 3-4 other
Grade Mode: Standard Letter

COMM 75093   VARIABLE TITLE WORKSHOP IN COMMUNICATION STUDIES   1-6 Credit Hours
(Repeatable for credit) Variable title workshop in communications.
Prerequisite: Doctoral standing.
Schedule Type: Workshop
Contact Hours: 1-6 other
Grade Mode: Satisfactory/Unsatisfactory

COMM 75095   SPECIAL TOPICS   1-4 Credit Hours
(Repeatable for credit) (Slashed with COMM 45095 and COMM 55095) Offered when resources permit a topic different from existing courses. Topic will be announced when scheduled.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

COMM 75096   INDIVIDUAL INVESTIGATION   1-6 Credit Hours
(Repeatable for credit) (Slashed with COMM 65096) Independent study of area or problem to be selected in consultation with graduate staff.
Prerequisite: Doctoral standing.
Schedule Type: Individual Investigation
Contact Hours: 1-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

COMM 75591   SEMINAR IN SMALL GROUP COMMUNICATION   3,4 Credit Hours
(Repeatable for credit) (Slashed with COMM 65591) Research theories and findings in small group communication.
Prerequisite: COMM 35550 and Doctoral standing.
Schedule Type: Seminar
Contact Hours: 3-4 other
Grade Mode: Standard Letter
<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
<th>Grade Mode</th>
<th>Prerequisite:</th>
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</thead>
<tbody>
<tr>
<td>COMM 75652</td>
<td>THEORIES OF COMMUNICATION</td>
<td>3</td>
<td>Standard Letter</td>
<td>Doctoral standing.</td>
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<td>(Slashed with COMM 65652) Introduction to approaches in the study of human communication. Focuses on differing views of interaction from theory building and research generation perspective.</td>
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<td>Schedule Type: Lecture</td>
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<tr>
<td>COMM 75650</td>
<td>INTERCULTURAL/INTERNATIONAL COMMUNICATION</td>
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<td>Standard Letter</td>
<td>Doctoral standing.</td>
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<td></td>
<td>Examination of theoretical perspectives, research issues and the rhetorical analyses of intercultural and international communication.</td>
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<td>Schedule Type: Lecture</td>
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<td>COMM 75660</td>
<td>POLITICAL COMMUNICATION</td>
<td>3</td>
<td>Standard Letter</td>
<td>Doctoral standing.</td>
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<td></td>
<td>(Slashed with COMM 65660 and COMM 75660) An examination of political communication theory and research. Content includes approaches to political communication, role of the media in politics and analysis of political messages.</td>
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<td>Schedule Type: Lecture</td>
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<tr>
<td>COMM 75661</td>
<td>COMMUNICATION IN AN INFORMATION SOCIETY</td>
<td>3</td>
<td>Standard Letter</td>
<td>Doctoral standing.</td>
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<td></td>
<td>(Slashed with COMM 65661) Examines how the development and use of newer communication technologies have influenced how people communicate. Considers the evolution, social and psychological impact and culture of newer communication technologies (especially the Internet) and how research adapts to such technologies.</td>
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<td>COMM 75662</td>
<td>MASS MEDIA EFFECTS</td>
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<td>Standard Letter</td>
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<td></td>
<td>(Slashed with COMM 65662) Examines perspectives on media effects, the impact media have on individuals and societies and how individual, societal and communication elements influence media uses and effects. Explores issues such as media portrayals, campaigns, violence and children and the media.</td>
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<td>COMM 75665</td>
<td>PERSONAL AND MEDIATED COMMUNICATION</td>
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<td>Standard Letter</td>
<td>Doctoral standing.</td>
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<td></td>
<td>(Slashed with COMM 65665) Examination of the interface of interpersonal and mediated communication in everyday life. Includes topics such as parasocial interaction, talk radio, TV co-viewing, cell phones, teleconferencing, computer-mediated relationships and media portrayals.</td>
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<td>COMM 75670</td>
<td>INTERPERSONAL COMMUNICATION</td>
<td>3</td>
<td>Standard Letter</td>
<td>Doctoral standing.</td>
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<td></td>
<td>(Slashed with COMM 65670) Survey of recent theoretical developments and research in interpersonal communication. Topics include relationship development, interaction, interpersonal traits, compliance, conversational analysis and research methods.</td>
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<td>COMM 75680</td>
<td>INTERPERSONAL COMMUNICATION</td>
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<td></td>
<td>Examination of theoretical perspectives, research issues and the rhetorical analyses of intercultural and international communication.</td>
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<td>COMM 75794</td>
<td>TEACHING OF COLLEGE COMMUNICATION</td>
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<td>Doctoral standing.</td>
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<td>(Repeatable for credit) (Slashed with COMM 65794) Training and experience in college teaching. Maximum of three hours applicable toward master's degree requirements.</td>
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<td>COMM 75851</td>
<td>ORGANIZATIONAL COMMUNICATION</td>
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<td></td>
<td>(Slashed with COMM 65851) Structure, methodology and application of communication theory in industrial and organizational settings.</td>
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<td>COMM 75891</td>
<td>SEMINAR IN ORGANIZATIONAL COMMUNICATION</td>
<td>3,4</td>
<td>Standard Letter</td>
<td>Doctoral standing.</td>
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<td>(Repeatable for credit) Theories and problems of human communication within, between and/or among formal organizations.</td>
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<td>Contact Hours: 3-4 other</td>
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<td>COMM 80199</td>
<td>DISSERTATION I</td>
<td>15</td>
<td>Standard Letter</td>
<td>Doctoral standing.</td>
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<td></td>
<td>(Repeatable for credit) Doctoral dissertation for which registration in at least two semesters is required, first of which will be semester in which dissertation work is begun and continuing until the completion of 30 hours.</td>
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<td>Contact Hours: 15 other</td>
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<td>COMM 80299</td>
<td>DISSERTATION II</td>
<td>15</td>
<td>Standard Letter</td>
<td>Doctoral standing and special approval.</td>
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<td>(Repeatable for credit) Continuing registration required of doctoral students who have completed the initial 30 hours of dissertation and continuing until all degree requirements are met.</td>
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<td>Contact Hours: 15 other</td>
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<tr>
<td>COMM 85098</td>
<td>RESEARCH</td>
<td>1-15</td>
<td>Satisfactory other</td>
<td>Doctoral standing.</td>
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<td>(Repeatable for credit) Research or individual investigation for doctoral students who have not yet passed their candidacy examination. Credits may be applied toward degree if school approves.</td>
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<td>Contact Hours: 1-15 other</td>
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<td>Grade Mode: Satisfactory/Unsatisfactory-IP</td>
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COMM 85673  FAMILY COMMUNICATION  3 Credit Hours  
(Slashed with COMM 65673) Family Communication examines the study of theory and research about the interactions among individuals in families. The course also examines how families interact with external entities. Finally, the course explores health communication, media uses or new communication technologies and work-life balance issues from a family communication perspective.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
COMM 85675  COMMUNICATION, UNCERTAINTY AND PRIVACY MANAGEMENT  3 Credit Hours  
(Slashed with COMM 65675) Communication, uncertainty and the management of private information examines theory and research about disclosure and uncertainty issues in communication in a variety of contexts. Course content examines disclosure and uncertainty management applications in relational contexts, health contexts, organizational contexts, and contexts involving human interaction occurring through technology.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
COMM 85677  RELATIONAL COMMUNICATION  3 Credit Hours  
(Slashed with COMM 65677) Relational communication provides an exploration of communication theory and research about the interactions among individuals in personal relationships. Subtopics of the course include communication and the development, maintenance, and dissolution of personal relationships, relationships across the life span, individual differences in relationships and relational processes, qualities and outcomes.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
COMM 85679  COMMUNICATION ACROSS THE LIFESPAN  3 Credit Hours  
(Slashed with COMM 65679) Overview of research examining communication across the lifespan, including issues related to communication and cognition, communicative uses of language, communication in close relationships and differences in media uses and effects.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
COMM 85683  INTERGROUP COMMUNICATION  3 Credit Hours  
(Slashed with COMM 65683) Overview of theory and research of communication between groups of individuals, including issues of discrimination, language, identity, social status, religion and demographics.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
COMM 85685  COMMUNICATION AND COGNITION  3 Credit Hours  
(Slashed with COMM 65685) Application of cognitive theory and research findings to understanding and explaining message production, interpersonal communication, individual differences in adaptive ability, persuasion, political communication, media processing and media effects.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
COMM 85766  COMMUNICATION IN A GLOBAL SOCIETY  3 Credit Hours  
Overview of, analysis of, and critical reflection on topics and issues related to globalization, largely from a communication perspective yet drawing from other disciplines, and including topics such as framing and narratives of globalization and fragmentation, images of national and "civilizational" identity, discourses of marketization and consumerism, organizational communication dynamics of "the anti-globalization movement" and "globalization from below," definitions and frameworks of security, symbols of war and peace, debates over corporate social responsibility, frames of environmental sustainability, the roles of new media in alternative organizational and institutional formation, and understanding global problems in terms of communication networks. Open to graduate students in and outside the College of Communication and Information who are interested in international dimensions of communication.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
COMM 86501  HEALTH COMMUNICATION  3 Credit Hours  
(Slashed with COMM 66501) Investigation of the role of communication theory, research and practice in health beliefs and behavior, health care and health promotion.  
Prerequisite: Doctoral standing.  
Schedule Type: Seminar  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
COMM 86503  HEALTH COMMUNICATION AND MEDIA EFFECTS  3 Credit Hours  
(Slashed with COMM 66503) Overview of theory and research on the processing and effects of health messages in the media.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
COMM 86506  HEALTH COMMUNICATION AND NEW MEDIA  3 Credit Hours  
(Slashed with COMM 66506) Investigation of the implementation and effects of new media technologies and their implications for health communication.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter
COMM 86507 INTERPERSONAL COMMUNICATION AND HEALTH 3 Credit Hours
(Slashed with COMM 66507) Investigation of the interpersonal communication processes that influence and/or are influenced by health and health contexts.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 86508 HEALTH COMMUNICATION LITERACY 3 Credit Hours
(Slashed with COMM 66508) Investigation of the concept and consequences of communication as it relates to health literacy, including social, cultural, educational, and political forces that affect health literacy levels, and strategies for creating accessible health communication.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

COMM 86509 PUBLIC COMMUNICATION CAMPAIGNS 3 Credit Hours
(Slashed with COMM 66509) Overview of the major issues surrounding the development, dissemination, and effects of public communication campaigns.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

School of Digital Sciences

Digital Sciences (DSCI)

DSCI 10010 SOCIETY, CULTURE AND THE DIGITAL SCIENCES 3 Credit Hours
A survey course intended to give a broad understanding of society, culture and the digital sciences. Students understand not only the impact of digital sciences on culture and society, but also the impact of culture and society on the development and adoption of digital sciences. Topics include relationship and identify formation and maintenance, the relationship between digital science and race, gender, culture and globalization.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 10310 MY STORY ON THE WEB 3 Credit Hours
A first course in understanding the web's impact on our private and public lives. Introductory course that enables students to establish a web presence and persona by the end of the semester. Through the storytelling initiative and creating these sites, students investigate web site design, storytelling, multimedia, intellectual property, ethical considerations and social media.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 13210 DESIGN PROCESSES AND PRINCIPLES 3 Credit Hours
Introduction to the discipline of design, including general design models and procedures, rational and creative models of design, and design as problem solving. Specific design contexts are introduced including information design, graphics and visual design, architectural design and educational design.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 15310 COMPUTATIONAL THINKING AND PROGRAMMING 3 Credit Hours
Introductory, broad, and hands-on coverage of basic aspects of computational thinking with emphasis on problem solving using the Python programming language.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 19995 SPECIAL TOPICS IN DIGITAL SCIENCES 1-4 Credit Hours
(Repeatable for credit) Analysis of significant and current issues in digital sciences not covered in regular courses. Offered when opportunities and resources permit; the topic is announced when the course is scheduled.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

DSCI 23410 COGNITION IN TECHNOLOGY 3 Credit Hours
Introduction to the basics in human cognition as they affect technology and as technology affects human cognition. Addresses designing technologies to fit and enhance cognition, augmenting cognition with technology, and cognitive tools, as well as the impact of technology on various cognitive processes.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 26010 TELECOMMUNICATION INFRASTRUCTURE 3 Credit Hours
Provides an overview of communications infrastructure for public switched telephone networks, wireless networks, and local area networks. Other topics covered include network routing, LAN concepts and technologies, VoIP, and PBX.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 29995 SPECIAL TOPICS IN DIGITAL SCIENCES 1-4 Credit Hours
(Repeatable for credit) Analysis of significant and current issues in digital sciences not covered in regular courses. Offered when opportunities and resources permit; the topic is announced when the course is scheduled.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

College of Communication and Information
DSCI 30410 INFORMATION ETHICS AND SOCIAL RESPONSIBILITY 3 Credit Hours
Investigates ethical and social responsibility issues related to information technology including the application of ethical theories to information technology; potential tensions between ethical and legal norms as well as those between competing ethical values; professional codes of ethics; access and control of intellectual property; issues of privacy including those raised by the US Patriot Act; network security and user protections (e.g. viruses, protecting minors, cyberbullying); and the digital divide, outsourcing and green computing.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 31010 ENTERPRISE ARCHITECTURE 3 Credit Hours
Enterprise architecture facilitates the alignment of IT and IS investment decisions with business goals. Enterprise architecture is increasingly used in the industry as a result of the continued emergence of new technologies and ongoing pressures to reengineer business processes to achieve improved efficiency and greater customer focus. Enterprise architecture identifies the main components of an organization and the ways in which these components work together. The components include performance and strategy, people, business capabilities, applications, technology, knowledge and information, as well as financial and other resources.
Prerequisite: Sophomore standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 33310 HUMAN-COMPUTER INTERACTION 3 Credit Hours
A survey course intended to provide a broad foundation of HCI principles, concepts, and techniques relevant to multiple digital science concentrations. Focuses on understanding HCI through fundamental design concepts and applying these to a range of interface design problems. Covers the spectrum of a user-centered design process (research, sketching, prototyping, evaluation, etc). Balances a broad conceptual understanding of HCI with detailed interface design issues.
Prerequisite: Sophomore standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 34410 DIGITAL INFORMATION MANAGEMENT AND PROCESSING 3 Credit Hours
Introduces students to the discipline of information management and processing methods and tools that are available to support effective management of information within organizations. Aims to provide a pragmatic foundation of principles, practices and technologies that can be applied within commercial and government organizations to help improve information management.
Prerequisite: Sophomore standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 39995 SPECIAL TOPICS IN DIGITAL SCIENCES 1-4 Credit Hours
(Repeatable for credit) Analysis of significant and current issues in digital sciences not covered in regular courses. Offered when opportunities and resources permit; the topic is announced when the course is scheduled.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

DSCI 40910 CAPSTONE IN DIGITAL SCIENCES (ELR) 3 Credit Hours
Provides an integrative experience, bringing together components of the required coursework in the major. Students work in project teams with students from upper-division project courses in programs affiliated with the School of Digital Sciences.
Prerequisite: DSCI 41510 and TECH 46411; and MIS 44043 or CS 33007; and Senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

DSCI 41510 PROJECT MANAGEMENT AND TEAM DYNAMICS (WIC) 3 Credit Hours
Introduces students to the basic elements of project management as it relates to software development and the corporate environment. Although not formally endorsed by The Project Management Institute, the course aligns with the project management lifecycle approach endorsed in The Project Management Book of Knowledge.
Prerequisite: DSCI 15310 or CS 13001 or CS 13012 or MIS 24065; and Junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

DSCI 41610 DIGITAL SYSTEMS SECURITY 3 Credit Hours
Provides students with an understanding of the techniques, approaches, strategies, and computer security tactics that are used to ensure computer-related assets are protected from potential cyber compromise and are integrated with the business function. This course does not focus on the technical aspects of security (e.g., details of the operating system, data structures, or networks) but instead focuses more on computer security in a business context.
Prerequisite: DSCI 15310 or CS 13001 or CS 13012 or MIS 24065; and Junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 49910 EMERGING TECHNOLOGIES IN DIGITAL SCIENCES 1-3 Credit Hours
(Cross-listed with DSCI 59910) Explores new and emerging technologies in the digital sciences, examining each technology from multiple viewpoints representative of the interdisciplinary nature of the digital sciences.
Prerequisite: Junior standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter
DSCI 49992  INTERNSHIP IN DIGITAL SCIENCES (ELR)  1-6 Credit Hours
(Repeatable for a maximum of 6 credit hours) A credit-bearing work experience with educational outcomes, utilizing and enhancing a student’s academic learning in practical occupational situations. The student is expected to complete pre-determined assignments, which may include a weekly journal, final paper, or experience report.
Prerequisite: Junior standing and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 3-18 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

DSCI 49995  SPECIAL TOPICS IN DIGITAL SCIENCES  1-4 Credit Hours
(Repeatable for credit) Analysis of significant and current issues in digital sciences not covered in regular courses. Offered when opportunities and resources permit; the topic is announced when the course is scheduled.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

DSCI 49996  INDIVIDUAL INVESTIGATION IN DIGITAL SCIENCES  1-3 Credit Hours
(Repeatable for a maximum of 6 credit hours) Independent study carried out by a student under the supervision of a faculty member. Subject content, objectives, assignments and evaluation methods may vary.
Prerequisite: Junior standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP

DSCI 51510  PROJECT MANAGEMENT AND TEAM DYNAMICS  3 Credit Hours
This course introduces students to the basic elements of project management as it relates to software development and the corporate environment. Although not formally endorsed by The Project Management Institute (www.PMI.org), the course will align with the project management lifecycle approach endorsed in The Project Management Book of Knowledge.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 51610  DIGITAL SYSTEMS SECURITY  3 Credit Hours
Provides students with an advanced understanding of the techniques, approaches, strategies, and computer security tactics that are used to ensure computer-related assets are protected from potential cyber compromise and are integrated with the business function. This course does not focus on the technical aspects of security (e.g., details of the operating system, data structures, or networks) but instead focuses more on computer security in a business context.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 59910  EMERGING TECHNOLOGIES IN DIGITAL SCIENCES  1-3 Credit Hours
(Cross-listed with DSCI 49910) Explores new and emerging technologies in the digital sciences, examining each technology from multiple viewpoints representative of the interdisciplinary nature of the digital sciences.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

DSCI 59995  SPECIAL TOPICS IN DIGITAL SCIENCES  1-4 Credit Hours
(Repeatable for credit) Analysis of significant and current issues in digital sciences not covered in regular courses. Offered when opportunities and resources permit; the topic is announced when the course is scheduled.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

DSCI 60998  CAPSTONE PROJECT IN DIGITAL SCIENCES  3 Credit Hours
Provides an integrative experience, bringing together components of the required coursework in the major and concentration. Students perform individual work on a project, research paper, or practicum under the supervision of faculty from programs affiliated with the School of Digital Sciences. Students must be in their final semester in the Master of Digital Sciences program to enroll in this course.
Prerequisite: Minimum GPA of 3.00; Graduate standing and special approval by Digital Sciences Graduate Coordinator.
Schedule Type: Master’s Project
Contact Hours: 3 other
Grade Mode: Standard Letter

DSCI 61010  ENTERPRISE ARCHITECTURE  3 Credit Hours
Explores the alignment of IT and IS investment decisions with business goals. Enterprise architecture is increasingly used in industry as a result of the continued emergence of new technologies and ongoing pressures to reengineer business processes to achieve improved efficiency and greater customer focus. Enterprise architecture identifies the main components of an organization and the ways in which these components work together. The components include performance and strategy, people, business capabilities, applications, technology, knowledge and information, as well as financial and other resources.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
DSCI 61310 ENTERPRISE ARCHITECTURE: ENTERPRISE ARCHITECTURE CENTER OF EXCELLENCE METHODOLOGY 2 Credit Hours
Provides an introduction to the Enterprise Architecture Center of Excellence (EACOE) methodology for enterprise architecture and practical experience using that methodology. Students learn to model a business’ current or desired future state using architectural models of goals, processes, materials, roles, locations and events. Implementation models are then developed to show relationships between architectural models, and the models are analyzed to identify move-ahead initiatives that include projects, gaps, overlaps and opportunities. These initiatives are prioritized to move the business to a desired future state. At the conclusion of the course, students have the option of submitting their course enterprise architecture artifacts to EACOE for certification. Pre/Prerequisite: Graduate standing.
Corequisite: DSCI 61010.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

DSCI 61510 PROJECT MANAGEMENT LEADERSHIP 3 Credit Hours
This course introduces advanced project management and project management leadership as it relates to software development and the corporate environment. The course focuses on the project management principles of effective planning, communication and motivation throughout the project lifecycle, and one key project management deliverable such as the project management plan. Although not formally endorsed by The Project Management Institute (www.PMI.org), the course will align with the project management lifecycle approach endorsed in The Project Management Book of Knowledge. Prerequisite: DSCI 41510 or DSCI 51510 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 62010 BUSINESS ARCHITECTURE 3 Credit Hours
Exploration of the concept of business architecture as the critical component of enterprise architecture. Students learn how to develop an enterprise business architecture, to apply business architecture principles, methods and artifacts to support business IT alignment and to support change management needed to implement roadmaps and initiatives based on the business architecture. Students learn how different enterprise architecture frameworks approach the business layer. Prerequisite: DSCI 61010 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 62210 WEB DEVELOPMENT IN DIGITAL SCIENCES 3 Credit Hours
Beginning with basic coverage of HTML, CSS, PHP, this course continues to explore those topics along with MySQL, jQuery, JavaScript and others. The course will also explore other topics relevant to web development in digital sciences, including security principles, hierarchy and visual design, responsive design, accessibility issues, interaction design, social media, and legal issues. Prerequisite: CS 61002 or CS 61003 or TECH 56330; and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 64010 DATA ARCHITECTURE 3 Credit Hours
Exploration of data modeling at the conceptual and logical level of abstraction within the context of enterprise architecture. Students learn to identify business needs in terms of data to gain a holistic view of organizational data. Students use Master Data Management (MDM) and approaches to define various data sources. Prerequisite: DSCI 61010 Enterprise Architecture and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 64210 DATA SCIENCE 3 Credit Hours
Overview of the concept of data mining, machine learning, big data, and data analytics, including the business challenges of working with data to solve real-world business problems. Students become familiar with the Cross Industry Standard Process for Data Mining (CRISP-DM). Fundamental concepts include Business Problem Understanding, Data Understanding, Data Preparation, Modeling, Evaluation, and Deployment. Data analytics in industry verticals are discussed, including science, intelligence and law enforcement, health, retail and financial services. Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 65010 APPLICATION AND TECHNOLOGY ARCHITECTURE 3 Credit Hours
Introduction to the concept of application and technology architectures in the context of enterprise architecture. Students learn how to define application and technology architecture principles and standards to support business performance, and to evaluate existing architectures in relation to performance goals. Students learn to work with application and technology artifacts and matrices, prepare a technology dictionary and develop an application architecture blueprint. Prerequisite: DSCI 61010 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

DSCI 69199 THESIS I 2-6 Credit Hours
(Repeatable for a maximum of 6 credits hours) Thesis students must register for a total of 6 hours and may take 2 to 6 hours per semester distributed over several semesters if desired. Prerequisite: Graduate standing and special approval by the Digital Sciences Graduate Coordinator.
Schedule Type: Masters Thesis
Contact Hours: 2-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

DSCI 69299 THESIS II 2 Credit Hours
(Repeatable for credit) Thesis students must continue registration each semester until all degree requirements are met. Prerequisite: DSCI 69199 and Graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory-IP
DSCI 69992  INTERNSHIP IN DIGITAL SCIENCES  1-3 Credit Hours
(Repeatable for credit) A credit bearing work experience with educational outcomes, utilizing and enhancing a student's academic leaning in practical occupational situations. The student is expected to complete pre-determined assignments, which may include a weekly journal, final paper or experience report. No more than 3 credit hours of DSCI 69992 Internship in Digital Sciences may be applied toward approved electives towards a graduate program.
Prerequisite: Graduate standing and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 3-9 other
Grade Mode: Satisfactory/Unsatisfactory-IP

DSCI 69995  SPECIAL TOPICS IN DIGITAL SCIENCES  1-4 Credit Hours
(Repeatable for credit) Analysis of significant and current issues in digital sciences not covered in regular courses. Offered when opportunities and resources permit; the topic is announced when the course is scheduled.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

DSCI 69996  INDIVIDUAL INVESTIGATION IN DIGITAL SCIENCES  1-3 Credit Hours
(Repeatable for credit) Independent study carried out by a student under the supervision of a faculty member. Subject content, objectives, assignments, and evaluation methods may vary.
Prerequisite: Graduate standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP

School of Journalism and Mass Communication

Journalism and Mass Communication (JMC)

JMC 10009  ELEMENTS OF FILM, TV AND ANIMATION  3 Credit Hours
An introduction to the theory and conceptual choices in story, picture and sound. This course prepares students for the creative and technical aspects of film, TV, and animation work.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 12001  ELEMENTARY PHOTOGRAPHY  2 Credit Hours
Introduction to fundamentals and techniques of still and motion picture photography. Terminal course for students who do not have photography requirements.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

JMC 13001  PRODUCTION SAFETY AND SET PROTOCOL  2 Credit Hours
This course will enhance the collaborative experience of multimedia creation by exposing students to the various skill sets and positions in the film and TV industries and familiarize them with industry standards and best practices, especially concerning safety processes.
Prerequisite: Major in the School of Journalism and Mass Communication.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

JMC 20001  MEDIA, POWER AND CULTURE (DIVD) (KSS)  3 Credit Hours
Fosters critical understanding of mass media in their historical, ideological, economic and cultural contexts. Examines what forces influence media and how media influence consumers.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Diversity Domestic, Kent Core Social Sciences, Transfer Module Social Sciences

JMC 20003  INTRODUCTION TO MASS COMMUNICATION  3 Credit Hours
Introduction to various fields of mass communication with a particular emphasis on evolution of new media technologies. History of technological and cultural change leading to the present media forms and consideration of new media.
Prerequisite: School of Journalism and Mass Communication major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Communication

JMC 20004  ADVERTISING WRITING AND STORYTELLING  3 Credit Hours
Introduces students to writing for advertising. In particular, students will understand how to effectively and strategically communicate to a variety of audiences, including business partners and consumers.
Prerequisite: 2.000 minimum cumulative GPA; major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Mass Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 20005  FUNDAMENTALS OF MEDIA MESSAGES  3 Credit Hours
Working with messages for print, broadcast, electronic and new media outlets. Course may not be taken for credit nor applied toward any requirements by a journalism and mass communication (JMC) major.
Prerequisite: Communication studies (COMM) major or Fashion Merchandising (FM) or Community Health Education (CHED) major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
JMC 20006 MULTIMEDIA TECHNIQUES 3 Credit Hours
Introduction to basic elements of multimedia journalistic storytelling, including the creation of audio, video, slideshows and multimedia packages for distribution via the Internet.
Prerequisite: A major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Photojournalism or Public Relations.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 20008 RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS 3 Credit Hours
Understand the ways research is employed and applied in integrated communication, including both primary and secondary research. Students will understand how to use research and insights to develop strategy, or to craft research on business strategy. They also will become thoughtful researchers and consumers of research who are cognizant of the ethical and moral responsibilities associated with human subjects research. Students will be expected to understand and appreciate the diversity of audiences. Finally, students will develop critical thinking and writing skills in order to create and share a well-crafted presentation to clients that reflect a strong understanding of the connections among data, insight and strategy.
Prerequisite: DSCI 10310 or JMC 20006; and JMC 21001 or JMC 28001; and minimum 2.000 overall GPA; and a major or minor in Advertising, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 20009 VIDEO AUDIO PRODUCTION AESTHETICS 3 Credit Hours
Study of basic video and audio production aesthetics; analysis of film, television and radio through creative use of images and sound to create meaning.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 20011 PRODUCTION FUNDAMENTALS 3 Credit Hours
Introduction to TV studio, camera, and sound production and post-production techniques.
Prerequisite: Minimum 2.000 overall GPA; and a major or minor in the School of Journalism and Mass Communication, or School of Digital Science or School of Visual Communication Design.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

JMC 21001 PRINCIPLES OF ADVERTISING 3 Credit Hours
Advertising history, purposes, techniques, media and research; analysis of functions of advertising organizations.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Communication

JMC 21004 ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS 1 Credit Hour
Understanding of and proficiency in word processing, spreadsheet, design and presentation tools.
Prerequisite: A major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

JMC 21005 ADVERTISING MESSAGING AND COMMUNICATION 3 Credit Hours
Introduces students to the history and development of advertising, including the ways various audiences have been targeted and represented. This course also has a strong emphasis on professional writing and communication.
Prerequisite: Minimum C- grade in JMC 20004 and JMC 21001; and minimum C- grade in DSCI 10310 or JMC 20006; and minimum 2.000 overall GPA; and Advertising minor or major.
Pre/corequisite: Minimum C- grade in JMC 20008.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 21008 SOCIAL MEDIA STRATEGIES 3 Credit Hours
Designed to help students understand and use social media in critical and strategic ways that will improve their lives and careers. Helps students harness the power and potential of the social web, including strategies used to position and market organizations as well as individuals. Exposes students to the latest social-media applications and to critical views of social media’s impact on business, society and culture. Students are also introduced to interaction perspectives of social media, which are embedded within both the communication studies and the journalism and mass communication curriculum. Students emerge from the class with a strategic plan designed to enhance their lives and their careers.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture

JMC 22000 PHOTOGRAPHY BASICS 1 Credit Hour
Fundamentals of b/w and color photography and digital manipulation software. Introduction of basic themes of journalistic photography including flash photography. Student furnishes 35mm or APS camera with flash. Disposable cameras not acceptable. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA; and Integrated Language Arts (INLA), Digital Media Production (DMP) or Journalism (JNL) major.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

JMC 22001 PHOTOGRAPHY 3 Credit Hours
Basic camera and digital techniques to provide a better understanding of photography as a creative and journalistic skill.
Prerequisite: Art Education (ARTE) or Journalism (JNL) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: TAG Communication
JMC 22002  VIDEOGRAPHY BASICS  1 Credit Hour
Instruction in basic camcorder videography video editing techniques to provide understanding of processes as creative journalistic skills and as practical application of knowledge acquired in the prerequisite class.
Prerequisite: Journalism and Mass Communication (JMC) or Integrated Language Arts (INLA) or Visual Communication and Design (VCD) major.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

JMC 22003  VIDEOGRAPHY BASICS II  1 Credit Hour
Emphasis on video editing for broadcast news and electronic media production applications using computer video editing skills.
Prerequisite: School of Journalism and Mass Communication major or minor.
Pre/corequisite: Minimum C- grade in JMC 22002.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

JMC 22004  VISUAL STORYTELLING  3 Credit Hours
Technical and digital skills needed to produce photos that communicate. Course will stress narrative work, detailed caption information and reporting. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 cumulative GPA; JMC 22001 or VCD 18000 or CCI 12001; and Journalism and Mass Communication (JMC) or Visual Communication Design (VCD) major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 23004  STORY FOR PICTURE  3 Credit Hours
An introductory course on plot, character development, and dramatic structure for narrative scriptwriting.
Prerequisite: A major or minor in either Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 23030  BASIC VIDEO PRODUCTION  3 Credit Hours
Theoretical and practical application of program production for video. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 20001 or JMC 20003; and minimum grade of C- (1.700) in JMC 20004 and JMC 22002; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 23031  BASIC AUDIO PRODUCTION  3 Credit Hours
Theoretical and practical application of program production for audio production. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA; and a grade of C- (1.700) or better in JMC 20001 or JMC 20003; and a grade of C- (1.700) or better in JMC 20004 and 22002; and a School of Journalism and Mass Communication major or minor.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter
Attributes: TAG Communication

JMC 23130  DIRECTING FOR PICTURE  3 Credit Hours
A course designed to give students the creative and technical knowledge and skills needed to direct narrative and documentary productions. A GPA of 2.700 is required in the major. A GPA of 2.700 is required in the major.
Prerequisite: Minimum C- grade in JMC 20011; and a minimum C- grade in JMC 23004 or JMC 30004; and minimum 2.00 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 23140  PRODUCTION I  3 Credit Hours
A hands-on introduction to narrative and documentary storytelling. Students write, edit and direct projects emphasizing visual storytelling. A GPA of 2.700 is required in the major.
Prerequisite: Minimum C- grade in JMC 20011 and JMC 23004; and JMC 30036, JMC 33030 or JMC 33043; and minimum 2.00 overall GPA; and a major in either Advertising, Digital Media Production, Journalism or Public Relations.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

JMC 26001  WRITING ACROSS PLATFORMS  3 Credit Hours
Theory and practice in writing basic print and digital news and feature stories.
Prerequisite: Minimum C- grade in JMC 20001 or JMC 20003; and minimum C- grade JMC 20006 or DSCI 10310; and School of Journalism and Mass Communication major or minor; or Integrated Language Arts (INLA) major.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

JMC 26005  STORYTELLING ACROSS PLATFORMS  3 Credit Hours
Prerequisite: Minimum C- (1.700) grade in COMM 21000, JMC 20001 and JMC 26001; and minimum C- (1.700) grade in DSCI 10310 or JMC 20006; and minimum 2.00 overall GPA; and Journalism (JNL) major.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 26007  REPORTING  3 Credit Hours
Gathering and writing news: interviewing techniques, cultivating sources, developing beats, meeting deadlines. Includes campus reporting for Daily Kent Stater. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26005 and COMM 21000 with minimum C- grade or COMM 21000, JMC 26001 and JMC 38002 with a minimum C- grade; and minimum 2.00 cumulative GPA; and Journalism and Mass Communication (JMC) major.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter
JMC 26008 BROADCAST REPORTING 3 Credit Hours
Writing news, developing sources and beats, meeting deadlines as they relate to electronic media. Includes reporting campus news for daily broadcasts. A GPA of 2.700 is required in the major.
Prerequisite: Minimum C- grade in JMC 26005 and COMM 21000; and minimum 2.000 cumulative GPA; and a major within the School of Journalism and Mass Communication.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 26395 SPECIAL TOPICS IN JOURNALISM SKILLS 3 Credit Hours
(Repeatable three times for credit) Includes writing different types of news stories for various platforms.
Prerequisite: Special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 28001 PRINCIPLES OF PUBLIC RELATIONS 3 Credit Hours
Explores strategic role and function of public relations in business, nonprofit public institutions and society. Covers public relations practice from development to present.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 30004 WRITING FOR VIDEO AND AUDIO MEDIA 3 Credit Hours
Application of standard writing styles and formats in the electronic media. Writing practice in commercials, continuity, promotions and introductory scriptwriting techniques. A GPA of 2.700 is required in the major.
Prerequisite: Grade of C- in JMC 20009 or JMC 20011; cumulative GPA of 2.000; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 30034 PROGRAMMING FOR DIGITAL MEDIA 3 Credit Hours
Background analysis of radio, TV, cable and Internet programming and the relationship to audience needs, interests, expectations and audience measurement procedures. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA; and Advertising (ADV), Digital Media Production (DMP), Journalism (JNL), Photojournalism (PHOJ), Public Relations (PR) majors or Media Literacy (MELT) minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 30036 DIGITAL VIDEO EDITING 3 Credit Hours
Intermediate class in editing for single camera and multi-camera productions using Adobe Premiere software. A GPA of 2.700 is required in the major.
Prerequisite: Minimum C- grade in JMC 20011; and a minimum 2.000 overall GPA; and a major or minor in the School of Journalism and Mass Communication.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 31002 ADVERTISING COPYWRITING (WIC) 3 Credit Hours
Examination and practice in various forms of advertising copywriting and their applications. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- in JMC 20004 and 21001 and 31011; 2.000 overall GPA; and Advertising (ADV) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

JMC 31003 ADVERTISING MEDIA PLANNING 3 Credit Hours
Analysis, selection and scheduling of advertising media. Examination of advertising research, technique and application. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- in JMC 20004 and 20008 and 21001; 2.000 cumulative GPA; and Advertising (ADV) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 31004 DIGITAL ADVERTISING 3 Credit Hours
Explores digital targeting, advertising and mobilization in detail. Students will learn how to run winning digital advertising campaigns that educate and activate constituents. It is the study of overall strategic creation of digital advertising communication with a focus on copy writing and the implementation of basic production skills. A 2.70 GPA is required in the major.
Prerequisite: JMC 20004 and JMC 20008 and JMC 21001 with minimum grades of C- (1.700); and minimum 2.000 cumulative GPA; and Advertising (ADV) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 31007 DIGITAL ANALYTICS IN ADVERTISING AND PUBLIC RELATIONS 2 Credit Hours
Explores digital analytics and online measurement. Students will start with planning and setting measurable objectives, finding online audiences, and then design and implement measurement plans. Students will use social media analytics tools and Google analytics to capture data and then determine next steps. A 2.70 GPA is required in the major.
Prerequisite: JMC 20008 with a minimum grade of C-; and minimum 2.000 cumulative GPA; and Advertising (ADV) or Public Relations (PR) major or minor.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

JMC 31011 ADVERTISING STRATEGY DEVELOPMENT 3 Credit Hours
Ad majors learn problem-solving techniques, which they will apply to business and creative proposals designed to promote products or services. Development of good, clear writing skills is a key component of the course.
Prerequisite: Minimum C- grade in JMC 20004, JMC 20008, JMC 21001 and JMC 21004; and minimum C- grade in either DSCI 10310 or JMC 20006; and minimum 2.000 overall GPA; and Advertising (ADV) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
JMC 32001 PHOTOJOURNALISM I 3 Credit Hours
Production of photographs for newspapers, magazines and online news media. A laboratory course emphasizing color and black and white photography. A GPA of 2.700 is required in the major.
**Prerequisite:** Minimum C- in CCI 12001 or JMC 22001 or VCD 18000; and minimum 2.000 cumulative GPA; and a major or minor in the School of Journalism and Mass Communication.
**Schedule Type:** Lecture
**Contact Hours:** 3 lecture
**Grade Mode:** Standard Letter

JMC 32002 PHOTOJOURNALISM II 3 Credit Hours
(Repeatable once for credit) Continuation of JMC 32001. Advanced news and feature photography for newspapers, magazines and online including a collaborative project. A GPA of 2.700 is required in the major.
**Prerequisite:** JMC 22004 with a minimum grade of C- (1.700); and Journalism and Mass Communication (JMC) major.
**Schedule Type:** Lecture
**Contact Hours:** 3 lecture
**Grade Mode:** Standard Letter

JMC 32005 VIDEO FOR STILL PHOTOGRAPHERS 3 Credit Hours
Teaches video skills for photojournalists, including interviewing, establishing a narrative, editing, and how video is paired with the written story. A GPA of 2.700 is required in the major.
**Prerequisite:** JMC 22004 with a minimum grade of C- (1.700); and Journalism and Mass Communication (JMC) major.
**Schedule Type:** Lecture
**Contact Hours:** 3 lecture
**Grade Mode:** Standard Letter

JMC 33024 BROADCAST PERFORMANCE 3 Credit Hours
Development of effective communication techniques in performance situations for visual media. A GPA of 2.700 is required in the major.
**Prerequisite:** JMC 26008 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
**Schedule Type:** Lecture
**Contact Hours:** 3 lecture
**Grade Mode:** Standard Letter

JMC 33032 AUDIO SET-UP AND MIXING 3 Credit Hours
Production of in-studio audio programming units, with laboratory unit required as part of course. A GPA of 2.700 is required in the major.
**Prerequisite:** Cumulative GPA of 2.000; and a minimum C- in JMC 20011; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
**Corequisite:** JMC 30004.
**Schedule Type:** Laboratory, Lecture, Combined Lecture and Lab
**Contact Hours:** 2 lecture, 2 lab
**Grade Mode:** Standard Letter

JMC 33033 SOUND FOR PICTURE 3 Credit Hours
An intermediate class for audio and music in film and multimedia. Students learn the entire process of sound for picture workflow, department by department, from pre-production and budgeting through final mixdown. A GPA of 2.700 is required in the major.
**Prerequisite:** Minimum C- grade in JMC 20011; and minimum 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Digital Sciences, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
**Schedule Type:** Laboratory, Lecture, Combined Lecture and Lab
**Contact Hours:** 2 lecture, 2 lab
**Grade Mode:** Standard Letter

JMC 33036 MULTIMEDIA ENGINEERING 3 Credit Hours
Introduction to basic digital media technology and systems, providing knowledge and vocabulary to allow communication with broadcast engineers. Overview of radioTV operations and legal viewpoint. Prep for SBE operators’ cert. exam. A GPA of 2.700 is required in the major.
**Prerequisite:** Minimum C- grade in JMC 20011; and a minimum C- grade in two of the following JMC 30036, JMC 33033 or JMC 33043; and 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.
**Schedule Type:** Lecture
**Contact Hours:** 3 lecture
**Grade Mode:** Standard Letter

JMC 33042 STUDIO TELEVISION 3 Credit Hours
Study of all positions of a live television program including technical directing, floor directing, graphics, digital playback, and audio engineering. One hour lecture two hours lab. A GPA of 2.700 is required in the major.
**Prerequisite:** A minimum C- grade in JMC 20011; overall GPA of 2.000; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
**Corequisite:** JMC 30004.
**Schedule Type:** Laboratory, Lecture, Combined Lecture and Lab
**Contact Hours:** 1 lecture, 4 lab
**Grade Mode:** Standard Letter

JMC 33043 DIGITAL CINEMATOGRAPHY 3 Credit Hours
Course focuses on digital cinematography techniques for shooting documentary and narrative fiction. Two hours lecture, one hour lab. A GPA of 2.700 is required in the major.
**Prerequisite:** Minimum C- grade in JMC 20011; and a minimum 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
**Schedule Type:** Laboratory, Lecture
**Contact Hours:** 2 lecture, 2 lab
**Grade Mode:** Standard Letter

JMC 33092 STUDENT MEDIA PRACTICUM IN DIGITAL MEDIA PRODUCTION (ELR) 1-3 Credit Hours
(Repeatable for a maximum of 3 credit hours) Performance of assigned activities in radio or television under student media supervision. A GPA of 2.700 is required in the major.
**Prerequisite:** JMC 20001 or JMC 20003 with a grade of C- (1.700) or better; cumulative GPA of 2.000; and Sophomore standing and special approval.
**Schedule Type:** Practicum or Internship
**Contact Hours:** 3-9 other
**Grade Mode:** Satisfactory/Unsatisfactory
**Attributes:** Experiential Learning Requirement
JMC 36005 COPY EDITING AND NEWS DESIGN 3 Credit Hours
Improving the writing of other journalists and writing headlines. Intensive review of AP style and grammar. A GPA of 2.700 is required in the major.
Prerequisite: COMM 21000 and JMC 26001 with a grade of C- (1.700) or better, and 2.000 overall GPA.
Schedule Type: Laboratory, Lecture
Contact Hours: 3 lecture, 0 lab
Grade Mode: Standard Letter

JMC 36008 FREELANCE JOURNALISM 3 Credit Hours
Provides students the tools, resources and strategies needed to pitch creative works to magazines, book publishers, contests and other media companies. They will learn to research markets, craft effective queries and manage the business considerations of being a freelancer. A GPA of 2.700 is required in the major.
Prerequisite: JMC 36018 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 36010 INTERVIEWING AND DATA FOR JOURNALISTS 3 Credit Hours
Interviewing techniques for reporters across media platforms. Skills for in-person, phone, email and social media interviews that will be used to produce stories for publication. Includes ethics of journalistic interviews and interrogating data. Introduction to data collection for reporters. A 2.70 GPA is required in the JMC major.
Prerequisite: Minimum C- grade in either DSCI 10310 or JMC 20006; and minimum 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 36018 FEATURE WRITING 3 Credit Hours
Researching writing and placement of feature stories in publications. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26007 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 36020 STORYTELLING WITH SOUND 3 Credit Hours
Teaches students how to research, write, edit and produce compelling audio news and storytelling packages. Students will learn both the technical side of producing audio stories and the journalistic and narrative sides of writing audio stories. A 2.700 is required in the major.
Prerequisite: Minimum C- grade in JMC 26005 or JMC 23004 or JMC 30004; and minimum 2.000 overall GPA; and a major or minor in Digital Media Production or Journalism.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 36040 MAGAZINE EDITING AND DESIGN 3 Credit Hours
Teaches the fundamentals of editing and design for print magazine media. It teaches the skills necessary to become an editor. A 2.70 GPA is required in the journalism major.
Prerequisite: JMC 36005 with minimum grades of C- (1.700); and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 36050 ADVANCED REPORTING 3 Credit Hours
Focuses on accountability journalism. Students will work on both individual and team reporting projects. Students will develop and report stories of substance on local, state, and national issues. Each student will have to conduct at least one accountability interview with either a member of Congress or a member of the state legislature on a specific topic or issue. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26007 or JMC 26008; and a minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 36395 SPECIAL TOPICS IN JOURNALISM REPORTING 3 Credit Hours
(Repeatable three times for credit) Topics of special interest not covered in existing reporting classes. A GPA of 2.700 is required in the major.
Prerequisite: Minimum 2.000 cumulative GPA; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 38002 PUBLIC RELATIONS CASE STUDIES 3 Credit Hours
Explores the process and practice of public relations by requiring students to analyze real-world case studies and develop an actual public relations plan on behalf of a client organization. Students should expect to spend time outside the classroom working within teams in support of client objectives. A significant amount of writing in multiple formats is required. A major GPA of 2.700 is required.
Prerequisite: Minimum C- grade in JMC 26001 and JMC 28001; 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 40002 REPORTING FOR MASS MEDIA 3 Credit Hours
(Slashed with JMC 50002) Theory and practice in newswriting and reporting; news values and news judgment lead and story development techniques of gathering information and dealing with sources of news writing for deadline. Course may not be taken for credit or applied toward any requirements by a Journalism and Mass Communication (JMC) major or minor without special approval.
Prerequisite: 2.75 overall GPA and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
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<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
<th>Description</th>
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<tbody>
<tr>
<td>JMC 40004</td>
<td>COMPUTER ASSISTED REPORTING</td>
<td>3</td>
<td>Computer analysis of large data sets, focusing on government court police records for preparation of news stories basics of online searching software and databases. A GPA of 2.700 is required in the major.</td>
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<td><strong>Prerequisite:</strong> JMC 26007 or 26008 either with a grade of C- (1.700) or better, and 2.000 overall GPA.</td>
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<td><strong>Schedule Type:</strong> Laboratory, Lecture</td>
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<td><strong>Contact Hours:</strong> 3 lecture, 0 lab</td>
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<td><strong>Grade Mode:</strong> Standard Letter</td>
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<td>JMC 40006</td>
<td>LAW OF MASS COMMUNICATION</td>
<td>3</td>
<td>(Slashed with JMC 50006) Libel and slander; privacy copyright obscenity regulation of advertising broadcasting and corporate speech access to government legal; problems of new media. A GPA of 2.700 is required in the major.</td>
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<td><strong>Prerequisite:</strong> Minimum 2.000 overall GPA; Advertising (ADV), Digital Media Production (DMP), Journalism (JNL), Photojournalism (PHOJ), Public Relations (PR) majors or Media Literacy (MELT) minor; and Junior standing.</td>
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<td><strong>Schedule Type:</strong> Lecture</td>
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<td><strong>Grade Mode:</strong> Standard Letter</td>
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<tr>
<td>JMC 40007</td>
<td>REVIEWING THE ARTS</td>
<td>2</td>
<td>Reviewing and criticizing of performing, visual and literary arts. Emphasis on books, film, TV and theatre. A GPA of 2.700 is required in the major.</td>
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<td><strong>Prerequisite:</strong> A grade of B- (2.700) or better in JMC 20004 or JMC 26001 with a grade of C- (1.700) or better; 2.000 overall GPA; and Junior or Senior standing.</td>
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<td><strong>Grade Mode:</strong> Standard Letter</td>
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<tr>
<td>JMC 40009</td>
<td>COMPARATIVE MEDIA SYSTEMS</td>
<td>3</td>
<td>Study of the forms, organization scope and modes of operation of media systems in foreign lands. Also examines agent channels and contents of international communication. A GPA of 2.700 is required in the major.</td>
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<td><strong>Prerequisite:</strong> Minimum 2.000 overall GPA; and Junior or Senior standing and special approval.</td>
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<td>JMC 40010</td>
<td>ETHICS AND ISSUES IN MASS COMMUNICATION (WIC)</td>
<td>3</td>
<td>Ethical problems and issues in mass communication within a framework of basic theories, functions and social roles of the mass media. A GPA of 2.700 is required in the major.</td>
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<td><strong>Prerequisite:</strong> At least 18 hours of JMC courses with a C- (1.700) or better, including a grade of C- (2.700) or better in JMC 20004 or JMC 26001 or JMC 30004; 2.000 overall GPA; and a School of Journalism and Mass Communication (JMC) major; and Senior standing.</td>
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<td><strong>Attributes:</strong> Writing Intensive Course</td>
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<td>JMC 40011</td>
<td>ETHICAL ISSUES IN INTEGRATED COMMUNICATION</td>
<td>1</td>
<td>Focuses specifically on the ethical and moral issues affecting Advertising and Public Relations professionals. Focuses solely on Integrated Communications. Students will understand and appreciate the complex moral and ethical decisions that professionals make each day, often under intense deadline pressure. They also acquire their basic problem-solving skills to manage these issues in real time. A GPA of 2.700 is required in the major.</td>
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<td><strong>Prerequisite:</strong> JMC 31002 and 31003 or JMC 38002; 2.000 overall GPA; and Advertising (ADV) or Public Relations (PR) major.</td>
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<td><strong>Schedule Type:</strong> Lecture</td>
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<td><strong>Contact Hours:</strong> 1 lecture</td>
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<td><strong>Grade Mode:</strong> Standard Letter</td>
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<td>JMC 40012</td>
<td>ONLINE JOURNALISM</td>
<td>3</td>
<td>Study and evaluation of online news and news sites; reporting and writing for online news media design production and maintenance of an online news site ethical legal and economic issues related to online news. A GPA of 2.700 is required in the major.</td>
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<td><strong>Prerequisite:</strong> JMC 26007 or 26008 with a grade of C- (1.700) or better; and 2.000 overall GPA.</td>
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<td>JMC 40013</td>
<td>TELEVISION SPORTS PRODUCTION</td>
<td>3</td>
<td>A comprehensive study of the production of live action television. A GPA of 2.700 is required in the major.</td>
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<td><strong>Prerequisite:</strong> 2.000 cumulative GPA; Journalism and Mass Communication (JMC) major; and Sophomore, Junior or Senior standing.</td>
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<td>JMC 40015</td>
<td>MEDIA MARKETPLACE</td>
<td>3</td>
<td>(Slashed with JMC 50015) Exploring management issues unique to media organizations and the impact of those issues on the organization's structure, economics markets and employees. A GPA of 2.700 is required in the major.</td>
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<td><strong>Prerequisite:</strong> JMC 26001 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and Journalism and Mass Communication (JMC) major; and Junior standing.</td>
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<td>JMC 40016</td>
<td>LAW OF ADVERTISING AND PUBLIC RELATIONS</td>
<td>3</td>
<td>Regulation of advertising and corporate speech; first amendment libel and privacy legal problems of new media.</td>
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<td><strong>Prerequisite:</strong> 18 hours of JMC courses all with a grade of C- (1.700) or better; JMC 31002 or 31003 or 38002 with a grade of C- (1.700) or better; minimum 2.000 overall GPA; and Advertising (ADV) or Public Relations (PR) majors.</td>
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JMC 40017 MEDIA ENTERPRISE  3 Credit Hours
(Cross-listed with JMC 50017) Explores methods to build and sustain organizations that market and monetize multimedia content to targeted audiences through appropriate distribution streams. Through case studies, examination of evolving best practices in media organizations and elsewhere, students will study and apply enterprise thinking.
Prerequisite: JMC 40015 or ENTR 27056.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 40020 AUDIO AND STILL PHOTO PRODUCTION  3 Credit Hours
(Slashed with JMC 50020) Develop skills in telling journalistic stories by producing multimedia news stories through research and planning; reporting using digital cameras and digital audio recorders; editing photos and audio. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- in JMC 22001 or CCI 12001; 2.000 overall GPA; Journalism and Mass Communication (JMC) major; and Junior or Senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 40022 FILM AS COMMUNICATION  3 Credit Hours
Study of the relationship of television and theatre films to the mass audience in terms of components and effects. A GPA of 2.700 is required in the major.
Prerequisite: JMC 20004 with a grade of B- (2.700) or better or JMC 20005 with a grade of C- (1.700) or better; and 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 40023 NON-TRADITIONAL JOURNALISM  3 Credit Hours
(Cross-listed with JMC 50023) The study of journalistic writing that goes beyond the inverted pyramid and traditional feature story and has topics traditionally not defined as news. Students will also work as part of a team on multi-part stories. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 26007; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major and Junior or Senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 40027 MANAGING MEDIA DIVERSITY  3 Credit Hours
(Cross-listed with JMC 50027) Aspects of diversity and how it changes our environment with emphasis on the field of mass communication. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 40030 COLLABORATIVE ONLINE PRODUCING  3 Credit Hours
(Cross-listed with JMC 50030) The use of multimedia and interactive storytelling tools such as video, audio and graphics. Students work in teams to produce packages for online news sites and organizational videos. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 40012; 2.000 overall GPA; Journalism and Mass Communication (JMC) major and special approval.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 40037 SCRIPTWRITING FOR VIDEO AND FILM  3 Credit Hours
The emphasis of the course is on writing dramatic scripts for broadcast or motion pictures. The course also includes current perspectives on market needs. A GPA of 2.700 is required in the major.
Prerequisite: Minimum C- grade in JMC 23004 or JMC 30004; and 2.000 overall GPA; and a major in either Advertising, Digital Media Production, Journalism or Public Relations.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 40091 BUSINESS MEDIA SEMINAR  3 Credit Hours
(Cross-listed with JMC 50091) Study of specialized business media and preparation of portfolio appropriate for these companies. Projects are aligned with student's major. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26001 or JMC 20004; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 40092 INTERNSHIP (ELR)  1-6 Credit Hours
(Repeatable for a maximum of 6 credit hours) Experience in a professional setting under professional supervision in student's field of specialization. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 10-60 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

JMC 40095 SPECIAL TOPICS IN JOURNALISM AND MASS COMMUNICATION  1-3 Credit Hours
(Repeatable for credit) Selected topics of special interest not covered in depth in existing courses; offered as resources permit.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

JMC 40096 INDIVIDUAL PROJECTS IN MASS COMMUNICATIONS  1-3 Credit Hours
(Repeatable for credit) Individual research projects in mass communications. Letter grades and IP permissible. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA; and Junior or Senior standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP

JMC 40099 SENIOR HONORS PROJECT (ELR)  2-4 Credit Hours
Thesis or other independent study project in mass communication. IP grades permissible. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA; open only to Journalism and Mass Communication (JMC) majors admitted to the Honors College.
Schedule Type: Senior Project/Honors Thesis
Contact Hours: 2-4 other
Grade Mode: Standard Letter-IP
Attributes: Experiential Learning Requirement
JMC 40192 Radio-Television Internship (ELR) 1 Credit Hour
(Repeatable once for credit) Experience, under professional supervision in a radio or television station or other industry, using electronic audio or video communications. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 1 other
Grade Mode: Satisfactory/Unsatisfactory/IP
Attributes: Experiential Learning Requirement

JMC 40193 Variable Title Workshop in JMC 1-3 Credit Hours
(Repeatable for credit) (Cross-listed with JMC 50193) Workshop setting dealing with topics in mass communications. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA and special approval.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory

JMC 40196 Independent Study in Radio and Television 1-3 Credit Hours
(Repeatable for a total of 6 credit hours) Research and writing on topics approved by the students’ advisers and study directors. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA and Junior or Senior standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter/IP

JMC 40201 Public Relations Practice: Public Affairs 1 Credit Hour
(Flushed with JMC 50201) Provides a basic understanding of the public affairs role in public relations. It specifically examines how external factors surrounding an organization can trigger disruption, opportunity, change, adaptation, and evolution. Students explore techniques for anticipating, managing, adapting, or changing those forces. Primary attention is paid to environmental scanning, issue and stakeholder identification and management, lobbying, advocacy, and ethical implications of public policy. A GPA of 2.700 is required in the major.
Prerequisite: Minimum C- grade in JMC 21005 or JMC 38002.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

JMC 40202 Public Relations Practice: Crisis Communication 1 Credit Hour
(Flushed with JMC 50202) Provides a basic understanding of the best practices of crisis planning, preparation, communication and management. The course will focus on the critical capabilities, teamwork and decision making skills required of public relations practitioners during periods of intense organizational turbulence, crisis, and reputational threat across numerous stakeholder groups, including internal, external, public, private and legislative audiences. A GPA of 2.700 is required in the major.
Prerequisite: Minimum C- grade in JMC 28001; minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

JMC 40295 Selected Topics in Journalism and Mass Communication 1-3 Credit Hours
(Repeatable for credit) Selected topics of special interest not covered in depth in existing courses; offered as resources permit. A GPA of 2.700 is required in the major.
Prerequisite: 2.000 overall GPA.
Schedule Type: Laboratory
Contact Hours: 1-3 lab
Grade Mode: Standard Letter

JMC 41002 Advanced Advertising Copywriting 3 Credit Hours
Advanced copywriting projects in print advertising and corporate communications and execution of the entire print advertising campaigns. A GPA of 2.700 is required in the major.
Prerequisite: JMC 31002 and 31003 both with a grade of C- (1.700) or better; 2.000 overall GPA; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 41003 Advertising Account Management 3 Credit Hours
An introduction to advertising account management including the functions of an account manager, skills required to be an account manager and how to effectively lead a team of professionals. A GPA of 2.700 is required in the major.
Prerequisite: JMC 31002 with a grade of C- (1.700) or better and JMC 31003 with a grade of C- (1.700) or better; 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 41005 Advertising Campaigns 3 Credit Hours
Analysis of the planning, financing and execution of an advertising campaign through case study methods. A GPA of 2.700 is required in the major.
Prerequisite: JMC 31002 and 31003 both with a grade of C- (1.700) or better; 2.000 overall GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 41075 Political Advertising 3 Credit Hours
Focuses on analyzing the impact of political advertising on key election cohorts. In this course, students will research and profile key demographic cohorts that will substantially impact the outcome of the election and analyze how current political advertising may impact each cohort. This course is a real-time study of key audience groups and in-market advertising and election tactics and as such its focus will change as the issues and population trends change from semester to semester. A 2.70 GPA is required in the major.
Prerequisite: JMC 20008 and JMC 21005 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and Advertising (ADV) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
JMC 41080 ACTIVATION ADVERTISING  3 Credit Hours
Activation advertising, or brand activation, is the activation of the consumer for a brand and driving consumer action, typically by getting consumers to experience the brand. In this course students will begin to understand the consumer path-to-purchase and when a consumer becomes a shopper. Using a variety of resources, students will build strategically sound activation programs based on a big idea and relevant consumer and shopper insights. A 2.70 GPA is required in the major.
Prerequisite: JMC 20008 and JMC 21005 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA; and Advertising (ADV) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 41111 FASHION PUBLISHING  3 Credit Hours
Introduction to 21st Century Fashion publishing. An overview of the evolution of fashion magazines in print and digital formats, magazine entrepreneurs, the editors role, branding, advertising, circulation, writing and production. A GPA of 2.700 is required in the major.
Prerequisite: ENTR 27056 or FDM 35280; and JMC 20005 or JMC 26001 or JMC 20004; 2.000 overall GPA; and Fashion Media (FAME) minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 41150 GLOBAL ADVERTISING AND PUBLIC RELATIONS  3 Credit Hours
Offers students the opportunity to learn about and engage in exploring issues related to advertising and public relations in various markets around the world. This course may involve travel to a destination market. A GPA of 2.700 is required in the major.
Prerequisite: Minimum 2.000 cumulative GPA; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 41192 PRACTICUM IN ADVERTISING AND PUBLIC RELATIONS (ELR)  3 Credit Hours
Designed to provide opportunities for students to engage in applied public relations and advertising projects in collaboration with faculty. This can include such things as competitions and practical experiential learning exercises with on-campus organizations. A 2.700 GPA in the major is required.
Prerequisite: Special approval.
Schedule Type: Practicum or Internship
Contact Hours: 9 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

JMC 42001 SPORTS PHOTOGRAPHY  3 Credit Hours
Photographing various college events, including action, portrait and lighting in a variety of outdoor and indoor venues. Photo captioning, image transmission and archiving and ethics. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 22004 and 32001; 2.000 overall GPA; and School of Journalism and Mass Communication major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 42008 ADVANCED PHOTO TECHNIQUES  3 Credit Hours
Discussion of contemporary photojournalists and issues. Production of photo documentary multimedia and illustrations appropriate to photojournalism. Senior portfolio review. A GPA of 2.700 is required in the major.
Prerequisite: JMC 22004 with a minimum grade of C- (1.700); and minimum 2.000 cumulative GPA.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 42009 FASHION PHOTOGRAPHY  3 Credit Hours
(Slashed with VCD 48009) Instruction in studio lighting, filters special effects. Emphasis on editorial and advertising fashion photography. Studio and location assignments. A GPA of 2.700 is required in the JMC major.
Prerequisite: Minimum C- grade in CCI 12001 or JMC 22001 or VCD 18000; and minimum 2.000 cumulative GPA; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

JMC 42092 PRACTICUM IN PHOTOGRAPHY (ELR)  1-3 Credit Hours
(Repeatable for a total of 10 hours) (Cross-listed with VCD 48092) Individual or group investigation into student selected areas of photographic field. A GPA of 2.700 is required in the major.
Prerequisite: Junior or Senior standing; 2.000 overall GPA; and special approval.
Schedule Type: Lecture, Practicum or Internship
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement

JMC 43035 ADVANCED TELEVISION NEWS PRODUCING  3 Credit Hours
(Cross-listed with JMC 53035) Advanced understanding of how to produce news content for broadcast and the web. A GPA of 2.700 is required in the major.
Prerequisite: Journalism and Mass Communication (JMC) major; 2.000 overall GPA; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 43036 RECORD PROMOTION  3 Credit Hours
(Cross-listed with JMC 53036) Class operates as an independent record label to critique, select, promote, publicize and sell original recorded music. A GPA of 2.700 is required in the major.
Prerequisite: Journalism and Mass Communication (JMC) or Communications Studies (COMM) major; and 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
JMC 43092  STUDENT MEDIA PRACTICUM IN JOURNALISM (ELR)  
1-3 Credit Hours  
(Repeatable for a maximum of 3 credit hours) Performance of assigned  
activities in student media under student media supervision. A GPA of  
2.700 is required in the major.  
Prerequisite: JMC 20001 or JMC 20003 with a minimum grade of C-  
(1.700); and minimum 2.000 cumulative GPA; and special approval.  
Schedule Type: Practicum or Internship  
Contact Hours: 3-9 other  
Grade Mode: Standard Letter  
Attributes: Experiential Learning Requirement

JMC 44042  REMOTE TELEVISION  3 Credit Hours  
The study and broadcast of remote events including live sports and other  
non-scripted shows. A GPA of 2.700 is required in the major.  
Prerequisite: Minimum C- in JMC 20011; and a minimum C- grade in two  
of the following courses JMC 30036, JMC 33033 or JMC 33043; and a  
minimum 2.000 overall GPA; and major in the School of Journalism and  
Mass Communication.  
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab  
Contact Hours: 2 lecture, 2 lab  
Grade Mode: Standard Letter-IP

JMC 44043  SPORTS FIELD PRODUCTION  3 Credit Hours  
Video shooting and editing of sports packages and short documentaries.  
This includes player and coach profiles, highlights and lead-ins. A GPA of  
2.700 is required in the major.  
Prerequisite: 2.000 overall GPA and JMC 23030 and 23031 with a grade  
of C- (1.700) or better; and JMC 30004 with a grade of C- (1.700) or better  
and JMC major.  
Corequisite: JMC 44042.  
Schedule Type: Combined Lecture and Lab  
Contact Hours: 2 lecture, 2 lab  
Grade Mode: Standard Letter-IP

JMC 44050  POST PRODUCTION SOUND  3 Credit Hours  
(Slashed with JMC 54050) Creating post production sound for visual  
productions including digital cinema, television, and video games. A GPA of  
2.700 is required in the major.  
Prerequisite: Minimum C- grade in JMC 33033; and a minimum C- grade  
in JMC 33036 or JMC 33043; and a minimum 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.  
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab  
Contact Hours: 1 lecture, 4 lab  
Grade Mode: Standard Letter

JMC 44065  MOBILE MULTIMEDIA  3 Credit Hours  
Developing multimedia content for mobile platforms such as smart  
phones, tablets or other networked mobile devices.  
Prerequisite: JMC 20006 or JMC 20009 or DSCI 10310 with a minimum  
grade of C- (1.700).  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

JMC 45000  TELEVISION SPORTS GRAPHICS PRODUCTION  3 Credit Hours  
Techniques in creating and preparing TV and video graphics for live  
sports events. A GPA of 2.700 is required in the major.  
Prerequisite: JMC 23030 and 23031 with a grade of C- (1.700) or better;  
and JMC 30004 as a pre- or co-requisite with a grade of C- (1.700) or  
better; 2.000 overall GPA; and JMC major.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter-IP

JMC 45001  ADVANCED LIGHTING FOR DIGITAL FILM AND TELEVISION  
3 Credit Hours  
(Slashed with JMC 55001) Introduction to theory and technique of  
lighting for video production. Course includes critical analysis of video  
lighting situations, the various tools available to light various production  
locations including interviews and multi-camera narrative scenes. A GPA of  
2.700 is required in the major.  
Prerequisite: Minimum C- grade in JMC 20011; and two from the  
following courses JMC 30036, JMC 33033 or JMC 33043; and a major  
in either Advertising, Digital Media Production, Journalism or Public  
Relations.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

JMC 45005  HISTORICAL DOCUMENTARY PRODUCTION  3 Credit Hours  
(Cross-listed with JMC 55005) Chronicles the evolution of the historical  
television documentary and demonstrates the step-by-step production  
process required to create such a program. Students research and  
assemble a documentary with an overall appreciation of this genre's  
purpose in both the television industry and the popular culture. A GPA of  
2.700 is required in the major.  
Prerequisite: 2.000 overall GPA.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

JMC 45006  PRODUCING AND DIRECTING LIVE TELEVISION  3 Credit Hours  
Class examines the steps to produce and direct live television  
programming. This includes scripted shows such as news, entertainment,  
and talk shows as well as unscripted shows such as live sports and  
remote event productions. For homework students are required to work  
regular evenings as a producer and or director for TV2. A GPA of 2.700 is  
required in the major.  
Prerequisite: JMC 33042 and JMC 44042 with a minimum grade of  
C- (1.700); 2.000 overall GPA; and a major or minor in Advertising,  
Digital Media Production, Fashion Media, Journalism, Media Literacy,  
Photojournalism, Public Relations or Visual Journalism.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

JMC 45007  PRODUCING FOR PICTURE  3 Credit Hours  
A deep and technical look at filmmaking from business, legal, and  
 logistical perspectives. A GPA of 2.700 is required in the major.  
Prerequisite: Minimum C- grade in JMC 23140; or minimum C- grade  
in JMC 30036 and JMC 33043; and minimum 2.000 overall GPA; and Journalism and Mass Communication major.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter
JMC 45010  FEATURE FILM PREPRODUCTION  3 Credit Hours
(Slashed with JMC 55010) Gives students practical, hands-on experience in the preproduction of a feature length digital film. Students work on script revising, budgeting, location scouting, casting, developing a script breakdown and developing a daily production schedule for the film. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 20011; cumulative GPA of 2.000; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 45011  FEATURE FILM PRODUCTION  6 Credit Hours
(Slashed with JMC 55011) Provides students with a practical, hands-on experience in the production process of shooting a feature length digital film. Students work on both the organizational aspects as well as the technical aspects of production. This includes production management, craft services, daily call sheets, directing, lighting, cinematography and location sound recording. A GPA of 2.700 is required in the major.
Prerequisite: JMC 20011 with a grade of C- (1.700) or better; cumulative GPA of 2.000; and special approval.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 8 lab
Grade Mode: Standard Letter

JMC 45013  FEATURE FILM POST PRODUCTION  3 Credit Hours
(Slashed with JMC 55013) Advanced video editing course designed to offer students the experience in the postproduction and finishing of a feature length digital narrative film. Students will refine their technical and aesthetic skills through a combination of practice, reading, presenting, viewing and discussion. Students are assigned specific scenes that they are to complete from string out and assembly cut to fine cut and picture lock. Students then work on sound effects, visual effects, titles or color correction. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 20011 and special approval.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 45020  AVID EDITOR CERTIFICATION  3 Credit Hours
(Slashed with JMC 55020) Prepares students to take the official Avid Media Composer MC 101 certification exam. A GPA of 2.700 is required in the major. Students who pass the exam will be certified as Avid Video editors.
Prerequisite: Minimum C- grade in JMC 30036; and cumulative 2.000 GPA; and a major or minor in either Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 46000  NEWSPAPER DESIGN  3 Credit Hours
(Cross-listed with JMC 56000) Design of newspapers from small inside pages to elaborate feature pages. News judgment. Basic information graphics and photo editing.
Prerequisite: JMC 26001; and JMC 20006; and VCD 37000 all with a grade of C- (1.700) or better; and 2.750 overall GPA.
Schedule Type: Laboratory, Lecture
Contact Hours: 3 lecture, 0 lab
Grade Mode: Standard Letter

JMC 46001  INFORMATION GRAPHICS  3 Credit Hours
(Slashed with JMC 56001; cross-listed with VCD 43007) Introduction to shapes, color type and combinations of these for computer designed news graphics maps charts graphs and diagrams. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- in JMC 26001 and COMM 21000; and a major or minor in Advertising, Digital Media Production, Fashion Media, Journalism, Media Literacy, Photojournalism, Public Relations or Visual Journalism.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

JMC 46003  PRODUCING TELEVISION NEWS  3 Credit Hours
(Slashed with JMC 56003) Introduction to the theory and practice of producing content for TV news and public affairs programs. Emphasis is placed on understanding news philosophies, storytelling story selection and rundown placement. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 26008; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 1 lab
Grade Mode: Standard Letter

JMC 46006  EDITORIAL WRITING  3 Credit Hours
(Cross-listed with JMC 56006) Structures and purpose of editorial and column writing; study of editorial section of newspaper practice in writing editorials. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26007 or 26008 either with a grade of C- (1.700) or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 46007  INVESTIGATIVE REPORTING  3 Credit Hours
(Slashed with JMC 56007) Techniques involved in researching, interviewing and reporting investigative news articles and analyses. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26007 with a grade of C- (1.700) or better or JMC 26008 with a grade of C- (1.700) or better; 2.000 overall GPA; and a Journalism and Mass Communication (JMC) major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 46009  REPORTING PUBLIC POLICY  3 Credit Hours
(Cross-listed with JMC 56009) Instruction and practice in reporting all areas of public affairs, including government and the courts. Use of precision journalism techniques. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26007 or 26008 with a grade of C- or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter
JMC 46016  BUSINESS OF PUBLISHING  3 Credit Hours
(Slashed with JMC 56016) Overview of publishing in digital and print formats, media entrepreneurship, role of editorial, advertising, circulation, production, branding and social media. A GPA of 2.700 is required in the major.
Prerequisite: A grade of C- (1.700) or better in COMM 21000 and JMC 26001; and ENTR 27056; 2.000 overall GPA; and a Journalism and Mass Communication (JMC) major; and Junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 46020  MAGAZINE DESIGN  3 Credit Hours
(Slashed with JMC 56020) Marriage of words and visuals for designing magazine layouts and covers in desktop publishing. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26001 with a minimum grade of C- (1.700); 2.000 overall GPA; and Advertising (ADV), Digital Media Production (DMP), Journalism (JNL), Photojournalism (PHOJ), Public Relations (PR) majors or minor or Fashion Media minor.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

JMC 46021  ADVANCED MAGAZINE WRITING  3 Credit Hours
(Slashed with JMC 56021) Research, interviewing writing and marketing of major magazine articles. Also editing techniques for magazines. A GPA of 2.700 is required in the major.
Prerequisite: JMC 36005 and 36018 both with a grade of C- (1.700) or better; and 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 46052  ADVANCED BROADCAST REPORTING  3 Credit Hours
(Slashed with JMC 56052) Advanced study of reporting news stories, newsroom operations, editing and producing broadcast news programs. Advanced projects in broadcast news. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26008 with a grade of C- (1.700) or better; and 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 46054  BROADCAST DOCUMENTARY  3 Credit Hours
Prerequisite: JMC 26008 or two of the following: JMC 33033, JMC 33034, JMC 33042, JMC 33043 all with a grade of C- (1.700) or better; and 2.000 overall GPA.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 46055  DOCUMENTARY AND ENTREPRENEURIAL PHOTOGRAPHY  3 Credit Hours
Exploring techniques that allow students desiring to make a difference in the world with their visual story-telling skills and make a living. Students work with local and regional non-profits and non-governmental agencies to develop photo reports and increase visibility and understanding with still and multimedia. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 32001 and JMC 32005; and ENTR 27056; 2.000 overall GPA; and a School of Journalism and Mass Communication major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 46056  CYBERMEDIA PRODUCTION  3 Credit Hours
(Slashed with JMC 56056) Prepares journalism students to work on media delivered online or by tablet. Deals with multimedia news, magazines, information design and photojournalism. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 26005; minimum 2.000 overall GPA; and Journalism and Mass Communication (JMC) major or minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 46057  MOTION GRAPHICS FOR VIDEO EDITING  3 Credit Hours
(Slashed with JMC 56057) Covers the creation of motion graphics for video editing from the perspective of a professional editor. Students learn basic video effects such as digital matte creation and layered graphics for video productions. Students also gain a basic understanding of how to convert and compress video files for various deliverable formats. Adobe After Effects is the industry standard software application for creating motion graphics and will be used extensively in the course. A GPA of 2.700 is required in the major.
Prerequisite: A minimum grade of C- in JMC 20011; and a minimum C- grade in two of the following courses JMC 30036, JMC 33033 or JMC 33043; and minimum 2.000 overall GPA; and a major in Advertising, Digital Media Production, Journalism or Public Relations.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 46091  NEW YORK MEDIA SEMINAR  3 Credit Hours
Introduction of students to the New York media, the thinking of industry professionals and the job opportunities in the city. Students attend presentations by media professionals and seminars to discuss media based in New York City. A GPA of 2.700 is required in the major.
Prerequisite: Minimum grade of C- (1.700) in JMC 32001 and JMC 32005; and ENTR 27056; 2.000 overall GPA; and a School of Journalism and Mass Communication major or minor.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

JMC 46395  SPECIAL TOPICS IN JOURNALISM PRACTICE  3 Credit Hours
(Repeatable three times for credit) Special topics in journalism practice.
Prerequisite: Special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
JMC 47003  TEACHING HIGH SCHOOL JOURNALISM  3 Credit Hours
Methods and materials for teaching journalism in high school.
Prerequisite: Junior or Senior standing and special approval of instructor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 48001  MEDIA RELATIONS AND PUBLICITY (WIC)  3 Credit Hours
(Cross-listed with JMC 58001) Planning and preparation of materials for use by the news media, both on paper and online. The course explores the media relations function along with the uses and limitations of mass media in public relations practice. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26001; and JMC 26007 or 26008; and JMC 38002 all with a grade of C- (1.700) or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

JMC 48002  PUBLIC RELATIONS TACTICS  3 Credit Hours
(Shared with JMC 58002) Planning and preparation of face-to-face public relations tactics, including spokesperson training for on- and off-camera appearances, special event planning, speeches and presentations with visual support and other applications of “writing for the ear.” A minimum 2.700 major GPA is required.
Prerequisite: Minimum C grade in JMC 26001 and JMC 38002; and minimum 2.000 overall GPA.
Schedule Type: Lecture
Contact Hours: 3 lecture

JMC 48003  DIGITAL PUBLIC RELATIONS  3 Credit Hours
(Cross-listed with JMC 58003) Explores fundamentals of web site planning and design and provides hands-on skills development using the full range of cybermedia techniques. Includes emphasis on writing for online audiences. A GPA of 2.700 is required in the major.
Prerequisite: JMC 20008, JMC 26001, JMC 26007 or JMC 26008, JMC 28001, JMC 31007 and JMC 38002 with minimum C- grades; and 2.000 overall GPA.
Schedule Type: Combined Lecture and Lab
Contact Hours: 3 other
Grade Mode: Standard Letter

JMC 48006  PUBLIC RELATIONS PUBLICATIONS  3 Credit Hours
(Cross-listed with JMC 58006) Planning, writing and design of organizational publications including newsletters, brochures, flyers, promotional mailers and web sites. Course also explores the print production process. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26001 with a grade of C- (1.700) or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 48091  SEMINAR: PUBLIC RELATIONS CAMPAIGNS  3 Credit Hours
(Repeatable for credit) This capstone course in the public relations major requires student teams to combine research, planning and execution into a single public relations campaign developed for a real world organization. A GPA of 2.700 is required in the major.
Prerequisite: JMC 26007 or 26008; and JMC 38002; and three of these four--JMC 48001 and 48002 and 48003 and 48006—all with a grade of C- (1.700) or better; and 2.000 overall GPA.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

JMC 49005  MUSIC VIDEO PRODUCTION  3 Credit Hours
(Cross-listed with JMC 59005) Teaches the process of producing and directing a music video. It covers the history of music videos and how some become movies as well as writing a script, storyboarding, working with rough cuts and shooting a music video. Students also learn how to create and pitch proposals.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 49021  CORPORATE VIDEO  3 Credit Hours
(Cross-listed with JMC 59021) The use of video in corporate and organizational environments. Emphasis is placed on the structure and function of the medium within each environment. A GPA of 2.700 is required in the major.
Prerequisite: Two of the following: JMC 33033 and 33042 and 33043 both with a grade of C- (1.700) or better; 2.000 overall GPA; and Journalism and Mass Communication (JMC) major.
Schedule Type: Lecture
Contact Hours: 3 lecture

JMC 49099  PRODUCTION II (ELR)  3 Credit Hours
Facilitates the completion of a digital film or television project. A GPA of 2.700 is required in the major.
Prerequisite: Minimum C- grade in JMC 23140 or JMC 45007; and a minimum C- grade in either JMC 30034, JMC 33036, JMC 40037, JMC 40295, JMC 44042, JMC 44050, JMC 45001, JMC 45020, JMC 46057 or JMC 46395; and 2.000 overall GPA; and a School of Journalism and Mass Communication major or minor.
Schedule Type: Senior Project/Honors Thesis
Contact Hours: 3 other
Grade Mode: Standard Letter-IP
Attributes: Experiential Learning Requirement

JMC 50002  REPORTING FOR MASS MEDIA  3 Credit Hours
(Shared with JMC 40002) Theory and practice in newswriting and reporting; news values and news judgment; lead and story development; techniques of gathering information and dealing with sources of news; writing for deadline. Hours do not count toward degree.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter-IP

College of Communication and Information
JMC 50003  EDITING FOR MASS MEDIA  3 Credit Hours
Theory and practice in copy editing, headline writing and editing photographs and information graphics for print and on-line publications. Hours do not count toward degree.
Prerequisite: JMC 50002 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50004  COMPUTER-ASSISTED REPORTING  3 Credit Hours
Computer analysis of large data sets focusing on government, court, police records, for preparation of news stories, basics of on-line searching: software and databases.
Prerequisite: JMC 50002 and Graduate standing.
Schedule Type: Laboratory, Lecture
Contact Hours: 3 lecture, 0 lab
Grade Mode: Standard Letter

JMC 50006  LAW OF MASS COMMUNICATION  3 Credit Hours
Libel and slander; privacy, copyright, obscenity; regulation of advertising and broadcasting; antitrust law and mass media; legal problems reporting courts, legislatures; taxation, licensing.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50007  REVIEWING THE ARTS  2 Credit Hours
Reviewing and criticism of performing, visual and literary arts. Emphasis on books, film, TV and theater.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

JMC 50012  ONLINE JOURNALISM  3 Credit Hours
Study and evaluation of online news and news sites; reporting and writing for online news media; design, production and maintenance of an online news site; ethical, legal and economic issues related to online news.
Prerequisite: JMC 50002 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50013  TELEVISION SPORTS PRODUCTION  3 Credit Hours
A comprehensive study of the production of live action television sports coverage.
Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50015  MEDIA MARKETPLACE  3 Credit Hours
A study of administrative problems, methods, procedures in the management of media corporations.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50016  LAW FOR ADVERTISING AND PUBLIC RELATIONS  3 Credit Hours
Regulation of advertising and public relations; first amendment; libel and privacy; legal problems of new media; research in persuasive media.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50017  MEDIA ENTERPRISE  3 Credit Hours
(Cross-listed with JMC 40017) Explores methods to build and sustain organizations that market and monetize multimedia content to targeted audiences through appropriate distribution streams. Through case studies, examination of evolving best practices in media organizations and elsewhere, students will study and apply enterprise thinking. Other CCI majors outside of JMC can enroll in the course with special approval from the JMC graduate coordinator.
Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50020  AUDIO AND STILL PHOTO PRODUCTION  3 Credit Hours
Develop skills in telling journalistic stories by producing multimedia news stories through research and planning; reporting using digital cameras and digital audio recorders; editing photos and audio.
Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50023  NON-TRADITIONAL JOURNALISM  3 Credit Hours
The study of journalistic writing that goes beyond the inverted pyramid and traditional feature story and has topics traditionally not defined as news. Students will also work as part of a team on multi-part stories.
Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50027  MANAGING MEDIA DIVERSITY  3 Credit Hours
Aspects of diversity and how it changes our environment with emphasis on the field of mass communication.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50030  COLLABORATIVE ONLINE PRODUCING  3 Credit Hours
The use of multimedia and interactive storytelling rules such as video, audio and graphics. Students work in teams to produce packages for online news sites and organizational videos.
Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter
JMC 50037  SCRIPTWRITING FOR VIDEO AND FILM  3 Credit Hours
The emphasis of the course is on writing dramatic scripts for broadcast or motion pictures. The course also includes current perspectives on market needs.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50091  BUSINESS MEDIA SEMINAR  3 Credit Hours
Study of specialized business media and preparation of portfolio appropriate for these companies. Projects will be aligned with student’s graduate concentration
Prerequisite: Graduate standing.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 50193  VARIABLE TITLE WORKSHOP IN JOURNALISM AND MASS COMMUNICATION  1-3 Credit Hours
(Repeatable for credit) Intensive study of professional issues and problems in various areas of mass communication, utilizing the expertise of faculty and professionals in the field.
Prerequisite: Graduate standing and special approval.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory

JMC 50201  PUBLIC RELATIONS PRACTICE: PUBLIC AFFAIRS  1 Credit Hour
(Slashed with JMC 40201) Provides a basic understanding of the public affairs role in public relations. It specifically examines how external factors surrounding an organization can trigger disruption, opportunity, change, adaptation, and evolution. Students explore techniques for anticipating, managing, adapting, or changing those forces. Primary attention is paid to environmental scanning, issue and stakeholder identification and management, lobbying, advocacy, and ethical implications of public policy.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

JMC 50202  PUBLIC RELATIONS PRACTICE: CRISIS COMMUNICATION  1 Credit Hour
(Slashed with JMC 40202) Provides a basic understanding of the best practices of crisis planning, preparation, communication and management. The course will focus on the critical capabilities, teamwork and decision making skills required of public relations practitioners during periods of intense organizational turbulence, crisis, and reputational threat across numerous stakeholder groups, including internal, external, public, private and legislative audiences.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

JMC 53035  ADVANCED TELEVISION NEW PRODUCING  3 Credit Hours
Advanced understanding of how to produce news content for broadcast and the web.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 53036  RECORD PROMOTION  3 Credit Hours
(Slashed with JMC 43036) Class operates as an independent record label to critique, select, promote, publicize and sell original recorded music.
Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 53042  STUDIO TELEVISION  3 Credit Hours
Study of all positions of a live television program including technical directing, floor directing, graphics, digital playback, and audio engineering. Two hours lecture and two hours lab.
Prerequisite: Graduate standing and special approval.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 54050  POST PRODUCTION SOUND  3 Credit Hours
(Cross-listed with JMC 44050) Creating post production sound for visual productions including digital cinema and television.
Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing and special approval.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 55001  ADV LIGHTING DIGITAL FILM/TV  3 Credit Hours
(Referred to JMC 44001) This course introduces students to the practical aspects of lighting for video production. Emphasis is given to the light as an aesthetic element and the fundamental principles of lighting. The course includes practical lighting exercises and culminates in the lighting the preproduction of a feature length digital film. Students work on the preproduction of a feature length digital film. Students develop a script breakdown and working with the camera, working with the lights, and working with the scene祸.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 55005  HISTORICAL DOCUMENTARY PRODUCTION  3 Credit Hours
Chronicles the evolution of the historical television documentary and demonstrates the step-by-step production process required to create such a program. Students research and assemble a documentary with an overall appreciation of this genre’s purpose in both the television industry and the popular culture.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 55010  FEATURE FILM PREPRODUCTION  3 Credit Hours
(Slashed with JMC 45010) Gives students practical, hands-on experience in the preproduction of a feature length digital film. Students work on script revising, budgeting, location scouting, casting, developing a script breakdown, and developing a daily production schedule for the film. Graduate students are expected to take a leadership position in the preproduction of the film.
Prerequisite: Journalism and Mass Communication major; and Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
JMC 55011 FEATURE FILM PRODUCTION  6 Credit Hours
( slashed with JMC 45011 ) Provides students with a practical, hands-on experience in the production process of shooting a feature length digital film. Students will study the theory of film making and work on both the organizational and managerial aspects as well as the technical aspects of production. This includes production management, craft services, daily call sheets, directing, lighting, cinematography and location sound recording.

Prerequisite: Graduate standing and special approval.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 8 lab
Grade Mode: Standard Letter

JMC 55013 FEATURE FILM POST PRODUCTION  3 Credit Hours
( slashed with JMC 45013 ) Advanced Video editing course designed to offer students the experience in the postproduction and finishing of a feature length digital narrative film. The students will refine their technical and aesthetic skills through a combination of practice, reading, presenting, viewing and discussion. Students are assigned specific scenes that they are to complete from string out and assembly cut to fine cut and picture lock. Students work on sound effects, visual effects, titles or color correction. In addition, graduate students assume a leadership position.

Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing and special approval.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 55020 AVID EDITOR CERTIFICATION  3 Credit Hours
Prepares students to take the official Avid Media Composer MC 101 certification exam. Students who pass the exam will be certified as Avid video editors.

Prerequisite: Journalism and Mass Communication major; and Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 55051 REPORTING BROADCAST NEWS  3 Credit Hours
Gathering and preparing broadcast news, with emphasis on unique style and presentation methods of broadcast media. Use of both audio and video recorders and editing equipment.

Prerequisite: JMC 50002 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 56000 NEWSPAPER DESIGN  3 Credit Hours

Prerequisite: JMC 50003 and Graduate standing.
Schedule Type: Laboratory, Lecture
Contact Hours: 3 lecture, 0 lab
Grade Mode: Standard Letter

JMC 56001 INFORMATION GRAPHICS  3 Credit Hours
Introduction to shapes, color, type and combinations of these for computer-designed news graphics: maps, charts, graphs and diagrams.

Prerequisite: Graduate standing and special approval.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

JMC 56003 PRODUCING TELEVISION NEWS  3 Credit Hours
( slashed with JMC 46003 ) Knowledge of the theory and practice of producing content for TV news and public affairs programs. Emphasis is placed on understanding news philosophies, storytelling story selection and rundown placement.

Prerequisite: JMC 55051 and Journalism and Mass Communication (JMC) major and Graduate standing.
Schedule Type: Laboratory, Lecture
Contact Hours: 2 lecture, 1 lab
Grade Mode: Standard Letter

JMC 56006 EDITORIAL WRITING  3 Credit Hours
Structure and purpose of editorial and column writing; study of editorial page practice in writing editorials.

Prerequisite: JMC 50002 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 56009 REPORTING PUBLIC POLICY  3 Credit Hours
Instruction and practice in reporting all areas of public affairs, including government and the courts. Use of precision journalism techniques.

Prerequisite: JMC 50002 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter

JMC 56010 BUSINESS OF PUBLISHING  3 Credit Hours
( slashed with JMC 46016 ) Overview of publishing in digital and print formats, media entrepreneurship, role of editorial, advertising, circulation, production, branding and social media.

Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 56013 FEATURE WRITING  3 Credit Hours
Researching, writing and placement of feature stories in publications.

Prerequisite: JMC 50002 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 56016 MAGAZINE DESIGN  3 Credit Hours
Marriage of words and visuals for designing magazine layouts and covers in desktop publishing.

Prerequisite: JMC 50002 and JMC 50003 and JMC 56016 and Graduate standing.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter
JMC 56021 ADVANCED MAGAZINE WRITING 3 Credit Hours
Research, interviewing, writing and marketing of major magazine articles. Also editing techniques for magazines.
Prerequisite: JMC 50002 and JMC 50003 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 56052 ADVANCED BROADCAST REPORTING 3 Credit Hours
(Slashed with JMC 46052) Advanced study of reporting news stories, newsroom operations editing and producing broadcast news programs. Advanced projects in broadcast news.
Prerequisite: JMC 55051 or JMC 56054 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 56054 BROADCAST DOCUMENTARY 3 Credit Hours
Development of the documentary form for radio/TV; analysis, production of radio/TV documentary; utilization of audio/video recording/editing.
Prerequisite: JMC 55051.
Schedule Type: Laboratory, Lecture
Contact Hours: 3 lecture, 0 lab
Grade Mode: Standard Letter

JMC 56056 CYBERMEDIA PRODUCTION 3 Credit Hours
Prepares journalism students to work on media delivered online or by tablet. Deals with multimedia news, magazines, information design and photojournalism.
Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 56077 MOTION GRAPHICS FOR VIDEO EDITING 3 Credit Hours
Covers the creation of motion graphics for video editing from the perspective of a professional editor. Students learn basic video effects such as digital matte creation and layered graphics for video productions. Students also gain a basic understanding of how to covert and compress video files for various deliverable formats. Adobe After Effects is the industry standard software application for creating motion graphics and will be used extensively in this course.
Prerequisite: Journalism and Mass Communication (JMC) major and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 56091 NEW YORK MEDIA SEMINAR 3 Credit Hours
Introduction of students to the New York media, the thinking of industry professionals and the job opportunities in the city. Students will attend presentations by media professionals and seminars to discuss media based in New York City.
Prerequisite: Graduate standing in the College of Communication and Information.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

JMC 57003 TEACHING HIGH SCHOOL JOURNALISM 3 Credit Hours
Methods and materials for teaching journalism in high school.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 58001 MEDIA RELATIONS AND PUBLICITY 3 Credit Hours
Planning and preparation of materials for use by news media, both on paper and Online. Analysis of media relations function and media relations strategies. Uses and limitations of mass media in public relations practice.
Prerequisite: Graduate standing and special approval.
Schedule Type: Combined Lecture and Lab
Contact Hours: 3 other
Grade Mode: Standard Letter

JMC 58002 PUBLIC RELATIONS TACTICS 3 Credit Hours
(Slashed with JMC 48002) Planning and preparation of face-to-face public relations tactics, including spokesperson training for on- and off-camera appearances, special event planning, speeches and presentations with visual support and other applications of "writing for the ear.”
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 58003 DIGITAL PUBLIC RELATIONS 3 Credit Hours
Explore fundamentals of web site planning and design and provide hands-on skills development using the full range of cyber media techniques. Includes emphasis on writing for online audiences.
Prerequisite: Graduate standing and special approval.
Schedule Type: Combined Lecture and Lab
Contact Hours: 3 other
Grade Mode: Standard Letter

JMC 58006 PUBLIC RELATIONS PUBLICATIONS 3 Credit Hours
Planning, writing and design of organizational publications including newsletters, brochures, fliers and promotional materials.
Schedule Type: Combined Lecture and Lab
Contact Hours: 3 other
Grade Mode: Standard Letter

JMC 59005 MUSIC VIDEO PRODUCTION 3 Credit Hours
(Cross-listed with JMC 49005) Teaches the process of producing and directing a music video. It covers the history and social impact of music videos. It includes some research into this social impact. Also storyboarding, scriptwriting, working with rough cuts, shooting a video, creating and pitching proposals.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 59021 CORPORATE VIDEO 3 Credit Hours
The use of video in the legal, medical and corporate environments. Emphasis is placed on the structure and function of the medium within each environment.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>JMC 60000</td>
<td>INTRODUCTION TO GRADUATE STUDIES IN JOURNALISM</td>
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<td>AND MASS COMMUNICATION</td>
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<td>An introductory survey of the various areas of</td>
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<td>professional and scholarly concentration in the</td>
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<td>fields of journalism and mass communication.</td>
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<td>Consideration of the relationship between</td>
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<td>professional practice and scholarly activity in</td>
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<td><strong>Prerequisite:</strong> Graduate standing.</td>
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<tr>
<td>JMC 60001</td>
<td>THEORY OF MASS COMMUNICATION</td>
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<td></td>
<td>(Slashed with JMC 60001) Introduction to theory</td>
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<td>of mass communication, with emphasis on the</td>
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<td>process and effects of mass communication.</td>
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<td>JMC 60002</td>
<td>LEGAL PROBLEMS IN MASS COMMUNICATION</td>
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<td>Case studies related to the first amendment,</td>
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<td>libel, invasion of privacy, regulation of</td>
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<td>broadcasting and new media copyright, and access</td>
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<td>to information. Course focus will be the</td>
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<td>theories underlying these issues as well as</td>
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<td>practical application of the legal concepts.</td>
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<td>JMC 60003</td>
<td>TEACHING JOURNALISM ETHICS</td>
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<td>Study of ethical problems of mass media in</td>
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<td>society; analysis of media policies; performance</td>
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<td>evaluation.</td>
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<td><strong>Prerequisite:</strong> Journalism and mass</td>
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<td>communication (JMC) major and Graduate standing.</td>
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<td>JMC 60004</td>
<td>CYBERMEDIA LAW</td>
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<td>Investigates how the law affects those who</td>
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<td>gather information and publish online, including</td>
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<td>issues relating to blogging, web site hosting,</td>
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<td>posting and online journalism, along with a</td>
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<td>basic ability to apply that knowledge in</td>
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<td>specific situations. Focus is on both existing</td>
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<td>law and developing public policy.</td>
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<td><strong>Prerequisite:</strong> Graduate standing.</td>
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<tr>
<td>JMC 60007</td>
<td>RESEARCH METHODS IN MASS COMMUNICATION</td>
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<td>Investigates social science methods applicable to</td>
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<td>the study of mass communication, including</td>
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<td>survey, content analysis, experimental, and focus</td>
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<td>group approaches. Emphasis is on original and</td>
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<td>secondary data collection, data analysis, and</td>
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<td>interpreting and reporting research results for</td>
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<td>scholarly and lay audiences.</td>
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<td><strong>Prerequisite:</strong> Journalism and Mass</td>
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<td>Communication (JMC) major; and Graduate standing</td>
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<td>and special approval.</td>
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<td>JMC 60009</td>
<td>SOCIAL ROLE OF THE MASS MEDIA</td>
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<tr>
<td></td>
<td>Application of professional, theoretical,</td>
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<td></td>
<td>historical, economic and political perspectives</td>
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<td></td>
<td>to examine the role of mass media in society</td>
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<td></td>
<td>both in terms of structure and function.</td>
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<td></td>
<td><strong>Prerequisite:</strong> Journalism and Mass</td>
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<td></td>
<td>Communication (JMC) major and Graduate standing.</td>
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<td><strong>Schedule Type:</strong> Lecture</td>
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<td><strong>Grade Mode:</strong> Standard Letter</td>
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<tr>
<td>JMC 60010</td>
<td>QUALITATIVE RESEARCH IN JOURNALISM AND MASS</td>
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<tr>
<td></td>
<td>COMMUNICATION: DATA COLLECTION</td>
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<td></td>
<td>(Slashed with JMC 80010) Designed to develop</td>
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<td></td>
<td>skills in qualitative data collection in</td>
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<td>journalism and mass communication with primary</td>
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<td>focus on human subjects and textual data.</td>
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<td><strong>Prerequisite:</strong> Graduate standing.</td>
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<td><strong>Schedule Type:</strong> Lecture</td>
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<td><strong>Grade Mode:</strong> Standard Letter</td>
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<td>JMC 60011</td>
<td>THEORY AND SOCIETAL ROLE OF MASS MEDIA</td>
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<td></td>
<td>(Slashed with JMC 80011) Review theories of the</td>
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<td>processes and effects of mass communication and</td>
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<td>how these apply to the work of media professionals</td>
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<td></td>
<td>or those in the scholastic and collegiate</td>
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<td>journalism teaching environment. Examine origins,</td>
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<td>nature, consequences of mass communication and</td>
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<td>mediated interactions.</td>
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<td><strong>Prerequisite:</strong> Journalism Mass Communication</td>
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<td></td>
<td>(JMC) major and Graduate standing.</td>
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<td><strong>Grade Mode:</strong> Standard Letter</td>
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<td>JMC 60012</td>
<td>MASS COMMUNICATION LAW AND ETHICS</td>
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<tr>
<td></td>
<td>(Slashed with JMC 80012) General overview of</td>
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<td></td>
<td>issues and problems in mass communication law</td>
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<td></td>
<td>and ethics including libel, privacy, copyright,</td>
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<td>intellectual property, regulation of advertising</td>
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<td>and broadcasting, ethical decision making,</td>
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<td>ethical decision-making tools and a simple</td>
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<td>overview of ethics theory.</td>
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<td><strong>Prerequisite:</strong> Journalism Mass Communication</td>
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<td></td>
<td>(JMC) major and graduate standing.</td>
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<td>JMC 60015</td>
<td>ADVANCED MEDIA MANAGEMENT</td>
<td>3</td>
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<td></td>
<td>Theory and practice of management operations</td>
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<td></td>
<td>and problem-solving techniques specifically</td>
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<td></td>
<td>related to media companies. Emphasis will be</td>
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<td>using case studies from the media.</td>
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<td><strong>Prerequisite:</strong> JMC 50015 and Graduate</td>
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<td>standing.</td>
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<td><strong>Grade Mode:</strong> Standard Letter</td>
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<td>JMC 60021</td>
<td>LITERARY JOURNALISM</td>
<td>3</td>
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<tr>
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<td>Research, interviewing, writing and marketing</td>
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<td>major magazine articles for online and print</td>
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<td>publications.</td>
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<td><strong>Prerequisite:</strong> JMC 50002 and Graduate</td>
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<td>standing; or special approval.</td>
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<td><strong>Schedule Type:</strong> Lecture</td>
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<td><strong>Contact Hours:</strong> 3 lecture</td>
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JMC 60040 QUALITATIVE RESEARCH METHODS IN JOURNALISM AND MASS COMMUNICATION: DATA ANALYSIS  3 Credit Hours
Emphasizes the development of skills in the analysis of data collected through qualitative research methods, particularly interviews and ethnographies. Designed to help prepare graduate students who plan to use qualitative methods in their academic or applied research, particularly those who are adopting these methods for theses or dissertations.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 60096 INDIVIDUAL INVESTIGATION IN MASS COMMUNICATION  1-3 Credit Hours
(Repeatable for a maximum of 6 credit hours) Individual investigation of selected area or problem approved by graduate faculty.
Prerequisite: Graduate standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP

JMC 60098 RESEARCH  1-15 Credit Hours
(Repeatable for credit) Research or individual investigation for master's level graduate students. Credits earned may be applied toward meeting degree requirements if school approves. Maximum of 3 hours may be applied to degree if school approves.
Prerequisite: Graduate standing and special approval.
Schedule Type: Research
Contact Hours: 1-15 other
Grade Mode: Satisfactory/Unsatisfactory

JMC 60195 SPECIAL TOPICS SEMINAR  1-3 Credit Hours
(Repeatable for credit) Study of important topics in mass communication. Offered irregularly in response to existing interests and opportunities.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter-IP

JMC 60196 READINGS IN MASS COMMUNICATIONS  1-3 Credit Hours
(Repeatable for credit) Student pursues course of readings approved by instructor to cover subject specialty student cannot obtain from formal course offerings.
Prerequisite: Graduate standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP

JMC 60199 THESIS I  2-6 Credit Hours
Thesis students must register for a total of 6 hours, 2 to 6 hours in single semester distributed over several semesters if desired.
Prerequisite: Graduate standing and special approval.
Schedule Type: Masters Thesis
Contact Hours: 2-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

JMC 60295 SPECIAL TOPICS IN COMPUTER LAB  1-3 Credit Hours
(Repeatable for credit) Selected topics of special interest not covered in depth in existing courses; offered as resources permit.
Prerequisite: Special approval.
Schedule Type: Laboratory
Contact Hours: 1-3 lab
Grade Mode: Standard Letter

JMC 60296 ADVANCED READINGS IN JOURNALISM AND MASS COMMUNICATION  3 Credit Hours
(Repeatable for credit) Consolidation and synthesis of learning experiences in the graduate program. Application of graduate study to future professional careers. Updates on latest developments in the fields of JMC and their impact on the future of academic study and professional practice in the discipline.
Prerequisite: Graduate standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 3 other
Grade Mode: Satisfactory/Unsatisfactory-IP

JMC 60299 THESIS II  2 Credit Hours
Thesis student must continue registration each semester until all degree requirements are met.
Prerequisite: JMC 60199 and Graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory-IP

JMC 60396 MASTER'S PROFESSIONAL PROJECT  3 Credit Hours
Completion and defense of a substantial professional project in one of the fields of journalism and mass communication.
Prerequisite: Graduate standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 3 other
Grade Mode: Satisfactory/Unsatisfactory-IP

JMC 60701 ADVISING STUDENT MEDIA  3 Credit Hours
A high school journalism adviser should advise and not do student work or act as editor. This is not easy because of pressure both inside and outside the school. This course helps advisers learn how to create and maintain good relationships with all involved, understand press law and the need for an effective editorial policy, appreciate the role of the high school press, motivate students and help them make ethical decisions, find proper resources and organizations available to help them. Those who complete the course should be able to direct their students to put out a publication that demonstrates students' understanding of the First Amendment and their understanding of the role of the student press in a free society.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 61001 PRINCIPLES AND PRACTICES OF DIGITAL MEDIA  3 Credit Hours
Explores the history and philosophies of online communities and what makes them work. Examines how professionals integrate digital thinking into an organization's communication. Covers best practices for producing social media content that will lead to effective engagement.
Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
JMC 64036 DIGITAL VIDEO EDITING 3 Credit Hours
Focus is on editing workflow and techniques for both non-fiction and fiction video production.
Prerequisite: Journalism and Mass Communication (JMC) major; and graduate standing; and special approval.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 65660 POLITICAL COMMUNICATION 3 Credit Hours
(Cross-listed with COMM 65660 and COMM 75660) An examination of political communication theory and research. Content includes approaches to political communication, role of the media in politics and analysis of political messages.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 66010 SPECIALIZED REPORTING 3 Credit Hours
Newsgathering techniques in specialty areas such as politics, labor, medicine, business and technology techniques of team reporting.
Prerequisite: JMC 56009 and JMC 55051 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 66011 REPORTING, WRITING AND EDITING FOR MEDIA 3 Credit Hours
Foundation course for all students covering how to gather, write and edit content to tell stories across multiple media platforms. Students will practice interviewing and research techniques, structuring work in a variety of formats and polishing grammar, usage and AP Style.
Prerequisite: Journalism and Mass Communication (JMC) major; and Graduate standing and special approval.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

JMC 66092 INTERNSHIP IN JOURNALISM AND MASS COMMUNICATION 1-3 Credit Hours
(Repeatable for credit) Experience in a department or company involving supervised professional responsibilities in journalism and mass communication. Minimum 150 hours of work for each credit hour.
Prerequisite: Graduate standing and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP

JMC 67076 TEACHING BROADCAST JOURNALISM 3 Credit Hours
Deals with the base knowledge that a teacher needs to begin teaching broadcast journalism. This includes modules on cultivating student broadcast journalism, project-based instruction, as well as one on legalities and ethics along with production skills. While the primary focus is on teaching technique, class participants are given basic journalism content in order to review, learn and or focus on teaching methods for that same material.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 67079 TEACHING PHOTO EDITING 2 Credit Hours
Utilization of current photo editing software provides users with powerful tools to acquire, manipulate, and output a variety of images, from fine art to instructional and web graphics. The focus of this course is learning the fundamental operations and controls of industry standard photo editing software and dialogue concerning various issues in teaching and learning photo editing software.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

JMC 67083 TEACHING NEWS DESIGN 3 Credit Hours
Provides an introduction to the components of news content and design. This includes type and typography, printing processes, photography, illustration, the thought process in creating a news product and further introductions in the developing field of visual journalism. Shows journalism educators how a student media staff can effectively communicate with readers through visual elements.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 67085 TEACHING PHOTOJOURNALISM 3 Credit Hours
Examines the components of photojournalism and prepares instructors to teach those components to their students. In addition to traditional assignments and projects, instructors and students maintain a weekly dialog. Students gain the following skills necessary to teach their classes: basic operation of a digital camera, essential components of good photography, how to capture images that tell a story, strategies for covering news, features and sporting events as well as portraits and group shots, strategies for organizing and archiving images and ethical practices for capturing images and using them in publication work.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
JMC 67087 ADVISING YEARBOOK 3 Credit Hours
Students gain contextual information regarding yearbook roles in history and memory along with practical skills for recruitment, staff organization, staffing and production, and incorporating the creation of the yearbook into a classroom setting.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 68000 PUBLIC RELATIONS THEORY AND PROCESS 3 Credit Hours
Introduces students to the profession of public relations by exploring both the theories and the processes employed by PR practitioners. Course also explores the history and social role of public relations as well as ethics and social responsibility.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 68001 PUBLIC RELATIONS MANAGEMENT 3 Credit Hours
(Slashed with JMC 88001) Perspectives, skills needed to manage an organization's PR function, particularly strategic planning, implementation and evaluation. Emphasis on managerial aspects of negotiating organizational relationships with the public.
Prerequisite: JMC 68000 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 68004 SOCIAL MEDIA AND PUBLIC RELATIONS 3 Credit Hours
Provides an in-depth study of social media and public relations, emphasizing how the two are used by organizations to build stronger relations with consumers, media, analysts, and others.
Prerequisite: JMC 68000 and JMC 68001; and JMC Graduate student.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 68005 STRATEGIC WRITING AND MESSAGING IN PUBLIC RELATIONS 3 Credit Hours
Focuses on public relations writing and strategic messaging, a critical foundational skill. Course content includes skill building in online channels and across traditional mediums.
Prerequisite: JMC 68000 and JMC 68001; and JMC Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 68006 VALUES AND ETHICS MANAGEMENT IN PUBLIC RELATIONS 3 Credit Hours
Explores the theory and application of ethics in public relations. Examines case studies, ethics theory, values and management thought.
Prerequisite: JMC 68000 and 68001; and Journalism and Mass Communication (JMC) major; and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 68008 PUBLIC RELATIONS MEASUREMENT AND RETURN ON INVESTMENT 3 Credit Hours
Examines the strategic and tactical processes for measuring outcomes in public relations campaigns.
Prerequisite: JMC 68000 and 68001; and Journalism and Mass Communication (JMC) major; and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 68009 PUBLIC RELATIONS HISTORY AND THE MODERN WORLD 3 Credit Hours
Examines development of Public Relations as a profession, focusing on the Twentieth Century. Detailed study of historical case studies, campaigns and initiatives.
Prerequisite: JMC 68000 and JMC 68001; and JMC; and Graduate student.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 68010 PUBLIC RELATIONS INTERNAL COMMUNICATIONS 3 Credit Hours
Explores strategies and tactics of internal communications. Includes development of organizational intranets and other employee-focused communications channels with special emphasis on social media to communicate public relations messages.
Prerequisite: JMC 68000 and JMC 68001 and Journalism and Mass Communication (JMC) major and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 68011 FINANCIAL ISSUES IN PUBLIC RELATIONS 3 Credit Hours
Focuses on financial topics related to a career in public relations, particularly the role of communicators in the growing field of investor relations.
Prerequisite: JMC 68000 and JMC 68001; and JMC Graduate student.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 80001 THEORY OF MASS COMMUNICATION 3 Credit Hours
(Slashed with JMC 60001) Introduction to theory of mass communication with emphasis on the process and effects of mass communication.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 80004 CYBERMEDIA LAW 3 Credit Hours
Investigates how the law affects those who gather information and publish online, including issues relating to blogging, web site hosting, posting and online journalism, along with a basic ability to apply that knowledge in specific situations. Focus is on both existing law and developing public policy.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
JMC 80010  QUALITATIVE RESEARCH IN JOURNALISM AND MASS COMMUNICATION: DATA COLLECTION  3 Credit Hours
(Slashed with JMC 60010) Designed to develop skills in qualitative data collection in journalism and mass communication with primary focus on human subjects and textual data.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 80011  THEORY AND SOCIETAL ROLE OF MASS MEDIA  3 Credit Hours
(Slashed with JMC 60011) Review theories of the processes and effects of mass communication and how these apply to the work of media professionals or those in the scholastic and collegiate journalism teaching environment. Examines origins, nature, consequences of mass communication and mediated interactions.
Prerequisite: Journalism Mass Communication (JMC) major; and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 80012  MASS COMMUNICATION LAW AND ETHICS  3 Credit Hours
(Slashed with JMC 60012) General overview of issues and problems in mass communication law and ethics including libel, privacy, copyright, intellectual property, regulation of advertising and broadcasting, ethical decision making, ethical decision-making tools and a simple overview of ethics theory.
Prerequisite: A major within the College of Communication and Information; and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 80040  QUALITATIVE RESEARCH METHODS IN JOURNALISM AND MASS COMMUNICATION: DATA ANALYSIS  3 Credit Hours
Emphasizes the development of skills in the analysis of data collected through qualitative research methods, particularly interviews and ethnographies. Designed to help prepare graduate students who plan to use qualitative methods in their academic or applied research, particularly those who will be adopting these methods for theses or dissertations.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 80195  SPECIAL TOPICS IN JOURNALISM AND MASS COMMUNICATION  3 Credit Hours
(Repeatable for credit) Study of important topics in mass communication. Offered irregularly in response to existing interests and opportunities.
Prerequisite: Doctoral standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

JMC 88001  PUBLIC RELATIONS MANAGEMENT  3 Credit Hours
(Slashed with JMC 68001) Perspectives, skills needed to manage an organization’s PR function, particularly strategic planning, implementation and evaluation. Emphasis on managerial aspects of negotiating organizational relationships with the public.
Prerequisite: A major within the College of Communication and Information; and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

School of Information

Health Informatics (HI)

HI 41095  SPECIAL TOPICS IN HEALTH INFORMATICS  1-3 Credit Hours
(Repeatable for credit) Topics could include current or emerging issues in health informatics. Topics will be announced in schedule of classes. Offered irregularly as resources and opportunities permit.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

HI 41096  INDIVIDUAL INVESTIGATION IN HEALTH INFORMATICS  1-3 Credit Hours
(Repeatable for credit) Research or individual investigation in areas not covered in the existing curriculum for baccalaureate level students at or above the junior level. In-progress (IP) mark permissible.
Prerequisite: Special approval.
Schedule Type: Individual Investigation
Contact Hours: 3-9 other
Grade Mode: Standard Letter-IP

HI 60401  HEALTH INFORMATICS MANAGEMENT  3 Credit Hours
Covers the areas encompassing health informatics management including the planning, selection, deployment, and management of electronic medical records (EMR), management decision-support and tracking systems (DSS), and other health information technologies (HIT).
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60402  LEGAL ISSUES IN HEALTH INFORMATICS  3 Credit Hours
(Slashed with HI 80402) Introduction to the fundamentals of law for Health Informatics and Information Management. Elements of the course include general legal principles and healthcare; legal electronic medical records (EMR); Health Insurance Portability and Accountability Act (HIPAA) privacy rules and security rules; access, requests and disclosure of health information; required reporting and mandatory disclosure laws; risk management and quality improvement; compliance; workforce overview; related ethics and social issues.
Prerequisite: Graduate standing.
Pre/corequisite: HI 60401.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
HI 60403  HEALTH INFORMATION SYSTEMS  3 Credit Hours
(Slashed with HI 80403) Introduction to information systems and their applications in healthcare used for managerial and clinical support. Study the fundamentals of information systems, including Electronic Medical Records (EMR), information security. Understand the role of standardized codes, vocabularies and terminologies used in health information systems. Analysis of management and enterprise systems, identify the key elements to manage information resources effectively and the trends affecting the development of health information systems and networks.
Pre/requisite: HI 60401.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60410  HEALTH RECORDS MANAGEMENT  3 Credit Hours
(Slashed with HI 80410) Conceptual foundations and practicum for health records management, including the planning, implementation and operation of electronic medical records (EMR); the management of EMR in management and enterprise systems; identifying, selecting and evaluating EMR and health information systems, applications, and repositories; and issues of data quality, integrity, migration, and interoperability.
Pre/requisite: HI 60401.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60411  CLINICAL ANALYTICS  3 Credit Hours
(Slashed with HI 80411) The use of well-defined and well-integrated clinical analytics throughout the healthcare value chain can be transformative. Through careful implementation of health analytics, hospitals can transform unwieldy amalgamations of data into information that can: improve patient outcomes, increase safety, enhance operational efficiency and support public health. Given the immense size of the data challenge, the distinctness and geographic spread of many healthcare-related activities, and the fact that so many healthcare activities are conducted by different entities which must interact with each other, there is really no other way to provide operations management tools necessary to deliver personalized medicine and to control spiraling costs. Since clinical analytics is an immature discipline, we carefully examine the practices of those institutions who are standard setters in the industry.
Pre/requisite: HI 60401.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60412  CLINICAL DECISION SUPPORT  3 Credit Hours
Provides a practical survey of clinical decision support systems that collect clinical data and enable the transition to clinical knowledge in real world applications intended to improve quality and safety of patient care. Students become familiar with the basic requirements for clinical decision support systems and the challenges associated with the development and deployment of new applications within the healthcare setting.
Pre/requisite: HI 60401.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60413  CHANGE MANAGEMENT IN HEALTH INFORMATICS  3 Credit Hours
(Slashed with HI 80413) Designed to cover the process of change management in large healthcare organizations in light of current trends. Topics related to technology requirements, technology implementations, risk assessment and buy-in are among those covered.
Pre/requisite: HI 60401.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60414  HUMAN FACTORS AND USABILITY IN HEALTH INFORMATICS  3 Credit Hours
(Slashed with HI 80414) Provides students with the foundational principles of usability and human factors as applied to safety and quality in health informatics technology. Course readings and materials review the concepts of human factors, usability and the cognitive consequences of health information technology on clinical performance and decision making. Attention is given to the role of mobile computing in health care, as well as information visualization.
Pre/requisite: HI 60401.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60415  HEALTH INFORMATICS INQUIRY AND ASSESSMENT  3 Credit Hours
(Slashed with HI 80415) Provides a foundation for understanding research in health informatics with a focus on user and experience design research. Through lectures, readings, discussions and assignments, students review user research methods, data collection techniques and communication strategies within the healthcare context. Students then apply this knowledge to creating a research plan for assessing health informatics technology and communicating results to key organizational stakeholders.
Pre/requisite: HI 60401 with a minimum C (2.000) grade and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60416  HEALTH INFORMATICS ISSUES: POLICY, POLITICS AND ETHICS  3 Credit Hours
This course uses a policy analysis lens to critically examine issues related to the use of information technology in healthcare from an ethical, political and regulatory perspective. The primary focus will be on the United States, but international approaches will also be discussed. Legislation affecting Health Information Technology area will be examined including the American Reinvestment and Recovery Act, HITECH section; Affordable Care Act and Health Insurance Portability and Accountability Act (HIPAA) of 1996. Topics and issues related to Health Informatics including structure of health administrative and delivery systems, assessment of population health, models of health care delivery, access and quality of care will also be discussed.
Pre/requisite: HI 60401.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
HI 60417   PUBLIC HEALTH INFORMATICS    3 Credit Hours
Public Health Informatics (PHI) is an emergent, interdisciplinary field that focuses on the systematic management and dynamic application of information resources to enhance public health practice, education and research. As an emerging subset of Health Informatics, PHI is practiced by individuals, governmental and nongovernmental organizations at the international, national, regional, state and local levels. PHI deals with the collection and analysis of vital statistics data through surveillance; information creation; information storage and retrieval; visualization and graphics; dissemination; use of information for policy, decision making and trend tracking. The purpose of this course is to provide students with an introductory overview of the vast and dynamic field of PHI, including definitions, approaches, competencies, applications and informatics principles applied in public health settings.
Prerequisite: HI 60401 or HI 8040 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60418   CLINICAL ANALYTICS II    3 Credit Hours
As the volume and complexity of health data continues to grow, analysis of that data requires more advanced tools to transform that data into meaningful information for clinical decisions. Not only is data from electronic medical records (EMRs) growing at a rapid pace but new types of data are available for analysis, such as, genomic data and patient generated data. These advanced analytic tools break down into three areas, each of which will be examined in this course: new data warehousing techniques to manage big data, new analytic tools including cognitive computing and predictive analytics and new ways to visualize the data. All of these techniques transform the raw data into use cases, such as, population health, precision medicine and clinical decision support using artificial intelligence and machine learning which will also be addressed in this course.
Prerequisite: HI 60411 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60636   STANDARDIZED TERMINOLOGIES IN HEALTHCARE   3 Credit Hours
Introduce various types of standardized healthcare terminologies (controlled vocabularies) used in the Electronic Health Records (EHR) and Health Information Exchange (HIE). Present the benefits of using standardized terminologies, as well as the interoperability and Meaningful Use (MU) requirements and standards. Explain the purposes, structures, components, and application of the most widely implemented standardized terminologies such as ICD, CPT, SNOMED CT, LOINC, RxNorm, ICNP, and UMLS.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 60693    VARIABLE TITLE WORKSHOP IN HEALTH INFORMATICS    1-3 Credit Hours
(Repeatable for credit). Intensive examination of special topics of interest to those involved in health informatics program. Maximum workshop credit for the health informatics program is 4 credit hours. Satisfactory/unsatisfactory (S/U) graded.
Prerequisite: Graduate standing.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory

HI 60792    ELECTIVE INTERNSHIP IN HEALTH INFORMATICS   2-3 Credit Hours
Supervised work experience in health informatics of a professional nature of not less than 100 clock hours (for 2 credit hours) or 150 clock hours (for 3 credit hours) with directed preparation of a reflection paper. In-progress (IP) mark permissible. Satisfactory/unsatisfactory (S/U) graded.
Prerequisite: Graduate standing and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 2-3 other
Grade Mode: Satisfactory/Unsatisfactory-IP

HI 61095    SPECIAL TOPICS IN HEALTH INFORMATICS    1-3 Credit Hours
(Repeatable for credit) Offered irregularly as resources and or opportunities permit. Topics could include current or emerging issues in health informatics. Specific topics are announced in the Schedule of Classes.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

HI 61096    INDIVIDUAL INVESTIGATION IN HEALTH INFORMATICS    1-3 Credit Hours
(Repeatable for credit) Research or individual investigation in areas not covered by the existing curriculum for master's level students. Maximum 6 credit hours towards the health informations major within the Master of Science degree. In-progress (IP) mark permissible.
Prerequisite: Graduate standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 3-9 other
Grade Mode: Standard Letter-IP

HI 66092    MASTER'S INTERNSHIP IN HEALTH INFORMATICS    3 Credit Hours
Supervised work experience of an advanced professional nature that concentrates on developing skills in areas of health informatics and integrates their knowledge from all HI courses and experiences. Satisfactory/unsatisfactory (S/U) graded. In-progress (IP) mark permissible. Students must have completed a minimum of 30 credit hours towards the health informatics major within the master of science degree.
Prerequisite: HI 60401, HI 60402, HI 60403, HI 60410, HI 60411, KM 60301 and LIS 60636; and a minimum cumulative 3.000 GPA; and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 10 other
Grade Mode: Satisfactory/Unsatisfactory-IP
HI 66098 MASTER'S PROJECT IN HEALTH INFORMATICS  3 Credit Hours
Provides a means for the application of the knowledge, research and competencies learned through study in health informatics to the development of an information system, product, setting or service. Students must have completed a minimum 30 credit hours towards the MS-HI program prior to registration. Satisfactory/unsatisfactory (S/U) graded.
Prerequisite: HI 60401, HI 60402, HI 60403, HI 60410, HI 60411, KM 60301 and LIS 60636; and a minimum cumulative 3.000 GPA; and special approval.
Schedule Type: Master's Project
Contact Hours: 3 other
Grade Mode: Satisfactory/Unsatisfactory-IP

HI 66198 MASTER'S RESEARCH PAPER IN HEALTH INFORMATICS  3 Credit Hours
Under the advisement of a faculty member, students will complete a research paper that serves as a culminating experience for the M.S.-HI degree. Cumulative GPA of 3.000 is required prior to enrolling in the course. Satisfactory/unsatisfactory (S/U) graded. Students must have completed a minimum of 30 credit hours the MS-HI program prior to registration.
Prerequisite: HI 60401, HI 60402, HI 60403, HI 60410, HI 60411, KM 60301 and LIS 60636; and a minimum cumulative 3.000 GPA; and Graduate standing and special approval.
Schedule Type: Master's Project
Contact Hours: 3 other
Grade Mode: Satisfactory/Unsatisfactory-IP

HI 66199 THESIS I  2-6 Credit Hours
Thesis students must register for a total of 6 hours, 2 to 6 hours in a single semester distributed over several semesters if desired. Satisfactory/unsatisfactory (S/U) graded. Students must have completed a minimum 30 credit hours towards the MS-HI program prior to registration.
Prerequisite: HI 60401, HI 60402, HI 60403, HI 60410, HI 60411, KM 60301 and LIS 60636; and a 3.000 cumulative GPA; and Graduate standing and special approval.
Schedule Type: Masters Thesis
Contact Hours: 2-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

HI 66299 THESIS II  2 Credit Hours
Thesis students must continue registration each semester until all degree requirements are met. Satisfactory/unsatisfactory (S/U) graded.
Prerequisite: HI 66199 and Graduate standing and special approval.
Schedule Type: Masters Thesis
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory-IP

HI 80401 HEALTH INFORMATICS MANAGEMENT  3 Credit Hours
Covers the areas encompassing Health informatics management including the planning, selection, deployment, and management of electronic medical records (EMR), management decision-support and tracking systems (DSS), and other health information technologies (HIT).
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 80402 LEGAL ISSUES IN HEALTH INFORMATICS  3 Credit Hours
(Slashed with HI 60402) Introduction to the fundamentals of law for Health informatics and Information Management. Elements of the course include general legal principles and healthcare; legal electronic medical records (EMR); Health Insurance Portability and Accountability Act (HIPAA) privacy rules and security rules; access, requests and disclosure of health information; required reporting and mandatory disclosure laws; risk management and quality improvement; compliance; workforce overview; related ethics and social issues.
Prerequisite: HI 80401 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 80403 HEALTH INFORMATION SYSTEMS  3 Credit Hours
(Slashed with HI 60403) Introduction to information systems and their applications in healthcare used for managerial and clinical support. Study the fundamentals of information systems, including Electronic Medical Records (EMR), information security. Understand the role of standardized codes, vocabularies and terminologies used in health information systems. Analysis of management and enterprise systems, identify the key elements to manage information resources effectively and the trends affecting the development of health information systems and networks.
Prerequisite: HI 80401 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 80410 HEALTH RECORDS MANAGEMENT  3 Credit Hours
(Slashed with HI 60410) Conceptual foundations and practicum for health records management, including the planning, implementation and operation of electronic medical records (EMR); the management of EMR in management and enterprise systems; identifying, selecting and evaluating EMR and health information systems, applications, and repositories; and issues of data quality, integrity, migration, and interoperability.
Prerequisite: HI 80401 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 80411 CLINICAL ANALYTICS  3 Credit Hours
(Slashed with HI 60411) The use of well-defined and well integrated clinical analytics throughout the healthcare value chain can be transformative. Through careful implementation of health analytics, hospitals can transform unwieldy amalgamations of data into information that can: Improve patient outcomes, increase safety, enhance operational efficiency and support public health. Given the immense size of the data challenge, the distinctness and geographic spread of many healthcare-related activities, and the fact that so many healthcare activities are conducted by different entities which must interact with each other, there is really no other way to provide operations management tools necessary to deliver personalized medicine and to control spiraling costs. Since clinical analytics is an immature discipline, we carefully examine the practices of those institutions who are standard setters in the industry.
Prerequisite: HI 80401 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
HI 80412  CLINICAL DECISION SUPPORT  3 Credit Hours
(Slashed with HI 60412) Provides a practical survey of clinical decision
support systems that collect clinical data and enable the transition to
clinical knowledge in real world applications intended to improve quality
and safety of patient care. Students become familiar with the basic
requirements for clinical decision support systems and the challenges
associated with the development and deployment of new applications
within the healthcare setting.
Prerequisite: HI 80401 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 80413  CHANGE MANAGEMENT IN HEALTH INFORMATICS  3
Credit Hours
(Slashed with HI 60413) Designed to cover the process of change
management in large healthcare organizations in light of current trends.
Topics related to technology requirements, technology implementations,
risk assessment, end user computing and buy-in are among those
covered.
Prerequisite: HI 80401 with a minimum C grade and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 80414  HUMAN FACTORS AND USABILITY IN HEALTH INFORMATICS
3 Credit Hours
(Slashed with HI 60414) Provides students with the foundational
principles of usability and human factors as applied to safety and quality
in health informatics technology. Course readings and materials review
the concepts of human factors, usability, and the cognitive consequences
of health information technology on clinical performance and decision
making. Attention is given to the role of mobile computing in health care,
as well as information visualization.
Prerequisite: HI 80401 with a minimum grade of C (2.000) and Doctoral
standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 80415  HEALTH INFORMATICS INQUIRY AND ASSESSMENT  3
Credit Hours
(Slashed with HI 60415) This course will provide a foundation for
understanding research in health informatics with a focus on user
and experience design research. Through course lectures, readings,
discussions and assignments, students will review user research
methods, data collection techniques and communication strategies
within the healthcare context. Students will then apply this knowledge to
creating a research plan for assessing health information technology and
communicating results to key organizational stakeholders.
Prerequisite: HI 80401 with a minimum C grade and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 80417  PUBLIC HEALTH INFORMATICS  3 Credit Hours
Public Health Informatics (PHI) is an emergent, interdisciplinary field
that focuses on the systematic management and dynamic application of
information resources to enhance public health practice, education and
research. As an emerging subset of Health Informatics, PHI is practiced
by individuals, governmental and nongovernmental organizations at the
international, national, regional, state and local levels. PHI deals with
the collection and analysis of vital statistics data through surveillance;
information creation; information storage and retrieval; visualization and
graphics; dissemination; use of information for policy, decision making
and trend tracking. The purpose of this course is to provide students with
an introductory overview of the vast and dynamic field of PHI, including
definitions, approaches, competencies, applications and informatics
principles applied in public health settings.
Prerequisite: HI 60401 or HI 80401 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HI 80691  SEMINAR IN HEALTH INFORMATICS  1-3 Credit Hours
(Repeatable for credit) Advanced research by students who are qualified
to examine problems of certain special areas related to concentrations of
study in health informatics.
Prerequisite: Doctoral standing.
Schedule Type: Seminar
Contact Hours: 1-3 other
Grade Mode: Standard Letter

HI 81095  SPECIAL TOPICS IN HEALTH INFORMATICS  1-3 Credit Hours
(Repeatable for credit) Offered irregularly as resources and or
opportunities permit. Topics could include current or emerging issues
in health informatics. Specific topics are announced in the Schedule of
Classes.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

HI 81096  INDIVIDUAL INVESTIGATION IN HEALTH INFORMATICS
1-3 Credit Hours
Research or individual investigation for doctoral level students.
Prerequisite: Doctoral standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 3-9 other
Grade Mode: Standard Letter-IIP

Knowledge Management (KM)

KM 41095  SPECIAL TOPICS IN KNOWLEDGE MANAGEMENT  1-3
Credit Hours
(Repeatable for credit) Topics could include current or emerging issues
in knowledge management. Topics will be announced in schedule of
classes. Offered irregularly as resources and opportunities permit.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter
KM 41096  INDIVIDUAL INVESTIGATION IN KNOWLEDGE MANAGEMENT  1-3 Credit Hours
(Repeatable for credit) Research or individual investigation in areas not covered in the existing curriculum for baccalaureate level students at or above the junior level.
Prerequisite: Special approval.
Schedule Type: Individual Investigation
Contact Hours: 3-9 other
Grade Mode: Standard Letter-IP

KM 60301  FOUNDATIONAL PRINCIPLES OF KNOWLEDGE MANAGEMENT  3 Credit Hours
(Slashed with KM 80301) This course covers an introduction to: historical roots for knowledge and knowledge management; theories/definitions of knowledge; theories, applications tools and practices of KM; Knowledge Management Life-Cycle Framework and Models; significant issues in KM—best practices, culture, economics, strategy, intellectual capital, sustainable innovation.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60303  KNOWLEDGE ASSESSMENT AND EVALUATION  3 Credit Hours
(Slashed with KM 80303) Explores all aspects of effective knowledge management within all types of organizations. Lays out the context for knowledge management — at each multiple levels (strategic, technical, business-aligned, and individual) and across all competencies. Covers theory, practice and methods of assessment and evaluation for all levels and all competencies. Provides an introduction to knowledge strategy formulation and planning, knowledge management maturity modeling, knowledge typologies and audits, knowledge mapping, organizational network analysis, knowledge competency mapping and human capital analytics, strategic workforce planning concepts, internal knowledge markets and incentives, community of practice metrics, organizational culture metrics.
Prerequisite: KM 60301 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60304  THE INFORMATION AND KNOWLEDGE ECONOMY  3 Credit Hours
Covers theories of information and knowledge economy. The focus of the course is on information and the new information and digital economy, consumer behavior and production theory; the demand for information; information as a factor of production; information costs and pricing. Case studies in the information industry are explored.
Prerequisite: Graduate standing.
Pre/corequisite: KM 60301.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60305  COMMUNITIES OF PRACTICE  3 Credit Hours
(Slashed with KM 80305) Explores collaboration and communities from both a theoretical and a practical perspective. The theory includes structural elements (defining a community identity, scoping the domain, defining practice), and natural lifecycles, and best practices for cultivating communities. On the practical side, students explore strategic placement of communities, the community development process, community design and implementation, and measuring the impacts of communities on intellectual capital creation. Communities of practice are also discussed in the context of digital ecosystems (Web 2.0 and Web 3.0). Utilizes readings and reviews of real life case studies of communities of practice in education, health care and nursing, disaster management, military sciences, and hobbies and craft circles. Students also complete a course project pertaining to community of practice evaluation.
Prerequisite: KM 60301 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60307  ORGANIZATIONAL LEARNING  3 Credit Hours
Addresses organizational learning in fast-paced, complex and changing organizational environments. For knowledge organizations in the 21st century, learning is a continuous activity. To survive and grow, a knowledge organization must learn through its people, its groups and the organization as a whole. The capacity to learn is a competitive advantage for a knowledge organization. Covers the fundamental theory of organizational learning, organizational learning types, and the five disciplines of learning organizations, and factors that facilitate or impede organizational learning.
Prerequisite: KM 60301 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60310  INTELLECTUAL CAPITAL MANAGEMENT  3 Credit Hours
This course encompasses the new knowledge-intensive economic units: human capital and social capital intellectual assets, intellectual property, brands and trademarks. A "lifecycle" approach for intellectual assets is described-- creation, codification, valuation, protection and leveraging of intellectual assets for competitive advantage.
Prerequisite: Minimum C (2.000) in KM 60301 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60311  BUSINESS PROCESS MANAGEMENT  3 Credit Hours
(Slashed with KM 80311) Introduction to business process management and workflow management. BPM will describe how organizational business processes (internal, external, manual and automated) can be transformed and managed to increase efficiency, effectiveness and positively affect performance. Topics include the discovery, analysis, modeling and automation of workflow processes.
Prerequisite: KM 60301 with a minimum grade of C (2.000) and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
KM 60312  BUSINESS INTELLIGENCE-COMPETITIVE INTELLIGENCE  3 Credit Hours
An introduction to strategic intelligence consisting of competitive and business intelligence. Strategic intelligence is an art, science and craft. Businesses and governments require effective intelligence programs, processes and tools to track businesses competitors, markets and trends by acquiring, creating, managing and disseminating intelligence knowledge.
Prerequisite: KM 60301 with a minimum grade of C (2.000) and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60315  FOUNDATIONS OF DOCUMENT MANAGEMENT  3 Credit Hours
Covers three main themes: Principles, which covers the document and records management conceptual framework, relationships with information policy, definitions and industry standards; Practices, which covers the management and procedural framework for effective planning and implementation of document and records management solutions; Technologies, which provides a business-oriented analysis of the nature of the enabling information systems available to support effective document and records management solutions.
Prerequisite: Graduate standing.
Pre/corequisite: KM 60301.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60316  ORGANIZATIONAL CULTURE ASSESSMENT  3 Credit Hours
Examines different types of cultures and how each type influences a knowledge organization - how culture influences the way knowledge workers work, how they make decisions and how they behave, the internal cultures of groups and communities, the cultural attributes of knowledge workers which may impact their knowledge behaviors. Organizational cultures of multicultural, global and virtual organizations are covered. Students conduct an organizational culture assessment.
Prerequisite: Graduate standing.
Pre/corequisite: KM 60301.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60340  BUSINESS NARRATIVE AND STORYTELLING  3 Credit Hours
(Slashed with KM 80340) Focuses on the business use of storytelling and narrative intelligence. Narrative intelligence is the ability to make sense of the world through narrative and storytelling. Business narrative helps a knowledge organization to strengthen its organizational visions, to enhance communications, to capture and transfer knowledge, externalize and internalize tacit knowledge, encourage innovation, build communities, and develop effective training, mentoring and learning strategies. Business narrative is the primary way that procedural knowledge is understood and shared. Covers oral and written stories, documentaries, oral histories, organizational myths and legends, case scenarios, training scenarios, encoded and embedded business rules, gossip and business conversations. Students learn how to develop business stories, craft and deliver a springboard story, evaluate narrative architectures, and design systems that support access to business narratives and stories.
Prerequisite: KM 60301 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60370  SEMANTIC ANALYSIS METHODS AND TECHNOLOGIES  3 Credit Hours
(Slashed with KM 80370) Introduces students to the practical contexts, methods and tools associated with semantic analysis. Focuses on early life cycle aspects of semantics, including identification and modeling of semantic problems, design of semantic solutions, and the identification and implementation of appropriate semantic technologies. Covers natural language processing, rule-based and grammar based concept extraction, rule-based and dynamic classification and automated summarization. Students work with a variety of semantic technologies.
Prerequisite: KM 60301 or DSCI 64210 or MIS 64036 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

KM 60691  SEMINAR IN KNOWLEDGE MANAGEMENT  1-3 Credit Hours
(Repeatable for credit) Advanced research by students who are qualified to examine problems of certain special areas related to concentrations of study in knowledge management.
Prerequisite: Graduate standing.
Schedule Type: Seminar
Contact Hours: 1-3 other
Grade Mode: Standard Letter

KM 60693  VARIABLE TITLE WORKSHOP IN KNOWLEDGE MANAGEMENT  1-3 Credit Hours
(Repeatable for credit) Intensive examination of special topics of interest to those involved in knowledge management. Maximum number of workshop credits for the MS-KM degree is 4 semester hours.
Prerequisite: Graduate standing.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory
**KM 60792 ELECTIVE INTERNSHIP IN KNOWLEDGE MANAGEMENT**  
2-3 Credit Hours  
Supervised work experience in knowledge management of a professional nature of not less than 100 clock hours (for 2 credit hours) or 150 clock hours (for 3 credit hours) with directed preparation of a reflection paper.  
**Prerequisite:** Graduate standing and special approval.  
**Schedule Type:** Practicum or Internship  
**Contact Hours:** 6-10 other  
**Grade Mode:** Satisfactory/Unsatisfactory-IP

**KM 61095 SPECIAL TOPICS IN KNOWLEDGE MANAGEMENT 1-3 Credit Hours**  
(Repeatable for credit) Offered irregularly as resources and opportunities permit. Topics could include current or emerging issues in knowledge management. Specific topics are announced in the Schedule of Classes.  
**Prerequisite:** Graduate standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 1-3 lecture  
**Grade Mode:** Standard Letter

**KM 61096 INDIVIDUAL INVESTIGATION IN KNOWLEDGE MANAGEMENT 1-3 Credit Hours**  
Repeatable for credit) Research or individual investigation in areas not covered in the existing curriculum for master's level students. Maximum credit towards master's degree: 6 hours.  
**Prerequisite:** Graduate standing and special approval.  
**Schedule Type:** Individual Investigation  
**Contact Hours:** 3-9 other  
**Grade Mode:** Standard Letter-IP

**KM 66092 MASTER'S INTERNSHIP IN KNOWLEDGE MANAGEMENT 3 Credit Hours**  
Supervised work experience of an advanced professional nature that concentrates on developing skills in areas of knowledge management and integrates their knowledge from all KM courses and experiences. Students must have completed 30 credit hours towards the MS-KM program prior to registration.  
**Prerequisite:** KM 60301, KM 60303, KM 60304, KM 60305, KM 60307 and LIS 60636; and a minimum cumulative 3.000 GPA; and Graduate standing and special approval.  
**Schedule Type:** Practicum or Internship  
**Contact Hours:** 9 other  
**Grade Mode:** Satisfactory/Unsatisfactory-IP

**KM 66098 MASTER'S PROJECT IN KNOWLEDGE MANAGEMENT 3 Credit Hours**  
Provides a means for the application of the knowledge, research and competencies learned through study in knowledge management to the development of an information system, product, setting or service. Students must have completed a minimum of 30 credit hours prior to enrolling in the course.  
**Prerequisite:** KM 60301, KM 60303, KM 60304, KM 60305, KM 60307 and LIS 60636; and a minimum cumulative 3.000 GPA; and Graduate standing and special approval.  
**Schedule Type:** Master's Project  
**Contact Hours:** 3 other  
**Grade Mode:** Satisfactory/Unsatisfactory-IP

**KM 66198 MASTER'S RESEARCH PAPER IN KNOWLEDGE MANAGEMENT 3 Credit Hours**  
Under the advisement of a faculty member, students will complete a research paper that serves as a culminating experience for the M.S.-KM program. Students must have completed a minimum of 30 credit hours towards the MS-KM program prior to registration.  
**Prerequisite:** KM 60301, KM 60303, KM 60304, KM 60305, KM 60307 and LIS 60636; and a cumulative 3.000 GPA; and Graduate standing and special approval.  
**Schedule Type:** Master's Project  
**Contact Hours:** 3 other  
**Grade Mode:** Satisfactory/Unsatisfactory-IP

**KM 66199 THESIS I 2-6 Credit Hours**  
Thesis students must register for a total of 6 hours, 2 to 6 hours in a single semester distributed over several semesters if desired. Students must have completed a minimum of 30 credit hours towards the MS-KM program prior to registration.  
**Prerequisite:** KM 60301, KM 60303, KM 60304, KM 60305, KM 60307 and LIS 60636; and a cumulative 3.000 GPA; and Graduate standing and special approval.  
**Schedule Type:** Masters Thesis  
**Contact Hours:** 2-6 other  
**Grade Mode:** Satisfactory/Unsatisfactory-IP

**KM 66299 THESIS II 2 Credit Hours**  
Thesis students must continue registration each semester until all degree requirements are met.  
**Prerequisite:** KM 66199; and Graduate standing and special approval.  
**Schedule Type:** Masters Thesis  
**Contact Hours:** 2 other  
**Grade Mode:** Satisfactory/Unsatisfactory-IP

**KM 80301 FOUNDATIONAL PRINCIPLES OF KNOWLEDGE MANAGEMENT 3 Credit Hours**  
(Slashed with KM 60301) This course covers an introduction to: historical roots for knowledge and knowledge management; theories/definitions of knowledge; theories, applications, tools, and practices of KM; Knowledge Management Life-Cycle Framework and Models; significant issues in KM - best practices, culture, economics, strategy, intellectual capital, sustainable innovation.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**KM 80303 KNOWLEDGE ASSESSMENT AND EVALUATION 3 Credit Hours**  
(Slashed with KM 60303) Explores all aspects of effective knowledge management within all types of organizations. Lays out the context for knowledge management – at each multiple levels (strategic, technical, business-aligned, and individual) and across all competencies. Covers theory, practice and methods of assessment and evaluation for all levels and all competencies. Provides an introduction to knowledge strategy formulation and planning, knowledge management maturity modeling, knowledge typologies and audits, knowledge mapping, organizational network analysis, knowledge competency mapping and human capital analytics, strategic workforce planning concepts, internal knowledge markets and incentives, community of practice metrics, organizational culture metrics.  
**Prerequisite:** KM 80301 and Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter
KM 80305 COMMUNITIES OF PRACTICE  3 Credit Hours  
(Slashed with KM 60305) Explores collaboration and communities from both a theoretical and a practical perspective. The theory includes structural elements (defining a community identity, scoping the domain, defining practice), and natural lifecycles, and best practices for cultivating communities. On the practical side, students explore strategic placement of communities, the community development process, community design and implementation, and measuring the impacts of communities on intellectual capital creation. Communities of practice are also discussed in the context of digital ecosystems (Web 2.0 and Web 3.0). Utilizes readings and reviews of real life case studies of communities of practice in education, health care and nursing, disaster management, military sciences, and hobbies and craft circles. Students also complete a course project pertaining to community of practice evaluation.  
Prerequisite: KM 80301 and Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

KM 80307 ORGANIZATIONAL LEARNING  3 Credit Hours  
(Slashed with KM 60307) Addresses organizational learning in fast-paced, complex and changing organizational environments. For knowledge organizations in the 21st century, learning is a continuous activity. To survive and grow, a knowledge organization must learn through its people, its groups and the organization as a whole. The capacity to learn is a competitive advantage for a knowledge organization. Covers the fundamental theory of organizational learning, organizational learning types, and the five disciplines of learning organizations, and factors that facilitate or impede organizational learning.  
Prerequisite: KM 80301 and Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

KM 80308 INTELLECTUAL CAPITAL MANAGEMENT  3 Credit Hours  
(Slashed with KM 60310) This course encompasses the new knowledge-intensive economic units: human capital and social capital intellectual assets, intellectual property, brands, and trademarks. A "lifecycle" approach for intellectual assets is described - creation, codification, valuation, protection and leveraging of intellectual assets for competitive advantage.  
Prerequisite: KM 80301 with a minimum C grade and Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

KM 80309 BUSINESS INTELLIGENCE-COMPETITIVE INTELLIGENCE  
3 Credit Hours  
(Slashed with KM 60312) An introduction to strategic intelligence consisting of competitive and business Intelligence. Strategic intelligence is an art, science, and craft. Businesses and governments require effective intelligence programs, processes, and tools to track businesses, competitors, markets and trends by acquiring, creating, managing, packaging, and disseminating intelligence knowledge.  
Prerequisite: KM 80301 with a minimum C grade and Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

KM 80310 ORGANIZATIONAL CULTURE ASSESSMENT  3 Credit Hours  
(Slashed with KM 60316) Examines different types of cultures and how each type influences a knowledge organization - how culture influences the way knowledge workers work, how they make decisions and how they behave, the internal cultures of groups and communities, the cultural attributes of knowledge workers which may impact their knowledge behaviors. Organizational cultures of multicultural, global and virtual organizations are covered. Students conduct an organizational culture assessment.  
Prerequisite: KM 80301 and Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

KM 80312 FOUNDATIONS OF DOCUMENT MANAGEMENT  3 Credit Hours  
(Slashed with KM 60315) Covers three main themes: Principles, which covers the document and records management conceptual framework, relationships with information policy, definitions and industry standards; Practices, which covers the management and procedural framework for effective planning and implementation of document and records management solutions; Technologies, which provides a business-oriented analysis of the nature of the enabling information systems available to support effective document and records management solutions.  
Prerequisite: KM 80301 and Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

KM 80311 BUSINESS PROCESS MANAGEMENT  3 Credit Hours  
(Slashed with KM 60311) Introduction to business process management and workflow management. BPM will describe how organizational business processes, (internal, external, manual and automated), can be transformed and managed to increase efficiency, effectiveness and positively affect performance. Topics include the discovery, analysis, modeling and automation of workflow processes.  
Prerequisite: KM 80301 with a minimum C grade and Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter
KM 80340  BUSINESS NARRATIVE AND STORYTELLING  3 Credit Hours  
(Slashed with KM 60340) Focuses on the business use of storytelling and narrative intelligence. Narrative intelligence is the ability to make sense of the world through narrative and storytelling. Business narrative helps a knowledge organization to strengthen its organizational visions, to enhance communications, to capture and transfer knowledge, externalize and internalize tacit knowledge, encourage innovation, build communities, and develop effective training, mentorings and learning strategies. Business narrative is the primary way that procedural knowledge is understood and shared. Covers oral and written stories, documentaries, oral histories, organizational myths and legends, case scenarios, training scenarios, encoded and embedded business rules, gossip and business conversations. Students learn how to develop business stories, craft and deliver a springboard story, evaluate narrative architectures, and design systems that support access to business narratives and stories.  
Prerequisite: KM 80301 and Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

KM 80370  SEMANTIC ANALYSIS METHODS AND TECHNOLOGIES  3 Credit Hours  
(Slashed with KM 60370) Introduces students to the practical contexts, methods and tools associated with semantic analysis. Focuses on early life cycle aspects of semantics, including identification and modeling of semantic problems, design of semantic solutions, and the identification and implementation of appropriate semantic technologies. Covers natural language processing, rule-based and grammar-based concept extraction, rule-based and dynamic classification and automated summarization. Students work with a variety of semantic technologies.  
Prerequisite: KM 80301 and Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

KM 80691  SEMINAR IN KNOWLEDGE MANAGEMENT  1-3 Credit Hours  
(Repeatable for credit) Advanced research by students who are qualified to examine problems of certain special areas related to concentrations of study in knowledge management.  
Prerequisite: Doctoral standing.  
Schedule Type: Seminar  
Contact Hours: 1-3 other  
Grade Mode: Standard Letter  

KM 81095  SPECIAL TOPICS IN KNOWLEDGE MANAGEMENT  1-3 Credit Hours  
(Repeatable for credit) Offered irregularly as resources and or opportunities permit. Topics could include current or emerging issues in knowledge management. Specific topics are announced in the Schedule of Classes.  
Prerequisite: Doctoral standing.  
Schedule Type: Lecture  
Contact Hours: 1-3 lecture  
Grade Mode: Standard Letter  

KM 81096  INDIVIDUAL INVESTIGATION IN KNOWLEDGE MANAGEMENT  1-3 Credit Hours  
Research or individual investigation for doctoral level students.  
Prerequisite: Doctoral standing and Graduate standing.  
Schedule Type: Individual Investigation  
Contact Hours: 3-9 other  
Grade Mode: Standard Letter-IP  

Library and Information Science (LIS)  

LIS 10010  INFORMATION FLUENCY  3 Credit Hours  
(Cross-listed with LIB 10010) Teaches information and technology skills critical to college success, enabling students to become information fluent—able to find and evaluate information in a variety of contexts and formats, using a variety of technologies, to achieve specific objectives in effective and socially responsible ways.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

LIS 30010  INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND  3 Credit Hours  
(Cross-listed with LIB 30010) Teaches information access, technology, and media literacy skills which enables student to become, not only information literate, but also information fluent - able to move seamlessly among multiple information sources and technologies resources to fill their informational needs, whether in the classroom or the workplace.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

LIS 40655  COPYRIGHT: UNDERSTANDING USER RIGHTS AND RESPONSIBILITIES  3 Credit Hours  
Exploration of advanced copyright topics such as mass digitization, creative arts and other issues in fair use, library, archive and educational uses including the TEACH Act, digital first sale rights, Digital Millennium Copyright Act, and an introduction to copyright reform.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

LIS 40656  LICENSING OF INFORMATION PRODUCTS AND SERVICES  3 Credit Hours  
Topics related to licensing of information products and services including online contract formation, software licenses (End User License Agreements), database and website terms of service, detailed understanding of common terms and conditions in license agreements and an introduction to music licensing and Creative Commons licensing.  
Prerequisite: None.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

LIS 40693  VARIABLE TITLE WORKSHOP IN LIBRARY AND INFORMATION SCIENCE  1-3 Credit Hours  
(Repeatable for credit) Intensive examination of special topics of interest.  
Prerequisite: Junior or Senior standing and special approval.  
Schedule Type: Workshop  
Contact Hours: 1-3 other  
Grade Mode: Satisfactory/Unsatisfactory  

LIS 41095  SELECTED TOPICS IN LIBRARY SCIENCE  1-3 Credit Hours  
(Repeatable for credit) Topics will be announced in schedule of classes. Offered irregularly as resources and opportunities permit.  
Prerequisite: Permission.  
Schedule Type: Lecture  
Contact Hours: 1-3 lecture  
Grade Mode: Standard Letter
LIS 50693  VARIABLE TITLE WORKSHOP-LIBRARY AND INFORMATION SCIENCE  1-3 Credit Hours
(Repeatable for credit) Maximum workshop credit accepted for MLIS degree is 4 semester hours. Intensive examination of special topics of interest to practicing librarians.
Prerequisite: Graduate standing.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory

LIS 60010  THE INFORMATION LANDSCAPE  3 Credit Hours
Exploration of the nature of information and technology in information-intensive environments. Topics to be addressed include information lifecycle processes such as production, storage, sharing, and consumption; social, cultural, economic, legal, and technological contexts for understanding information processes; the roles of information professionals and agencies, and their place in the larger information marketplace; current and emerging information technologies that shape the information economy.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60020  INFORMATION ORGANIZATION  3 Credit Hours
Introduction to the theory and practice of information organization and retrieval in various information environments. Familiarity with principles, standards, tools and current systems relating to organization of information and retrieval. Exploration of supported information system functions such as searching, browsing, and navigation. Assessment and evaluation of information organization and retrieval systems.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010 or LIS 60607.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60030  PEOPLE IN THE INFORMATION ECOSYSTEM  3 Credit Hours
Takes a user-centered approach in exploring the information needs and behaviors of people (as individuals and in groups, communities, and institutions) in relation to the larger information ecology that surrounds them. Topics covered include an overview of information ecology; the user-centered paradigm; major information needs and information behavior theories, models, and findings; the landscape of information sources and services for users; factors that influence people's information needs and behaviors; and user empowerment, information ethics, information fluency, and related issues.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010 or LIS 60607.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60040  INFORMATION INSTITUTIONS AND PROFESSIONS  3 Credit Hours
Examines the political, social, economic, and technical forces that influence the larger environments in which information institutions are situated. This course explores characteristics of the environments in which information professionals may work, including but not limited to academic, school, public, and special libraries, museums, archives, cultural heritage institutions, government organizations, corporations across all industries, and information creators and publishers. The course explores characteristics of the information profession including core values and principles, emerging professions, and understanding possible futures in profession, and explores ideas of organizational behavior in information institutions that operate across the institution as a whole, within groups, and within individuals in the organization.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60050  RESEARCH AND ASSESSMENT IN LIBRARY AND INFORMATION SCIENCE  3 Credit Hours
Focuses on quantitative and qualitative research methods applicable to information settings and environments. Explores research design, data analysis, proposal development, and ethical issues.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60092  MASTER'S INTERNSHIP IN LIBRARY AND INFORMATION SCIENCE  3 Credit Hours
Under the advisement of a faculty member, students complete a professional-level internship that serves as a culminating experience for the M.L.I.S. degree. A minimum GPA of 3.000 is required for registration in this course.
Pre/corequisite: LIS 60000 and 60001 and 60002 and 60003 and 60600 and 60610; or LIS 60010 and LIS 60020 and LIS 60030 and LIS 60040 and LIS 60050; and 24 credit hours completed in the MLIS program; and Graduate standing and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 10 other
Grade Mode: Satisfactory/Unsatisfactory-IP

LIS 60098  MASTER'S PROJECT IN LIBRARY AND INFORMATION SCIENCE  3 Credit Hours
Under the advisement of a faculty member, students will complete a master's research project that serves as a culminating experience for the M.L.I.S. degree. A minimum GPA of 3.000 is required for registration in this course.
Pre/corequisite: LIS 60000 and 60001 and 60002 and 60003 and 60600 and 60610 or LIS 60010 and LIS 60020 and LIS 60030 and LIS 60040 and LIS 60050; and 24 credit hours completed in the MLIS program; and Graduate standing and special approval.
Schedule Type: Master's Project
Contact Hours: 3 lecture
Grade Mode: Satisfactory/Unsatisfactory-IP
LIS 60198  MASTER'S PAPER IN LIBRARY AND INFORMATION SCIENCE  
3 Credit Hours  
Under the advisement of a faculty member, students will complete a research paper that serves as a culminating experience for the M.L.I.S. degree. A minimum GPA of 3.000 is required for registration in this course.  
Prerequisite: LIS 60000 and 60001 and 60002 and 60003 and 60600 and 60610; or LIS 60010 and LIS 60020 and LIS 60030 and LIS 60040 and LIS 60050; and 24 credit hours completed in the MLIS program; and Graduate standing and special approval.  
Schedule Type: Research  
Contact Hours: 10 other  
Grade Mode: Satisfactory/Unsatisfactory-IP  
LIS 60199  THESIS I  
2-6 Credit Hours  
The first of three one-credit courses in digital technologies, this course presents foundational knowledge on the principles that underlie digital resources and services in modern information society, with specific emphasis on online information systems, the Internet, and data security.  
Prerequisite: Graduate standing.  
Schedule Type: Lecture  
Contact Hours: 1 lecture  
Grade Mode: Standard Letter  
LIS 60510  DIGITAL TECHNOLOGIES I: DATA FUNDAMENTALS  
1 Credit Hour  
The first of three one-credit courses in digital technologies, this course presents foundational knowledge on the principles that underlie digital resources and services in modern information society, with specific emphasis on data representation, encoding, formatting, and data modeling.  
Prerequisite: Graduate standing.  
Pre/corequisite: LIS 60010; or UXD 60001; or KM 60301; or HJ 60401.  
Schedule Type: Lecture  
Contact Hours: 1 lecture  
Grade Mode: Standard Letter  
LIS 60511  DIGITAL TECHNOLOGIES II: INTERNET FUNDAMENTALS  
1 Credit Hour  
The second of three one-credit courses in digital technologies, this course presents foundational knowledge on the principles that underlie digital resources and services in modern information society, with specific emphasis on Web-based information applications, programming logic, Linked Data, and the interpretation of data.  
Prerequisite: Graduate standing.  
Pre/corequisite: LIS 60510.  
Schedule Type: Lecture  
Contact Hours: 1 lecture  
Grade Mode: Standard Letter  
LIS 60512  DIGITAL TECHNOLOGIES III: INFORMATION SYSTEMS FUNDAMENTALS  
1 Credit Hour  
The third of three one-credit courses in digital technologies, this course presents foundational knowledge on the principles that underlie digital resources and services in modern information society, with specific emphasis on online information systems, the Internet, and data security.  
Prerequisite: Graduate standing.  
Schedule Type: Lecture  
Contact Hours: 1 lecture  
Grade Mode: Standard Letter  
LIS 60601  INFORMATION SOURCES AND REFERENCE SERVICES  
3 Credit Hours  
(Slashed with LIS 80601) Introduction to use and evaluation of basic sources of reference information, computerized and noncomputerized; reference interview and question-negotiation techniques; administration of reference and information services.  
Prerequisite: LIS 60030 and Graduate standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
LIS 60602  CATALOGING AND CLASSIFICATION I  
3 Credit Hours  
(Slashed with LIS 80602) Principles of cataloging with emphasis on Dewey Decimal and Library of Congress Classification systems, Library of Congress subject headings, online cataloging and administration.  
Prerequisite: LIS 60020 and Graduate standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
LIS 60607  SCHOOL LIBRARY MANAGEMENT  
3 Credit Hours  
(Slashed with LIS 80607) Management of school libraries.  
Prerequisite: Graduate standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  
LIS 60608  THE PUBLIC LIBRARY  
3 Credit Hours  
(Slashed with LIS 80608) Analysis of the historical, sociopolitical, technological, fiscal and organizational factors affecting American public librarianship. Includes evaluation, planning, networking, funding, automation, buildings and censorship.  
Prerequisite: LIS 60040 and Graduate standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter
LIS 60609  MARKETING THE LIBRARY  3 Credit Hours
(Slashed with LIS 80609) Introduction to the theory and practice of marketing the library. Topics include the evaluation of customer needs, the marketing mix, merchandising, public relations, relationship marketing, and the design and development of a marketing plan for libraries.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60611  GOVERNMENT INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 80611) Library treatment of U.S. government publications with brief attention to municipal and state publications, and major documents of Great Britain, Canada and the United Nations.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60612  LIBRARY MATERIALS AND SERVICES FOR ADULTS  3 Credit Hours
(Slashed with LIS 80612) Recent investigations of group and individual reading habits; advisory services in various types of libraries; library programs for adult education; projection of library materials toward community.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60613  INFORMATION NEEDS, SEEKING AND USE  3 Credit Hours
(Slashed with LIS 80613) Surveys theories and research related to people's interactions with information. The theories covered include information context and situation, information needs, information seeking, exploration of information sources, communication and collaboration in the information search process, information use, and other interactions among people, information, and information systems.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60614  SELECTION AND ACQUISITION OF LIBRARY MATERIALS  3 Credit Hours
(Slashed with LIS 80614) Factors affecting selection in public, academic, school and special libraries (reading habits, censorship, publishing trends) community analysis, selection policies and process; selection sources; acquisitions.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60615  THE ACADEMIC LIBRARY  3 Credit Hours
(Slashed with LIS 80615) Governance, administration and services of libraries in institutions of postsecondary education.
Prerequisite: LIS 60040 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60616  THE SPECIAL LIBRARY  3 Credit Hours
(Slashed with LIS 80616) The formation of special libraries. Libraries in special subject fields and in organizations: corporations, government agencies, hospitals, etc. Internal organization and administration collection development and services.
Prerequisite: LIS 60040 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60618  INFORMATION LITERACY INITIATIVES AND INSTRUCTION  3 Credit Hours
(Slashed with LIS 80618) Invites information professionals from any library point-of-view (school, public, academic, archives, special, etc.). Topics include definitions and history of information literacy standards and objectives, developing an information literacy agenda, library pedagogy and learning styles, information literacy needs assessment, program development and delivery, and experiential learning in library communities.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60619  LEGAL INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Cross-listed with AS 43001 and AS 53001 and AS 73001) (Slashed with LIS 80619) Fundamentals of legal research methods and major sources of American legal literature in print and electronic formats as used in other disciplines. Students learn how to formulate a research plan based on legal analysis of issues using relevant, authoritative legal resources.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60620  HEALTH INFORMATION RESOURCES  3 Credit Hours
(Slashed with LIS 80620) Identifies print and electronic sources of health information with emphasis on electronic sources. Medical patient and consumer health information is presented. This course is designed for the health educator, librarian, nurse or other health care professional.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60621  SOCIAL SCIENCES INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 80621) Content, bibliographic structure and communication patterns in the social sciences with emphasis on information sources and services in sociology, history, education, political science, anthropology, related disciplines.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
LIS 60622  SCIENCE/TECHNOLOGY INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 80622) Content, bibliographic structure and communication patterns in the sciences with emphasis on pure and applied fields, e.g., mathematics, biology, physics.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60623  BUSINESS/FINANCE INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 80623) Historical development; applications to current business, labor, governmental, educational and sociological information needs; interpretation to executives and others; printed sources and databases.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60624  CATALOGING FOR SCHOOL LIBRARIES  3 Credit Hours
(Slashed with LIS 80624) Organization and administration of print and non-print materials in school libraries. Application of appropriate descriptive cataloging rules, subject headings and classification policies for children's, teen and educational materials K-12.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60625  ENGAGING YOUNG CHILDREN AND FAMILIES  3 Credit Hours
(Slashed with LIS 80625) Selection and utilization of materials in relation to needs, abilities and interests of the young child.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60626  ENGAGING TEENS  3 Credit Hours
(Slashed with LIS 80626) Selection and utilization of books and materials in relation to needs, abilities and interests of teens.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60627  ART AND STORY: THE STUDY OF CHILDREN'S PICTUREBOOKS  3 Credit Hours
(Slashed with LIS 80627) Engages students in the study and application of art and story in children's picturebooks through the lenses of book history, publishing studies, children's book illustration and storytelling, visual literacy and visual storytelling. Readers of picturebooks are studied as well, from professional readers, like librarians and book reviewers, to picturebook consumers.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60628  HUMANITIES INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 80628) Philosophy, literature, fine and performing arts.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60629  ENGAGING SCHOOL-AGE CHILDREN  3 Credit Hours
(Slashed with LIS 80629) Selection and utilization of materials in relation to needs, abilities and interests of school age children.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60630  REFERENCE SOURCES AND SERVICES FOR YOUTH  3 Credit Hours
(Slashed with LIS 80630) Organization and administration of information sources and information services for children and young adults (K-12). Evaluation selection and utilization of print and electronic sources.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60631  INTRODUCTION TO DIGITAL PRESERVATION  3 Credit Hours
Approaches and standards for preserving and maintaining access to digitized and born-digital text, images, data, audiovisual information, and web resources. Topics include longevity of digital media, selection for preservation; formats and strategies for preservation; preservation metadata; integrity and authenticity of digital materials; establishment and certification of trustworthy digital repositories; risk management; and policy development.
Prerequisite: LIS 60020 and LIS 60511 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60633  DIGITAL CURATION  3 Credit Hours
(Slashed with LIS 80633) Management and preservation of digital objects and records throughout their lifecycle. Essential technologies and standards for building and maintaining robust, trusted digital repositories. Emphasizes the use and reuse of scholarly data, business and government records, cultural heritage materials, and other digital objects to create resources supporting communities of practice in their work.
Prerequisite: LIS 60511 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
LIS 60635 CULTURAL HERITAGE INFORMATICS 3 Credit Hours
(Slashed with LIS 80635) Cultural heritage informatics brings a comprehensive, cross-disciplinary approach to supporting the entire lifecycle of cultural heritage information and documentation procedures for the benefit of the preservation, study, and promotion of cultural heritage. The course covers methods of creating descriptions for cultural objects, as well as organizing, delivering, and presenting the cultural heritage (tangible, intangible, and digital) resources in the digital age. The course aims to prepare students for careers focusing on or transcending libraries, archives, museums (LAMs), historical societies, and other cultural institutions by introducing them the methodologies and technologies commonly used in cultural heritage informatics and can be broadly implemented in LAMs.
Prerequisite: LIS 60020 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60636 KNOWLEDGE ORGANIZATION STRUCTURES, SYSTEMS AND SERVICES 3 Credit Hours
(Slashed with LIS 80636) Introduction to various types of knowledge organization systems, services, and structures (KOS) used in the networked environment. Understanding of the functional philosophical, logical, and linguistic fundamentals of KOS. Explanation of design options, features of KOS, and procedures to be used in the thesaurus, taxonomy and ontology construction.
Prerequisite: LIS 60020; and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60637 METADATA ARCHITECTURE AND IMPLEMENTATION 3 Credit Hours
(Slashed with LIS 80637) Principles and theories of metadata development in the digital environment. Main focus is given to the design and applications of metadata schemas for distinct domains and information communities, issues in metadata interoperability, vocabulary control, quality control and evaluation. Examination of international standards, activities and projects with the use of case study approach.
Prerequisite: LIS 60020 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60638 DIGITAL LIBRARIES 3 Credit Hours
(Slashed with LIS 80638) This course introduces a broad set of issues involved in the development and maintenance of digital libraries, including policy development, technology, collection development, project management, user-centered design, digitization, metadata, and interoperability.
Prerequisite: LIS 60512 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60639 IMPLEMENTATION OF DIGITAL LIBRARIES 3 Credit Hours
(Slashed with LIS 80639) Explores issues related to implementation of digital libraries and provides hands-on experience for student to build digital library prototypes (small-scale) with open source software. Emphasis is on design and implementation of key digital library functions, including building digital collections, defining and creating metadata, indexing, browsing and retrieval, customizing interface, implementing services, encoding and transforming for data exchange, and testing the usability and effectiveness.
Prerequisite: LIS 60638 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60640 LIBRARY AUTOMATION 3 Credit Hours
(Slashed with LIS 80640) Analysis, design and selection of automated library systems. Considers system analysis and requirements, networking technologies, database management systems, multimedia and hypermedia, and client-server computing. Also, proposals to vendors, contract negotiation, implementation, staffing, training, system maintenance and evaluation.
Prerequisite: LIS 60020 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60641 INFORMATION STORAGE AND RETRIEVAL SYSTEMS 3 Credit Hours
(Slashed with LIS 80641) Fundamentals of information retrieval models and methods, including information storage structures, full-text indexing, structured indexes, search engines and web retrieval, human-computer interaction, and the user’s experience, system performance and evaluation.
Prerequisite: LIS 60512; and Graduate standing and special approval.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60643 ONLINE INFORMATION SYSTEMS 3 Credit Hours
(Slashed with LIS 80643) Use of information technologies to search for and retrieve electronic information, primarily through the Internet. Analysis of database structures and electronic records; search principles and heuristics; database system producers; system interfaces; and evaluation of results.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60644 INFORMATION SCIENCE 3 Credit Hours
(Slashed with LIS 80644) Focal areas of information science: information retrieval systems, bibliometrics, citation analysis, systems analysis and evaluation, information technologies, information theory, information architecture, knowledge management and user experience.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
LIS 60645 DATABASE DESIGN AND APPLICATIONS  3 Credit Hours
(Slashd with LIS 80645) Characteristics and concepts of database systems; different types of database models; conceptual database design and implementation; the relational database model and its application in practice: key issues, principles, and techniques; current database technologies.
Prerequisite: LIS 60510 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60647 NETWORK AND SOFTWARE RESOURCES FOR INFORMATION SYSTEMS  3 Credit Hours
(Slashd with LIS 80647) Study, use and evaluation of current and emerging information technologies; network and software resources for libraries and information centers, including network analysis and management, standards and protocols, and client-server technologies; and techniques for accessing and evaluating such technologies and resources.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60648 WEB SITE DEVELOPMENT, DESIGN AND MANAGEMENT  3 Credit Hours
(Slashd with LIS 80648) Students significantly advance both their theoretical knowledge and practical skills by developing and implementing a comprehensive web content strategy. Focus is on developing and maintaining website content, organizing and presenting content, and acquiring skill in the use of web technologies needed by content managers to publish, manage, and disseminate content on the web and in the mobile environment.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60649 INDEXING AND ABSTRACTING  3 Credit Hours
Prerequisite: LIS 60020 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60650 INFORMATION POLICY  3 Credit Hours
(Slashd with LIS 80650) Political, economic, cultural and legal issues regarding the production, distribution and use of information (print, electronic and Web). Policy-making process, standards and protocols, intellectual property, information economy, impact of computers on access and policy, privacy rights, transnational flow of information and the Internet and the World Wide Web.
Prerequisite: LIS 60040 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60651 DIGITAL IMAGE PROCESSING AND COLLECTION MANAGEMENT  3 Credit Hours
(Slashd with LIS 80651) This course is designed to introduce students to the fundamental concepts, terminology, techniques and applications of digital imaging as they relate to the development of digital image collections depicting works found in museum collections, archives and special collections in libraries. The students will acquire knowledge and skills necessary to design, create, and manage digital images of art, graphics, slides and reproductions of 3-D objects. They will also be introduced to the principles and issues that pertain to the creation and distribution of digital image archives via image databases and the Web environment.
Prerequisite: LIS 60020 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60652 FOUNDATIONS OF RECORDKEEPING IN SOCIETY  3 Credit Hours
(Slashd with LIS 80652) An introduction to the core principles and practices of recordkeeping and the multiple and complex roles records and archives play in identity, evidence, transparency, memory, accountability, equity, representation and trust in society. This course covers historical and contemporary recordkeeping contexts related to individuals, family, community, organization, corporate, and government, as well as traditional, non-textual and digital formats of records and archives.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60653 INFORMATION SOURCES AND SERVICES IN LOCAL HISTORY AND GENEALOGY  3 Credit Hours
Introduces primary and secondary resources and materials to promote and perform reference services in genealogy and local history through lectures, readings, discussion, and practical exercises. The course will use primary and secondary materials available to librarians and archivists in libraries, archives, historical societies and on the Internet.
Prerequisite: LIS 60030 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60654 PRESERVATION AND CONSERVATION OF HERITAGE MATERIALS  3 Credit Hours
(Slashd with LIS 80654) Types and causes of deterioration of various kinds of library, archival, and museum collections; storage and preventive care, preservation through photographic reproduction and digital conversion, and conservation of rare materials.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
LIS 60655  COPYRIGHT: UNDERSTANDING USER RIGHTS AND RESPONSIBILITIES  3 Credit Hours
(Slashed with LIS 80655) Exploration of advanced copyright topics such as mass digitization, creative arts and other issues in fair use, library, archive and educational uses including the TEACH Act, digital first sale rights, Digital Millennium Copyright Act, and an introduction to copyright reform.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60656  LICENSING OF INFORMATION PRODUCTS AND SERVICES  3 Credit Hours
(Slashed with LIS 80656) Topics related to licensing of information products and services including online contract formation, software licenses (End User License Agreements), database and website terms of service, detailed understanding of common terms and conditions in license agreements and an introduction to music licensing and Creative Commons licensing.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60657  THEORY AND METHODS OF ARCHIVAL ACQUISITION, SELECTION AND APPRAISAL  3 Credit Hours
(Slashed with LIS 80657) This course provides a comprehensive introduction to the theory, methods and traditions employed by records professionals to form and shape archives as societal memory. This course focuses primarily on acquisition, selection, documentation and appraisal theory and methods. Students will also examine contemporary records frameworks and approaches and issues faced by archivists, special collections librarians and manuscript curators employed to identify, evaluate, acquire and dispose of records.
Prerequisite: LIS 60652 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60661  TECHNICAL SERVICES  3 Credit Hours
(Slashed with LIS 80661) Principles, problems and current issues of acquiring, processing and preserving/conserving materials in libraries and information centers.
Prerequisite: LIS 60020 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60665  RARE BOOK LIBRARIANSHIP  3 Credit Hours
(Slashed with LIS 80665) Study of the theory and practice of rare book librarianship through lectures, readings, discussion and practical exercises.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60666  ETHICAL CONCERNS OF LIBRARY AND INFORMATION PROFESSIONALS  3 Credit Hours
(Slashed with LIS 80666) Analysis of ethical concerns of information professionals: codes of ethics, intellectual freedom, free access, privacy, confidentiality, computer issues and relations with management, clients and colleagues.
Prerequisite: LIS 60040 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60668  INTERNATIONAL AND COMPARATIVE LIBRARIANSHIP  3 Credit Hours
(Slashed with LIS 80668) Provides an introduction to international and comparative librarianship.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60675  YOUTH LITERATURE IN THE DIGITAL REALM  3 Credit Hours
From apps, to eBooks, to multi-platform books, to books with augmented reality, new digital formats extend books across media platforms, and provide readers with new, interactive ways of engaging with texts. However, the proliferation of new media formats means there are just as many questions related to their selection, evaluation, and use. This course aims to answer those questions and to critically examine digital formats and related implications for stakeholders in the field of literary production for young people, including librarians, publishers, authors, illustrators, and readers.
Prerequisite: Graduate standing.
Pre/corequisite: LIS 60010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60692  INTERNSHIP IN INFORMATION AND CULTURAL HERITAGE INSTITUTIONS  2,3 Credit Hours
(Repeatable for credit) Supervised experience of a professional nature of not less than 100 clock hours for 2 credit hours or not less than 150 hours for 3 credit hours in an information or cultural heritage institution. Deliverables determined with instructor of record. Maximum registration of 2-3 credit hours per semester. No more than a total of 6 credit hours of Internship or Individual Investigation or any combination of the two may count toward MLIS degree requirements.
Prerequisite: LIS 60040 and Graduate standing and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 6-9 other
Grade Mode: Satisfactory/Unsatisfactory-IP
LIS 60693  VARIABLE TITLE WORKSHOP-LIBRARY AND INFORMATION SCIENCE  1-3 Credit Hours
(Repeatable for credit) Intensive examination of special topics of interest to practicing librarians. May be repeated. Maximum workshop credit accepted for MLIS degree is 4 semester hours.
Prerequisite: Graduate standing.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory

LIS 60695  SPECIAL PROBLEMS IN LIBRARY SCIENCE  1-10 Credit Hours
(Repeatable for credit) (Slashed with 80695) Individual research at high levels of specialization. Intended for persons in sixth year program.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 1-10 lecture
Grade Mode: Standard Letter-IP

LIS 60700  FOUNDATIONS OF MUSEUM STUDIES  3 Credit Hours
(Slashed with LIS 80700) Intended for those interested in learning more about museums or specializing in museum studies. The goal is to introduce students to various aspects of all types of museums as dynamic networked systems positioned around objects, people and ideas. Covers history and types of museums, the roles of objects and ideas, structure, function, museum workers and users, and the purpose and future of museums.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60701  MUSEUM COLLECTIONS  3 Credit Hours
(Slashed with LIS 80701) This course introduces students to the organization, care and meaning of objects held in museum collections. Through both theoretical and practical concepts, basic collection management and registration skills are introduced. In conjunction, students explore the meanings made of museum objects.
Prerequisite: LIS 60700 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60702  MUSEUM COMMUNICATION  3 Credit Hours
(Slashed with LIS 80702) Museums communicate to the public in a multitude of ways: interpretation, exhibition, publication, educational programming and using a web presence. This course introduces important concepts, theories, applications, processes and technology used in museum interpretation and communication. Students are provided with a balance of practical techniques with thoughtful conceptual exploration.
Prerequisite: LIS 60700 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60703  MUSEUM USERS  3 Credit Hours
(Slashed with LIS 80703) Families, individuals and students visit museums and community institutions for a variety of purposes including leisure, education and curiosity. Introduction to the research and theory on museum user experience. Inquiry involves examining notions of learning, engagement, and transformative experiences of users, characteristics of users and the social dynamics of the museum experience. In addition, reviews several programmatic techniques and methods used in museums to increase engagement and learning for patrons.
Prerequisite: LIS 60700 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60704  THE MUSEUM SYSTEM  3 Credit Hours
(Slashed with LIS 80704) Museums are by their very nature complex and dynamic systems composed of people, objects and activities. Comprised of an "outer" subsystem and an "inner" subsystem, the museum as a whole functions as an organic body, with all of its parts working together to function successfully. This system exists within a larger landscape, one filled increasingly with new types of interactions, unlimited access and constant feedback. This course explores this holistic system from both practical and conceptual viewpoints, examining the role of administration throughout the system as well as considering current issues such as sustainability, advocacy and relationships with community and users add to an overall understanding of the museum system.
Prerequisite: LIS 60700 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60705  MUSEUM ORIGINS  3 Credit Hours
(Slashed with LIS 80705) While the collecting of objects can be found as far back as ancient times in various parts of the world, the birth of the modern museum finds its roots in Europe. In the context of today's world, students will "go back in time" to understand the origins of western museums and the creation, use, and meaning of publicly shared collections over time. Students will explore the history of the modern museum and spend time visiting actual sites and collections that played a role in this history. Exploring the past in this way is geared specifically to help today's museum workers gain a better understanding of their own role and purpose in their community, society, and nation.
Prerequisite: Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 60792  CULMINATING EXPERIENCE PRACTICUM IN K-12 LIBRARIES  3 Credit Hours
Under the advisement of a faculty member, students complete a professional-level practicum that serves as a culminating experience for the M.L.I.S. degree.
Prerequisite: LIS 60607 or LIS 60040; and LIS 60624 or LIS 60020; and LIS 60618, LIS 60626, LIS 60629, LIS 60630 and LIS 60050; and overall minimum GPA of 3.000; 24 hours completed in the MLIS degree program; or School Library Media program; and Graduate standing and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 9 other
Grade Mode: Standard Letter-IP
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>LIS 60870</td>
<td>CULMINATING EXPERIENCE FOR DUAL DEGREE</td>
<td>6</td>
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<td>Culminating experience for students pursuing dual degree in M.Ed. and MLIS and K-12 School Library Media licensure. Must be in a supervised educational library or information center.</td>
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<td>Prerequisite: ADED 62146, CI 67310, CI 67330, EPSY 65524, LIS 60030, LIS 60050, LIS 60618, LIS 60630 and SPED 63200; and LIS 60607 or LIS 60040; and LIS 60020 or LIS 60624; and Graduate standing and special approval.</td>
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<td>Schedule Type: Research</td>
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<td>Contact Hours: 18 other</td>
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<td>Grade Mode: Satisfactory/Unsatisfactory-IP</td>
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<tr>
<td>LIS 61095</td>
<td>SELECTED TOPICS IN LIBRARY SCIENCE</td>
<td>1-3</td>
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<td>(Repeatable for credit) Offered irregularly as resources and/or opportunities permit. Topics will be announced in the schedule of classes.</td>
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<td>Prerequisite: Graduate standing.</td>
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<td>Schedule Type: Lecture</td>
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<td>Contact Hours: 1-3 lecture</td>
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<td>Grade Mode: Standard Letter</td>
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<tr>
<td>LIS 61096</td>
<td>INDIVIDUAL INVESTIGATION</td>
<td>1-3</td>
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<td>(Repeatable for credit) Research or individual investigation for master's level graduate students. Deliverables determined with instructor of record. Maximum registration of 1-3 credit hours per semester. Students may count a maximum of 6 credit hours of individual investigation toward their MLIS degree requirements. No more than a total of 6 credit hours of Internship or Individual Investigation or any combination of the two may count toward MLIS degree requirements.</td>
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<td>Prerequisite: Graduate standing and special approval.</td>
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<td>Schedule Type: Individual Investigation</td>
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<td>Contact Hours: 1-3 other</td>
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<td>Grade Mode: Standard Letter-IP</td>
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<tr>
<td>LIS 80601</td>
<td>INFORMATION SOURCES AND REFERENCE SERVICES</td>
<td>3</td>
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<td></td>
<td>(Slashed with LIS 60601) Introduction to use and evaluation of basic sources of reference information, computerized and noncomputerized; reference interview and question-negotiation techniques; administration of reference and information services.</td>
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<td>Prerequisite: Doctoral standing.</td>
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<td>Schedule Type: Lecture</td>
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<td>Contact Hours: 3 lecture</td>
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<td>Grade Mode: Standard Letter</td>
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<tr>
<td>LIS 80602</td>
<td>CATALOGING AND CLASSIFICATION I</td>
<td>3</td>
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<td></td>
<td>(Slashed with LIS 60602) Principles of cataloging with emphasis on Dewey Decimal and Library of Congress Classification systems, Library of Congress subject headings, online cataloging and administration.</td>
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<td>Prerequisite: Doctoral standing.</td>
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<td>LIS 80607</td>
<td>SCHOOL LIBRARY MANAGEMENT</td>
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<td>(Slashed with LIS 60607) Management of school libraries.</td>
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<td>Prerequisite: Doctoral standing; and special approval.</td>
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<td>Grade Mode: Standard Letter</td>
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<td>LIS 80608</td>
<td>THE PUBLIC LIBRARY</td>
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<td>(Slashed with 60608) Analysis of the historical, sociopolitical, technological, fiscal and organizational factors affecting American public librarianship. Includes evaluation, planning, networking, funding, automation, buildings and censorship.</td>
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<td>Prerequisite: Doctoral standing.</td>
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<td>Grade Mode: Standard Letter</td>
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<td>LIS 80609</td>
<td>MARKETING THE LIBRARY</td>
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<td>(Slashed with LIS 60609) Introduction to the theory and practice of marketing the library. Topics include the evaluation of customer needs, the marketing mix, merchandising, public relations, relationship marketing, and the design and development of a marketing plan for libraries.</td>
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<td>Prerequisite: Doctoral standing.</td>
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<td>Grade Mode: Standard Letter</td>
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<tr>
<td>LIS 80611</td>
<td>GOVERNMENT INFORMATION SOURCES AND SERVICES</td>
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<td>(Slashed with LIS 60611) Library treatment of U.S. government publications, with brief attention to municipal and state publications, and major documents of Great Britain, Canada and the United Nations. Will not include materials covered in LIS 60601/LIS 80601.</td>
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<td>Prerequisite: Doctoral standing.</td>
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<td>Grade Mode: Standard Letter</td>
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<tr>
<td>LIS 80612</td>
<td>LIBRARY MATERIALS AND SERVICES FOR ADULTS</td>
<td>3</td>
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<td>(Slashed with LIS 60612) Recent investigations of group and individual reading habits; advisory services in various types of libraries; library programs for adult education; projection of library materials toward community.</td>
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<td>Prerequisite: Doctoral standing.</td>
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<td>Contact Hours: 3 lecture</td>
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<td>Grade Mode: Standard Letter</td>
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<td>LIS 80613</td>
<td>INFORMATION NEEDS, SEEKING AND USE</td>
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<td>(Slashed with LIS 60613) Surveys theories and research related to people's interactions with information. The theories covered include information context and situation, information needs, information seeking, exploration of information sources, communication and collaboration in the information search process, information use, and other interactions among people, information, and information systems.</td>
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<td>Prerequisite: Doctoral standing.</td>
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<td>Grade Mode: Standard Letter</td>
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<tr>
<td>LIS 80614</td>
<td>SELECTION AND ACQUISITION OF LIBRARY MATERIALS</td>
<td>3</td>
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<td>(Slashed with LIS 60614) Factors affecting selection in public, academic, school and special libraries (reading habits, censorship, publishing trends); community analysis, selection policies and process; selection sources; acquisitions.</td>
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<td>Prerequisite: Doctoral standing.</td>
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<td>Grade Mode: Standard Letter</td>
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LIS 80615  THE ACADEMIC LIBRARY  3 Credit Hours
(Slashed with LIS 60615) Governance, administration and services of libraries in institutions of postsecondary education.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80616  THE SPECIAL LIBRARY  3 Credit Hours
(Slashed with LIS 60616) The formation of special libraries. Libraries in special subject fields and in organizations: corporations, government agencies, hospitals, etc. Internal organization and administration, collection development and services.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80618  INFORMATION LITERACY INITIATIVES AND INSTRUCTION  3 Credit Hours
(Slashed with LIS 60618) Invites information professionals from any library point-of-view (school, public, academic, archives, special, etc.). Topics include definitions and history of information literacy standards and objectives, developing an information literacy agenda, library pedagogy and learning styles, information literacy needs assessment, program development and delivery, and experiential learning for students in library communities.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80619  LEGAL INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 60619) (Cross-listed with AS 43001 and AS 53001 and AS 73001) Fundamentals of legal research methods and major sources of American legal literature in print and electronic formats as used in other disciplines. Students learn how to formulate a research plan based on legal analysis of issues using relevant, authoritative legal resources.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80620  HEALTH INFORMATION RESOURCES  3 Credit Hours
(Cross-listed with LIS 60620) Identifies print and electronic sources of health information with emphasis on electronic sources. Medical patient and consumer health information is presented. This course is designed for the health educator, librarian, nurse or other healthcare professional.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80621  SOCIAL SCIENCES INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 60621) Content, bibliographic structure and communication patterns in the social sciences with emphasis on information sources and services in sociology, history, education, political science, anthropology, related disciplines.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80622  SCIENCE AND TECHNOLOGY INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 60622) Content, bibliographic structure and communication patterns in the sciences with emphasis on pure and applied fields, e.g., mathematics, biology, physics.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80623  BUSINESS AND FINANCE INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 60623) Historical development; applications to current business, labor, governmental, educational and sociological information needs; interpretation to executives and others; printed sources and databases.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80624  CATALOGING FOR SCHOOL LIBRARIES  3 Credit Hours
(Cross-listed with LIS 60624) Organization and administration of print and non-print materials in school libraries. Application of appropriate descriptive cataloging rules, subject headings and classification policies for children's, teen and educational materials K-12.
Prerequisite: Doctoral standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80625  ENGAGING YOUNG CHILDREN AND FAMILIES  3 Credit Hours
(Cross-listed with LIS 60625) Selection and utilization of materials in relation to needs, abilities and interests of the young child.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80626  ENGAGING TEENS  3 Credit Hours
(Cross-listed with LIS 80626) Selection and utilization of books and materials in relation to needs, abilities and interests of teens.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80627  ART AND STORY: THE STUDY OF CHILDREN'S PICTUREBOOKS  3 Credit Hours
(Cross-listed with LIS 60627) Engages students in the study and application of art and story in children's picturebooks through the lenses of book history, publishing studies, children's book illustration and storytelling, visual literacy and visual storytelling. Readers of picturebooks are studied as well, from professional readers, like librarians and book reviewers, to picturebook consumers.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
LIS 80628  HUMANITIES INFORMATION SOURCES AND SERVICES  3 Credit Hours
(Slashed with LIS 60628) Philosophy, literature, fine and performing arts.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80629  ENGAGING SCHOOL-AGE CHILDREN  3 Credit Hours
(Slashed with LIS 60629) Selection and utilization of materials in relation to needs, abilities and interests of school-age children.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80630  REFERENCE SOURCES AND SERVICES FOR YOUTH  3 Credit Hours
(Slashed with LIS 60630) Organization and administration of information sources and information services for children and young adults (K-12). Evaluation, selection and utilization of print and electronic sources.
Prerequisite: Doctoral standing; and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80631  INTRODUCTION TO DIGITAL PRESERVATION  3 Credit Hours
(Slashed with LIS 60631) Approaches and standards for preserving and maintaining access to digitized and born-digital text, images, data, audiovisual information, and web resources. Topics include longevity of digital media, selection for preservation; formats and strategies for preservation; preservation metadata; integrity and authenticity of digital materials; establishment and certification of trustworthy digital repositories; risk management; and policy development.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80632  KNOWLEDGE ORGANIZATION STRUCTURES, SYSTEMS AND SERVICES  3 Credit Hours
(Slashed with LIS 60632) Principles and theories of metadata and controlled vocabulary development. Review of the functional, logical, and linguistic fundamentals of KOS. Explanation of design options, features of KOS, and procedures to be used in the thesaurus, taxonomy and ontology construction.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80633  DIGITAL CURATION  3 Credit Hours
(Slashed with LIS 60633) Management and preservation of digital objects and records throughout their lifecycle. Essential technologies and standards for building and maintaining robust, trusted digital repositories. Emphasizes the use and reuse of scholarly data, business and government records, cultural heritage materials, and other digital objects to create resources supporting communities of practice in their work.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80634  CULTURAL HERITAGE INFOMATICS  3 Credit Hours
(Slashed with LIS 60634) Cultural heritage informatics brings a comprehensive, cross-disciplinary approach to supporting the entire lifecycle of cultural heritage information and documentation procedures for the benefit of the preservation, study, and promotion of cultural heritage. The course covers methods of creating descriptions for cultural objects, as well as organizing, delivering, and presenting the cultural heritage (tangible, intangible, and digital) resources in the digital age. The course aims to prepare students for careers focusing on or transcending libraries, archives, museums (LAMs), historical societies, and other cultural institutions by introducing them to the methodologies and technologies commonly used in cultural heritage informatics and can be broadly implemented in LAMs.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80635  DIGITAL LIBRARIES  3 Credit Hours
(Slashed with LIS 60635) Introduction to various types of knowledge organization systems, services, and structures (KOS) used in the networked environment. Understanding of the functional philosophical, logical, and linguistic fundamentals of KOS. Explanation of design options, features of KOS, and procedures to be used in the thesaurus, taxonomy and ontology construction.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80636  CULTURAL HERTIAGE INFOMATICS  3 Credit Hours
(Slashed with LIS 60636) Introduction to various types of knowledge organization systems, services, and structures (KOS) used in the networked environment. Understanding of the functional philosophical, logical, and linguistic fundamentals of KOS. Explanation of design options, features of KOS, and procedures to be used in the thesaurus, taxonomy and ontology construction.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80637  METADATA ARCHITECTURE AND IMPLEMENTATION  3 Credit Hours
(Slashed with LIS 60637) Principles and theories of metadata development in the digital environment. Main focus is given to the design and applications of metadata schemas for distinct domains and information communities, issues in metadata interoperability, vocabulary control, quality control and evaluation. Examination of international standards, activities and projects with the use of case study approach.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80638  DIGITAL LIBRARIES  3 Credit Hours
(Slashed with LIS 60638) This course introduces a broad set of issues involved in the development and maintenance of digital libraries, including policy development, technology, collection development, project management, user-centered design, digitization, metadata, and interoperability.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
**LIS 80639 IMPLEMENTATION OF DIGITAL LIBRARIES**  3 Credit Hours  
(Slashed with LIS 60639) Explores issues related to implementation of digital libraries and provides hands-on experience for students to build digital library prototypes (small-scale) with open source software. The major emphasis is on design and implementation of key digital library functions, including building digital collections, defining and creating metadata, indexing, browsing and retrieval, customizing interface, implementing services, encoding and transforming for data exchange, and testing the usability and effectiveness.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**LIS 80640 LIBRARY AUTOMATION**  3 Credit Hours  
(Slashed with LIS 60640) Analysis, design and selection of automated library systems. Considers system analysis and requirements, networking technologies, database management systems, multimedia and hypermedia, and client-serving computing. Also, proposals to vendors, contract negotiation, implementation, staffing, training, system maintenance and evaluation.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**LIS 80641 INFORMATION STORAGE AND RETRIEVAL SYSTEMS**  3 Credit Hours  
(Slashed with LIS 60641) Fundamentals of information retrieval models and methods, including information storage structures, full-text indexing, structured indexes, search engines and web retrieval, human-computer interaction, and the user’s experience, system performance and evaluation.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**LIS 80643 ONLINE REFERENCE SYSTEMS**  3 Credit Hours  
(Slashed with LIS 60643) Use of information technologies to search for and retrieve electronic information, primarily through the Internet. Analysis of database structures and electronic records; search principles and heuristics; database system producers; system interfaces; and evaluation of results.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**LIS 80644 INFORMATION SCIENCE**  3 Credit Hours  
(Slashed with LIS 60644) Focal areas of information science: information retrieval systems, bibliometrics, citation analysis, systems analysis and evaluation, information technologies, information theory, information architecture, knowledge management and user experience.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**LIS 80645 DATABASE DESIGN AND APPLICATIONS**  3 Credit Hours  
(Slashed with LIS 60645) Characteristics and concepts of database systems; different types of database models; conceptual database design and implementation; the relational database model and its application in practice: key issues, principles, and techniques; current database technologies.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**LIS 80647 NETWORK AND SOFTWARE RESOURCES FOR INFORMATION SYSTEMS**  3 Credit Hours  
(Slashed with LIS 60647) Study, use and evaluation of current and emerging information technologies: network and software resources for libraries and information centers, including network analysis and management, standards, protocols and client-server technologies; and techniques for accessing and evaluating such technologies and resources.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**LIS 80648 WEB SITE DEVELOPMENT, DESIGN AND MANAGEMENT**  3 Credit Hours  
(Slashed with LIS 60648) Students significantly advance both their theoretical knowledge and practical skills by developing and implementing a comprehensive web content strategy. Focus is on developing and maintaining website content, organizing and presenting content, and acquiring skill in the use of web technologies needed by content managers to publish, manage, and disseminate content on the web and in the mobile environment.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**LIS 80649 INDEXING AND ABSTRACTING**  3 Credit Hours  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter

**LIS 80650 INFORMATION POLICY**  3 Credit Hours  
(Slashed with LIS 60650) Political, economic, cultural and legal issues regarding the production, distribution, and use of information (print, electronic and Web). Policy-making process, standards and protocols, intellectual property, information economy, impact of computers on access and policy, privacy rights, transnational flow of information and the Internet and the World Wide Web.  
**Prerequisite:** Doctoral standing.  
**Schedule Type:** Lecture  
**Contact Hours:** 3 lecture  
**Grade Mode:** Standard Letter
LIS 80651 DIGITAL IMAGE PROCESSING AND COLLECTION MANAGEMENT  3 Credit Hours
(Slashed with LIS 60651) This course is designed to introduce students to the fundamental concepts, terminology, techniques and applications of digital imaging as they relate to the development of digital image collections depicting works found in museum collections, archives, and special collections in libraries. The students will acquire knowledge and skills necessary to design, create and manage digital images of text, graphics, slides, and reproductions of 3-D objects. They will also be introduced to the principles and issues that pertain to the creation and distribution of digital-image archives via image databases and the Web environment.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80652 FOUNDATIONS OF RECORDKEEPING IN SOCIETY  3 Credit Hours
(Slashed with LIS 60652) An introduction to the core principles and practices of recordkeeping and the multiple and complex roles records and archives play in identity, evidence, transparency, memory, accountability, equity, representation and trust in society. This course covers historical and contemporary recordkeeping contexts related to individuals, family, community, organization, corporate, academia and government, as well as traditional, nontextual and digital formats of records and archives.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80654 PRESERVATION AND CONSERVATION OF HERITAGE MATERIALS  3 Credit Hours
(Slashed with LIS 60654) Types and causes of deterioration of various kinds of library, archival, and museum collections; storage and preventive care, preservation through photographic reproduction and digital conversion, and conservation of rare materials.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80655 COPYRIGHT: UNDERSTANDING USER RIGHTS AND RESPONSIBILITIES  3 Credit Hours
(Slashed with LIS 60655) Exploration of advanced copyright topics such as mass digitization, creative arts and other issues in fair use, library, archive and educational uses including the TEACH Act, digital first sale rights, Digital Millennium Copyright Act, and an introduction to copyright reform.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80656 LICENSING OF INFORMATION PRODUCTS AND SERVICES  3 Credit Hours
(Slashed with LIS 60656) Topics related to licensing of information products and services including online contract formation, software licenses (End User License Agreements), database and website terms of service, detailed understanding of common terms and conditions in license agreements and an introduction to music licensing and Creative Commons licensing.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80657 THEORY AND METHODS OF ARCHIVAL ACQUISITION, SELECTION AND APPRAISAL  3 Credit Hours
(Slashed with LIS 60657) This course provides a comprehensive introduction to the theory, methods and traditions employed by records professionals to form and shape archives as societal memory. This course focuses primarily on acquisition, selection, documentation and appraisal theory and methods. Students will also examine contemporary records frameworks and approaches and issues faced by archivists, special collections librarians and manuscript curators employed to identify, evaluate, acquire and dispose of records.
Prerequisite: LIS 80652 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80661 TECHNICAL SERVICES  3 Credit Hours
(Slashed with LIS 60661) Principles, problems and current issues of acquiring, processing and preserving conserving materials in libraries and information centers.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80665 RARE BOOK LIBRARIANSHIP  3 Credit Hours
(Slashed with LIS 60665) Study of the theory and practice of rare book librarianship through lectures, readings, discussion and practical exercises.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80666 ETHICAL CONCERNS OF LIBRARY AND INFORMATION PROFESSIONALS  3 Credit Hours
(Slashed with LIS 60666) Analysis of ethical concerns of information professionals: codes of ethics, intellectual freedom, free access, privacy, confidentiality, computer issues and relations with management, clients and colleagues.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80668 INTERNATIONAL AND COMPARATIVE LIBRARIANSHIP  3 Credit Hours
(Slashed with LIS 60668) Provides an introduction to international and comparative librarianship.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
LIS 80691  SEMINAR IN LIBRARY SCIENCE     1-3 Credit Hours
(Slashed with LIS 60691) Advanced research by small groups of students who are qualified to examine problems of certain special areas.
Prerequisite: Doctoral standing.
Schedule Type: Seminar
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

LIS 80694  COLLEGE TEACHING OF LIBRARY SCIENCE     2,3 Credit Hours
(Repeatable for credit) Staff training and experience in college teaching.
Prerequisite: Doctoral standing and special approval.
Schedule Type: Lecture
Contact Hours: 2-3 lecture
Grade Mode: Satisfactory/Unsatisfactory-IP

LIS 80695  SPECIAL PROBLEMS IN LIBRARY SCIENCE     1-10 Credit Hours
(Repeatable for credit) (Slashed with LIS 60695) Individual research at high levels of specialization.
Prerequisite: Doctoral standing and special approval.
Schedule Type: Lecture
Contact Hours: 1-10 lecture
Grade Mode: Standard Letter-IP

LIS 80700  FOUNDATIONS OF MUSEUM STUDIES     3 Credit Hours
(Slashed with LIS 60700) Intended for those interested in learning more about museums or specializing in museum studies. The goal is to introduce students to various aspects of all types of museums as dynamic networked systems positioned around objects, people and ideas. Covers history and types of museums, the roles of objects and ideas, structure, function, museum workers and users, and the purpose and future of museums.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80701  MUSEUM COLLECTIONS     3 Credit Hours
(Slashed with LIS 60701) Introduction to the organization, care and meaning of objects held in museum collections. Through both theoretical and practical concepts, basic collection management and registration skills are introduced. In conjunction, students explore the meanings made of museum objects.
Prerequisite: LIS 60700 or LIS 80700 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80702  MUSEUM COMMUNICATION     3 Credit Hours
(Slashed with LIS 60702) Museums communicate to the public in a multitude of ways: interpretation, exhibition, publication, educational programming and using a web presence. Introduces important concepts, theories, applications, processes and technology used in museum interpretation and communication. Students are provided with a balance of practical techniques with thoughtful conceptual exploration.
Prerequisite: LIS 60700 or LIS 80700 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80703  MUSEUM USERS     3 Credit Hours
(Slashed with LIS 60703) Families, individuals, and students visit museums and community institutions for a variety of purposes including leisure, education, and curiosity. Introduction to the research and theory on museum user experience. Inquiry involves examining notions of learning, engagement, and transformative experiences of users, characteristics of users, and the social dynamics of the museum experience. In addition, reviews several programmatic techniques and methods used in museums to increase engagement and learning for patrons.
Prerequisite: LIS 60700 or LIS 80700 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80704  THE MUSEUM SYSTEM     3 Credit Hours
(Slashed with LIS 60704) Museums are by their very nature complex and dynamic systems composed of people, objects and activities. Comprised of an "outer" subsystem and an "inner" subsystem, museum as a whole functions as an organic body, with all of its parts working together to function successfully. This system exists within a larger landscape, one filled increasingly with new types of interactions, unlimited access, and constant feedback. This course explores this holistic system from both practical and conceptual viewpoints, examining the role of administration throughout the system as well as considering current issues such as sustainability, advocacy and relationships with community and users add to an overall understanding of the museum system.
Prerequisite: LIS 60700 or LIS 80700 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 80705  MUSEUM ORIGINS     3 Credit Hours
(Slashed with LIS 60705) While the collecting of objects can be found as far back as ancient times in various parts of the world, the birth of the modern museum finds its roots in Europe. In the context of today's world, students will "go back in time" to understand the origins of western museums and the creation, use, and meaning of publicly shared collections over time. Students will explore the history of the modern museum and spend time visiting actual sites and collections that played a role in this history. Exploring the past in this way is geared specifically to help today's museum workers gain a better understanding of their own role and purpose in their community, society and nation.
Prerequisite: Doctoral standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

LIS 81095  SELECTED TOPICS IN LIBRARY SCIENCE     1-3 Credit Hours
(Repeatable for credit) (Slashed with LIS 61095) Offered irregularly as resources and or opportunities permit. Topics will be announced in the Schedule of Classes.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

LIS 81096  INDIVIDUAL INVESTIGATION     1-3 Credit Hours
(Repeatable for credit) Individual investigation for doctoral level students.
Prerequisite: Doctoral standing.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter-IP
User Experience Design (UXD)

UXD 20001 INTRODUCTION TO USER EXPERIENCE DESIGN 3 Credit Hours
Students explore the context within which User Experience Design exists and the fundamental research that explains human behavior and how that research informs design decisions. Students are also introduced to the basic design processes and deliverables employed by UXD professionals.
Prerequisite: Major or minor in Advertising, Communication Studies, Digital Media Production, Digital Sciences, Journalism, Photography, Public Relations, User Experience Design or Visual Communication Design.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 40101 INFORMATION ARCHITECTURE 3 Credit Hours
Introduction to the fundamental concepts and practices of information architecture (IA). Students develop practical skills for comparing, analyzing, critiquing and design of IA. Major topics include organization, navigation, labeling and search systems for web and mobile architectures.
Prerequisite: UXD 20001 and User Experience Design (UXDE) minor.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

UXD 40104 USABILITY 3 Credit Hours
Provides a conceptual and practical overview of the processes and methods of usability testing such as development of test protocols, goals, facilitation, analysis and reporting of results. Actual usability tests are performed, using quantitative and qualitative methods and employing emerging software tools to facilitate data collection and analysis.
Prerequisite: UXD 20001 and User Experience Design (UXDE) minor.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

UXD 41095 SPECIAL TOPICS IN USER EXPERIENCE DESIGN 1-3 Credit Hours
(Repeatable for credit) Topics could include current or emerging issues in user experience design. Topics will be announced in schedule of classes. Offered irregularly as resources and opportunities permit.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

UXD 41096 INDIVIDUAL INVESTIGATION IN USER EXPERIENCE DESIGN 1-3 Credit Hours
(Repeatable for credit) Research or individual investigation in areas not covered in the existing curriculum for baccalaureate level students at or above the junior level.
Prerequisite: Special approval.
Schedule Type: Individual Investigation
Contact Hours: 3-9 other
Grade Mode: Standard Letter-IP

UXD 60001 USER EXPERIENCE DESIGN PRINCIPLES AND CONCEPTS 3 Credit Hours
(Slashed with UXD 80001) Students explore the context in which User Experience Design exists and the various methods employed by designers in various fields related to design research, the generation of ideas and implementation of designs. Students are introduced to methods of design evaluation and to the conceptual framework of the related curricula.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 60002 USER EXPERIENCE DESIGN IN PRACTICE 3 Credit Hours
Students learn and employ methods for engaging in creative problem solving. Introduce students to design research methods and current research on human behavior as it applies to user experience design. A core set of design deliverables are examined. Students begin to develop individual portfolio materials.
Prerequisite: UXD 60001.
Pre/corequisite: UXD 60001.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 60101 INFORMATION ARCHITECTURE I 3 Credit Hours
(Slashed with UXD 80101) Introduction to the fundamental concepts and practices of information architecture (IA). Students develop practical skills for comparing, analyzing, critiquing and designing information architectures. Major topics include organization, navigation, labeling, search and other core IA concepts. Students learn to create blueprints, wireframes, process flows and other documents used to communicate an information architecture design.
Prerequisite: UXD 60001 and UXD 60002 with a minimum of C and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 60102 PRINCIPLES OF INTERACTION 3 Credit Hours
This course provides students with an overview of interaction design principles and concepts. It is divided into five modules.
Prerequisite: UXD 60001 and UXD 60002 and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 60103 RESEARCHING THE USER EXPERIENCE I 3 Credit Hours
(Slashed with UXD 80103) Design research seeks to understand user needs, goals and tasks. Deals with research methods for human-centered design of information-rich artifacts and experiences. Covers interviews, surveys, diary studies and other methods applicable to the formative stages of the design process. Students learn to distill research findings into audience segments, user profiles, personas, scenarios and other documents that model user behavior.
Prerequisite: UXD 60001 and UXD 60002 with a minimum grade of C (2.000); and Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
UXD 60104  USABILITY I  3 Credit Hours  
(Slashed with UXD 80104) Provides a conceptual and practical overview of the processes and methods of usability testing, such as Think Aloud protocols, performance measurements and eye-tracking analysis. Actual usability testing is performed, using quantitative and qualitative methods and employing current and emerging software tools to facilitate data collection and analysis.  
Prerequisite: UXD 60001 and UXD 60002 and Graduate standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

UXD 60106  CONTENT STRATEGY I  3 Credit Hours  
(Slashed with UXD 80106) Introduces the field of content strategy and its relationship to user experience design. Includes history and practices of content strategy, how to analyze user needs for content, the production of written materials related to content strategy and content audits and governance models. This course is the conceptual basis behind content strategy.  
Prerequisite: UXD 60001 and UXD 60002 and Graduate standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

UXD 60111  INFORMATION ARCHITECTURE II  3 Credit Hours  
(Slashed with UXD 80111) This course will cover current topics in architecting for a changing web environment. Conceptual and technical aspects of Web 2.0 and Rich Internet Applications (RIA) have created the need for different types of design deliverables and usability considerations. In order to understand how to architect for Web 2.0, we must come to an understanding of what it is and how it works at least at a basic level. In addition, design tools to aid information architects are becoming more advanced and can aid IAs, making them more effective and efficient. These tools will be covered in depth.  
Prerequisite: UXD 60001 and UXD 60002 and Graduate standing.  
Pre/corequisite: UXD 60101.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

UXD 60112  INTERACTION IN PRACTICE  3 Credit Hours  
This course provides students with experience planning, designing and prototyping interactions. Students will learn common interaction design (IxD) methodologies, what is expected of interaction designers, and what deliverables a designer typically provides. Students will practice interaction design by specifying content organization, hierarchy and user journeys for a mobile application in wireframe form. Students will create a functional prototype, building in the basic functionality needed for navigation and process funnels. Finally, students will test their prototypes formally.  
Prerequisite: UXD 60001 and UXD 60002; and graduate standing.  
Pre/corequisite: UXD 60102.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

UXD 60113  RESEARCHING USER EXPERIENCE II  3 Credit Hours  
(Slashed with UXD 80113) In order to design and develop effective user interfaces, task analysis process and theory are explored and applied via principles drawn from anthropology, ethnography, cognitive psychology, document and instruction systems design and market research. Practical techniques and methodologies are presented to improve interface design through all phases of the design process.  
Prerequisite: UXD 60001 and UXD 60002 and Graduate standing.  
Pre/corequisite: UXD 60103.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

UXD 60117  USER EXPERIENCE DESIGN LEADERSHIP  3 Credit Hours  
As User Experience Design professionals are increasingly sought out not only to solve specific experience problems but also for business strategies, this course will teach students business terms and principles to become viable leaders within their organizations. Students will learn business concepts like market forces, business models innovation and design, basic accounting and finance, and how to interact with their colleagues as leaders.  
Prerequisite: UXD 60001 and UXD 60002; and graduate standing.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter  

UXD 60691  SEMINAR IN USER EXPERIENCE DESIGN  1-3 Credit Hours  
(Repeatable for credit) Advanced research by students who are qualified to examine problems of certain special areas related to concentrations of study in user experience design.  
Prerequisite: Graduate standing.  
Schedule Type: Seminar  
Contact Hours: 1-3 other  
Grade Mode: Standard Letter  

UXD 60693  VARIABLE TITLE WORKSHOP IN USER EXPERIENCE DESIGN  1-3 Credit Hours  
(Repeatable for credit) Intensive examination of special topics of interest to those involved in user experience design. Maximum number of workshop credits for the MS-UXD major is 4 semester hours.  
Prerequisite: Graduate standing.  
Schedule Type: Workshop  
Contact Hours: 1-3 other  
Grade Mode: Satisfactory/Unsatisfactory
UXD 60792  ELECTIVE INTERNSHIP IN USER EXPERIENCE DESIGN
2-3 Credit Hours
Supervised work experience in user experience design of a professional nature of not less than 100 clock hours (for 2 credit hours) or 150 clock hours (for 3 credit hours) with directed readings and preparation of a paper.
Prerequisite: Graduate standing and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 6-9 other
Grade Mode: Satisfactory/Unsatisfactory-IP

UXD 61095  SPECIAL TOPICS IN USER EXPERIENCE DESIGN  1-3 Credit Hours
(Repeatable for credit) Offered irregularly as resources and or opportunities permit. Topics could include current or emerging issues in user experience design.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter

UXD 61096  INDIVIDUAL INVESTIGATION IN USER EXPERIENCE DESIGN  1-3 Credit Hours
(Repeatable for credit) Research or individual investigation in areas not covered by the existing curriculum for master's level students. Maximum 6 credit towards the user experience design major within the master of science degree.
Prerequisite: Graduate standing and special approval.
Schedule Type: Individual Investigation
Contact Hours: 3-9 other
Grade Mode: Standard Letter-IP

UXD 66080  PROFESSIONAL PORTFOLIO DESIGN AND ASSESSMENT  3 Credit Hours
Students complete the assembly and evaluation of their work throughout the User Experience Design program in the form of a professional portfolio that will be used in efforts to gain employment or freelance work. Evaluation is done through critique by User Experience Design faculty and by peers.
Prerequisite: LIS 60636, UXD 60001, UXD 60002, UXD 60101, UXD 60104, UXD 60106; and a minimum cumulative 3.000 GPA; and Graduate standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Satisfactory/Unsatisfactory-IP

UXD 66092  MASTER’S INTERNSHIP IN USER EXPERIENCE DESIGN  3 Credit Hours
Supervised work experience of an advanced professional nature that concentrates on developing skills in areas of user experience design and integrates their knowledge from all UXD courses and experiences. Students must have completed a minimum of 30 credit hours towards the user experience design major prior to registration.
Prerequisite: LIS 60636, UXD 60001, UXD 60002, UXD 60101, UXD 60103, UXD 60104 and UXD 60106; and a minimum cumulative 3.000 GPA; and Graduate standing and special approval.
Schedule Type: Practicum or Internship
Contact Hours: 9 other
Grade Mode: Satisfactory/Unsatisfactory-IP

UXD 66098  MASTERS PROJECT IN USER EXPERIENCE DESIGN  3 Credit Hours
Provides a means for the application of the knowledge, research and competencies learned through study in user experience design to the development of an information system, product, setting or service. Cumulative GPA of 3.000 is required prior to enrolling in the course. Students must have completed 30 credit hours towards the MS-UXDE program prior to registration.
Prerequisite: LIS 60636, UXD 60001, UXD 60002, UXD 60101, UXD 60103, UXD 60104 and UXD 60106; and a minimum cumulative 3.000 GPA; and Graduate standing and special approval.
Schedule Type: Master’s Project
Contact Hours: 3 other
Grade Mode: Satisfactory/Unsatisfactory-IP

UXD 66198  MASTER’S RESEARCH PAPER IN USER EXPERIENCE DESIGN  3 Credit Hours
Under the advisement of a faculty member, students will complete a research paper that serves as a culminating experience for the M.S.-UXD degree. Students must have completed 30 credit hours towards the MS-UXDE program prior to registration.
Prerequisite: LIS 60636, UXD 60001, UXD 60002, UXD 60101, UXD 60103, UXD 60106; and a minimum cumulative 3.000 GPA; and Graduate standing and special approval.
Schedule Type: Master’s Project
Contact Hours: 3 other
Grade Mode: Satisfactory/Unsatisfactory-IP

UXD 66199  THESIS I  2-6 Credit Hours
This thesis students must register for a total of 6 hours, 2 to 6 hours in a single semester distributed over several semesters if desired. Students must have completed 30 credit hours towards the MS-UXDE program prior to registration.
Prerequisite: LIS 60636, UXD 60001, UXD 60002, UXD 60101, UXD 60103, UXD 60104 and UXD 60106; a minimum cumulative 3.000 GPA; and Graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

UXD 66299  THESIS II  2 Credit Hours
Thesis students must continue registration each semester until all degree requirements are met. Prerequisite: UXD 66199 and Graduate standing and special approval.
Schedule Type: Masters Thesis
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory-IP

UXD 80001  USER EXPERIENCE DESIGN PRINCIPLES AND CONCEPTS  3 Credit Hours
(Slashed with UXD 60120) Students explore the context in which User Experience Design exists and the various methods employed by designers in various fields related to design research, the generation of ideas and implementation of designs. Students are introduced to methods of design evaluation and to the conceptual framework of the related curricula.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
UXD 80002 USER EXPERIENCE DESIGN IN PRACTICE 3 Credit Hours
(Slashed with UXD 60002) Students learn and employ methods for engaging in creative problem solving. Introduce students to design research methods and current research on human behavior as it applies to user experience design. A core set of design deliverables are examined. Students begin to develop individual portfolio materials.
Prerequisite: UXD 80001 with a minimum grade of C (2.000); and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 80101 INFORMATION ARCHITECTURE I 3 Credit Hours
(Slashed with UXD 60101) Introduction to the fundamental concepts and practices of information architecture (IA). Students develop practical skills for comparing, analyzing, critiquing and designing information architectures. Major topics include organization, navigation, labeling, search and other core IA concepts. Students learn to create blueprints, wireframes, process flows and other documents used to communicate an information architecture design.
Prerequisite: UXD 80001 with a minimum grade of C (2.000); and UXD 80002 with a minimum grade of C (2.000); and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 80103 RESEARCHING THE USER EXPERIENCE I 3 Credit Hours
(Slashed with UXD 60103) Design research seeks to understand user needs, goals and tasks. Deals with research methods for human-centered design of information-rich artifacts and experiences. Covers interviews, surveys, diary studies and other methods applicable to the formative stages of the design process. Students learn to distill research findings into audience segments, user profiles, personas, scenarios and other documents that model user behavior.
Prerequisite: UXD 80001 with a minimum grade of C (2.000); UXD 80002 with a minimum grade of C (2.000); and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 80104 USABILITY I 3 Credit Hours
(Slashed with UXD 60104) Provides a conceptual and practical overview of the processes and methods of usability testing, such as Think Aloud protocols, performance measurements and eye-tracking analysis. Actual usability testing is performed, using quantitative and qualitative methods and employing current and emerging software tools to facilitate data collection and analysis.
Prerequisite: UXD 80001 and UXD 80002 and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 80106 CONTENT STRATEGY I 3 Credit Hours
(Slashed with UXD 60106) Introduces the field of content strategy and its relationship to user experience design. Includes history and practices of content strategy, how to analyze user needs for content, the production of written materials related to content strategy, and content audits and governance models. This course is the conceptual basis behind content strategy.
Prerequisite: UXD 80001; and UXD 80002; and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 80111 INFORMATION ARCHITECTURE II 3 Credit Hours
(Slashed with UXD 60111) Web site design from emerging directions, such as the separation of content from presentation, with e.g., the use of Cascading Style Sheets (CSS) for formatting web-based documents. The course includes considerations of making web sites compliant with federal regulations or other standards and validation for various markup guidelines.
Prerequisite: UXD 80001 with a minimum grade of C (2.000); and UXD 80002 with a minimum grade of C (2.000); and UXD 80101 with a minimum grade of C (2.000); and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 80113 RESEARCHING THE USER EXPERIENCE II 3 Credit Hours
(Slashed with UXD 60113) In order to design and develop effective user interfaces, task analysis process and theory are explored and applied via principles drawn from anthropology, ethnography, cognitive psychology, document and instruction systems design and market research. Practical techniques and methodologies are presented to improve interface design through all phases of the design process.
Prerequisite: UXD 80001 with a minimum grade of C (2.000); and UXD 80002 with a minimum grade of C (2.000); and UXD 80103 with a minimum grade of C (2.000); and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 80114 USABILITY II 3 Credit Hours
(Slashed with UXD 60114) Provides students with an understanding of qualitative and quantitative research methods appropriate for conducting advanced studies of human interaction with computers. In addition, students learn how to evaluate, purchase, implement and operate equipment for usability labs in a manner consistent with research methods.
Prerequisite: UXD 80001, UXD 80002 and UXD 80104; and Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

UXD 80691 SEMINAR IN USER EXPERIENCE DESIGN 1-3 Credit Hours
(Repeatable for credit) Advanced research by students who are qualified to examine problems of certain special areas related to concentrations of study in user experience design.
Prerequisite: Doctoral standing.
Schedule Type: Seminar
Contact Hours: 1-3 other
Grade Mode: Standard Letter

UXD 81095 SPECIAL TOPICS IN USER EXPERIENCE DESIGN 1-3 Credit Hours
(Repeatable for credit) Offered irregularly as resources and or opportunities permit. Topics could include current or emerging issues in user experience design.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 1-3 lecture
Grade Mode: Standard Letter
School of Visual Communication Design

Summer Visual Communication Design (SVCD)

SVCD 45011  SUMMER DESIGN STUDIO  1-4 Credit Hours
(Repeatable for a maximum of 16 credit hours) Summer course offerings investigating specialized areas of graphic design, illustration or photography taught primarily by guest faculty.
Prerequisite: None.
Schedule Type: Lecture, Studio
Contact Hours: 7.5-30 lecture, 12.5-45 other
Grade Mode: Standard Letter-S/U-IP

SVCD 55011  SUMMER DESIGN STUDIO  1-4 Credit Hours
(Repeatable for a maximum of 16 credit hours) Summer course offerings investigating specialized areas of graphic design, illustration or photography taught primarily by guest faculty.
Prerequisite: Graduate standing.
Schedule Type: Lecture, Studio
Contact Hours: 7.5-30 lecture, 12.5-45 other
Grade Mode: Standard Letter-S/U

SVCD 65011  SUMMER DESIGN STUDIO  1-4 Credit Hours
(Repeatable for a maximum of 16 credit hours) Summer course offerings investigating specialized areas of graphic design, illustration or photography taught primarily by guest faculty.
Prerequisite: Graduate standing.
Schedule Type: Lecture, Studio
Contact Hours: 7.5-30 lecture, 12.5-45 other
Grade Mode: Standard Letter-S/U-IP

Visual Communication Design (VCD)

VCD 13000  DESIGN: PRINCIPLES, PROCESSES AND PRACTICE  3 Credit Hours
Introduction to the principles, processes and applications of design. Students explore the language of design, how it is influenced by form, content and context. Focus on historical overview, design theory, brainstorming, ideation, two-dimensional design, environmental design, typography, illustration, photography and interactive media.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 13001  INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO  3 Credit Hours
Introduction to basic design processes using research, writing conceptual problem solving and format organization of two dimensional space utilizing type and imagery.
Prerequisite: Photography major, visual communication design major, or design minor.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 14001  VISUAL DESIGN LITERACY  3 Credit Hours
Examines the topics visual communication design theory, two-dimensional graphic design, environmental graphic design, typography, illustration, photographic illustration, and interactive media. Introduction to how and why professionals in the field of visual communication design create meaning and context through their work. Students explore the language of visual communication, how it is influenced by form, content and context.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 14002  COMMUNICATING WITH COLOR  3 Credit Hours
Introduction to color as it applies to fields of design and related areas. Topics covered include the vocabulary of color, the primary elements of color theory, color systems, color printing, color in film and online, and the effects of lighting on color. Students gain an appreciation for how color influences design and commerce through an understanding of basic practices of color forecasting and a study of how color perception is influenced by cultural differences.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 17000  COLOR: THEORY AND APPLICATION  3 Credit Hours
Color and its interaction through a series of nonapplied (abstract) exercises.
Prerequisite: None.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 18002  PHOTOGRAPHY II  3 Credit Hours
Course further develops basic technical information and introduces studio lighting techniques and protocols. The class is studio-based and introduces and explores gaining command of continuous lighting source (LED), composition, studio practices: The technical information will be supplemented with a series of photographic assignments that apply this information.
Prerequisite: CCI 12001 or VCD 18000; and Visual Communication Design (VCD) major or Photography (PHOT) major or minor.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 20000  BASIC COMPUTER-GRAPHIC DESIGN AND ILLUSTRATION  3 Credit Hours
Introduction of basic operating system of Macintosh hardware and major design software for creation of layouts, vector and raster graphics. Explore production and peripheral equipment including scanners and printers.
Prerequisite: Visual Communication Design or Photography majors.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter
VCD 20003  INTERMEDIATE COMPUTER-GRAPHIC DESIGN/ILLUSTRATION  3 Credit Hours
A technical, studio course designed to teach the fundamentals of Web design in GoLive and Flash. Material is presented throughout a series of demos, exercises and projects.
Prerequisite: VCD 20000.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

VCD 20010  INTRODUCTION TO DESIGN RESEARCH  3 Credit Hours
Introduction to research methods used in the professional practice of visual communication design. Students are exposed to strategies, tactics and frameworks used in the creation of design artifacts.
Prerequisite: VCD 23001 and Visual Communication Design or Photography major or Information Design minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 20096  PHOTO-ILLUSTRATION SOPHOMORE PORTFOLIO REVIEW  1 Credit Hour
Visual Communication Design faculty review student portfolios of work from prerequisite courses. A diagnostic examination to evaluate technical proficiency and formal organizational ability also is included in this review.
Prerequisite: VCD 13000 or VCD 14001; and VCD 13001; and VCD 23001; and VCD 18002; and VCD 28003; and Photography major.
Schedule Type: Individual Investigation
Contact Hours: 3 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 20196  VCD SOPHOMORE PORTFOLIO REVIEW  1 Credit Hour
Projects from Visual Communication Design freshman- and sophomore-level studio courses will comprise a portfolio to be critiqued by VCD faculty. A successful portfolio review will determine if the student is to advance in the BA program or enter the BFA program.
Prerequisite: Visual Communication Design major (VCD); and VCD 22000; and VCD 23001 with a minimum grade of B (3.000).
Corequisite: VCD 33000 and VCD 22001.
Schedule Type: Individual Investigation
Contact Hours: 1 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 22000  DESIGN/ILLUSTRATION TECHNIQUES I  3 Credit Hours
Introductory course in design/illustration. Object drawing with emphasis toward rendering materials and techniques used in reproduction, perspective, spacial organization and use of reference material.
Prerequisite: VCD 13000; and VCD 13001 with a minimum B- grade; and Visual Communication Design (VCD) major or Design (DSGN) minor.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 22001  DESIGN/ILLUSTRATION TECHNIQUES II  3 Credit Hours
Continuation of Design Illustration Techniques I with expanded emphasis on black and white media used for illustration purposes with emphasis on media capable of reproduction by traditional printing methods.
Prerequisite: VCD 22000 and 23001; and Visual Communication Design (VCD) major.
Corequisite: VCD 33000 and VCD 20196.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 23000  INTERMEDIATE STUDIO SKILLS:GRAPHIC DESIGN AND ILLUSTRATION  3 Credit Hours
A technical lecture course designed to outline the process and describe and discuss the technologies and vocabulary used in the printing industry.
Prerequisite: VCD 23001.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter
VCD 30009 JUNIOR PORTFOLIO REVIEW:GRAPHIC DESIGN/ ILLUSTRATION 1 Credit Hour
Required portfolio review in conference, with the school of Visual Communication Design Faculty, of work completed in VCD 32000, 32001, 33000 and 33001. Students successfully passing review may continue in the B.A. degree. To change to the B.F.A. program, students must be nominated by a majority of the VCD faculty. Students not receiving a passing grade in the review may not continue in the program.
Prerequisite: VCD 32000 and 33001; and Visual Communication Design (VCD) major.
Corequisite: VCD 32001 and 33000.
Schedule Type: Studio
Contact Hours: 1 lecture
Grade Mode: Satisfactory/Unsatisfactory

VCD 32000 ILLUSTRATION I 3 Credit Hours
Continuation of Design Illustration Techniques I and II with emphasis on technique and creative solutions as they apply to specific illustration areas: narrative, editorial, book, advertising and institutional.
Prerequisite: visual communication design (VCD) major; and VCD 20196 and VCD 20010 and VCD 22001 and VCD 33000.
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter

VCD 32001 ILLUSTRATION II 3 Credit Hours
Illustration as communication: conceptual problem-solving visualizations of ideas utilizing felt tip markers as the medium of expression.
Prerequisite: VCD 32000.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 33000 GRAPHIC DESIGN I 3 Credit Hours
Continuation of Introduction to Graphic Design and Introduction to Typography in the structuring of 2-D communication design utilizing headline, body copy and illustration with the addition of limited conceptual content.
Prerequisite: VCD 22000; and VCD 23001 with a minimum grade of B-; and Visual Communication Design (VCD) major.
Corequisite: VCD 20196 and VCD 22001.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 33001 GRAPHIC DESIGN II 3 Credit Hours
Continuation of Graphic Design I, utilizing basic layout with emphasis on concept as applied to problem-solving methodologies through a series of exercises and problems.
Prerequisite: Visual Communication Design (VCD) major; and VCD 20196 and VCD 20010 and VCD 22001 and VCD 33000.
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter

VCD 34004 VISUAL ETHICS 3 Credit Hours
An extension of the information covered in the course Visual Literacy or Introduction to Visual Communication Design. Topics include the understanding of visual form, responsibility of the designer, photographer, and illustrator and those working in collaboration with visual communicators. Looks at image manipulation, copyright laws and ethical and professional guidelines. Also covered are topics such as sustainable design practices, acting as an advocate of the consumer and audience member. Discussion topics include credibility, dignity and developing a personal philosophy towards visual ethics.
Prerequisite: UXD 20001 or VCD 14001 or VCD 13000; and Visual Communication Design (VCD) major, Photography (PHOT) major or User Experience Design (UXDE) minor or Design (DSGN) minor.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 34005 INTRODUCTION TO 3D GRAPHIC DESIGN 3 Credit Hours
Continuation of Graphic Design I and Introduction to Typography with application of typography and imagery to 3-D form.
Prerequisite: Visual Communication Design (VCD) major; and VCD 20196 and VCD 20010 and VCD 22001 and VCD 33000.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 34006 MOTION DESIGN 3 Credit Hours
A studio course designed to teach the fundamentals of motion graphic design. Materials and information are delivered through a series of lectures, demos and hands-on exercises.
Prerequisite: UXD 20001 or VCD 14001 or VCD 13000; and Visual Communication Design major, Photography major or User Experience Design minor.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 37000 VISUAL DESIGN FOR MEDIA: ADVANCED 3 Credit Hours
A lab course in which students apply design concepts to computer-generated communication pieces using a layout software program. May not be used toward degree requirements by visual communication design majors.
Prerequisite: None.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 1 lab
Grade Mode: Standard Letter

VCD 38001 PHOTOGRAPHICS 3 Credit Hours
This course explores relationships between photography and typography in communication. Unique solutions are created through the use of created images integrated with vector-based and raster graphics software (primarily Illustrator, InDesign and Photoshop). Students will examine techniques for Design and Typographic styles and work toward integrating these styles with purpose-made imagery.
Prerequisite: VCD 13001 and VCD 28001; and VCD 18000 or CCI 12001.
Schedule Type: Studio
Contact Hours: 3 lab
Grade Mode: Standard Letter
VCD 38004 ADVANCED PHOTOGRAPHY 3 Credit Hours
Introduction of professional strobe lighting equipment, materials and techniques along with the development of conceptual abilities and problem solving skills as applied to studio portraiture, still life, and location photography. Special lighting equipment and accessories furnished.
Prerequisite: VCD 18002.
Schedule Type: Studio
Contact Hours: 9 other
Grade Mode: Standard Letter

VCD 38007 PHOTOGRAPHY TECHNIQUES 3 Credit Hours
Explorations of current influences, innovations and trends in photography. Projects can include interdisciplinary collaborations such as the intersection of photojournalism and commercial photography, Architecture and Photography, etc.
Prerequisite: VCD 48005 and VCD 48008; and Photography major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 38009 INTERNSHIP SEMINAR - PHOTOGRAPHY 2 Credit Hours
Students prepare materials such as cover letters, resumes, employment applications and individual portfolios in preparation for interviewing and obtaining an internship and entering the job market in Photography.
Prerequisite: JMC 32002; and Photography or Journalism major.
Schedule Type: Seminar
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory

VCD 38011 EDITORIAL PHOTOGRAPHY 3 Credit Hours
This course explores and develops the style and protocols unique to editorial photography. Exploring and understanding visual storytelling; research methods and techniques; differences between advertising, fine art and editorial photography. Course will emphasize multiple styles of editorial work including portraiture, environmental, fashion, studio and location assignments. The importance of design along with critical thinking skills in image creation along with discussion of locations, model releases, editing, captioning, etc. will also be covered.
Prerequisite: VCD 28001 and VCD 28003; and Photography (PHOT) major or Visual Communication Design (VCD) major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 40025 PROFESSIONAL PORTFOLIO 3 Credit Hours
(Slashed with VCD 50025) Develop a senior-level professional portfolio through a selection and refinement of previously completed classroom work. Development of projects in areas of deficiency with emphasis on organization and presentation. Satisfactory/unsatisfactory (S/U) graded.
Prerequisite: Visual Communication Design (VCD) major; and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Satisfactory/Unsatisfactory

VCD 40035 PROFESSIONAL PORTFOLIO BFA DESIGN 3 Credit Hours
Develop a professional portfolio in design and or illustration through selection and refinement of previously completed classroom work and development of projects in areas of deficiency, with emphasis on organization and presentation. Organization and participation in gallery show at the semester's conclusion.
Prerequisite: Visual Communication Design (VCD) major within the Bachelor of Fine Arts (BFA); and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Satisfactory/Unsatisfactory

VCD 40052 GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE 1-6 Credit Hours
Development of awareness and understanding in the practical application of graphic design and communication through directed field trip experience.
Prerequisite: None.
Schedule Type: Studio
Contact Hours: 2-12 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 40092 INTERNSHIP I-GRAPHIC DESIGN/ILLUSTRATION (ELR) 1 Credit Hour
(Repeatable for a maximum of 24 credit hours) Professional experience through an internal design studio. Involves responsibilities and procedures for the production of communication materials for off-campus clients including nonprofit organizations, charities, arts groups and selected on-campus groups and departments.
Prerequisite: None.
Schedule Type: Practicum or Internship
Contact Hours: 1 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

VCD 40095 SPECIAL TOPICS:GRAPHIC DESIGN/ILLUSTRATION 3 Credit Hours
(Repeatable for a maximum of 9 credit hours) Preparation for experience in design studio, agency or company involving design responsibilities and procedures to broaden a student's understanding of the profession through real job situations.
Prerequisite: None.
Schedule Type: Practicum or Internship
Contact Hours: 1 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

VCD 40096 INDIVIDUAL INVESTIGATION IN GRAPHIC DESIGN AND ILLUSTRATION 1-8 Credit Hours
(Repeatable for a maximum of 16 credit hours) Individual study related to topics of graphic design and illustration approved by and under the direction of a faculty member.
Prerequisite: None.
Schedule Type: Individual Investigation
Contact Hours: 1-8 other
Grade Mode: Standard Letter-IP
VCD 40192 INTERNSHIP II-GRAphIC DESIGN/ILLUSTRATION/PHOTOGRAPHY (ELR) 1-3 Credit Hours
(Repeatable for credit) Three credit hours required. Experience in a design, illustration or photography studio, agency or company with responsibilities and to broaden a student's understanding of the profession through a real job situation.
Prerequisite: VCD 40092 or VCD 38009.
Schedule Type: Practicum or Internship
Contact Hours: 3-9 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

VCD 40193 VARIABLE TITLE WORKSHOP IN VISUAL COMMUNICATION DESIGN 1-3 Credit Hours
(Repeatable for credit) Workshop setting dealing with intensive examination of special topics in VCD.
Prerequisite: None.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory

VCD 40195 SELECTED TOPICS:GRAPHIC DESIGN/ILLUSTRATION 1-4 Credit Hours
(Repeatable for credit) Variable topics related to graphic design and illustration.
Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter-IP

VCD 42000 ADVANCED ILLUSTRATION:MEDIA 3 Credit Hours
(Slashed with VCD 52000) Discussions and practice of media and grounds as they pertain to the illustration field. Discussion also centers around the problems in developing work for reproduction.
Prerequisite: VCD 22000, VCD 22001 and VCD 32000; and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 42002 EDITORIAL ILLUSTRATION 3 Credit Hours
(Slashed with VCD 52002) Exploration and discussion of various illustration techniques and their application in the publishing field. Emphasis is placed on client needs, concept and intended audience.
Prerequisite: VCD 22000, VCD 22001 and VCD 32000; and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 42003 ADVERTISING ILLUSTRATION 3 Credit Hours
Exploration and discussion of various illustration techniques and their application in advertising. Emphasis is placed on client need, concept of solution and intended audience.
Prerequisite: VCD 22000, VCD 22001 and VCD 32000; and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 42005 CHARACTER DEVELOPMENT AND DESIGN: THE HUMAN FIGURE 3 Credit Hours
(Slashed with VCD 52005) Focuses on the application of the fundamental design principles and mechanics used when designing characters for film animation, television animation, computer animation, video games, comic strips, comic books, book illustration, advertising, editorial illustration and book illustration.
Prerequisite: VCD 22000, VCD 22001 and VCD 32000.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 42006 CHARACTER DEVELOPMENT AND DESIGN: ANIMALS AND ENVIRONMENTS 3 Credit Hours
(Slashed with VCD 52006) This course focuses on the application of fundamental design principles and mechanics used when designing characters for film animation, television animation, computer animation, video games, comic strips, comic books, book illustration, advertising, and editorial illustration.
Prerequisite: VCD 22000, VCD 22001 and VCD 32000; and a Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 42007 GRAPHIC NARRATIVE 3 Credit Hours
(Slashed with VCD 52007) This course fuses written and visual content, allowing students to both author and illustrate visual narratives. Through readings, various genres of written form are explored and both historical and emerging narrative formats within the field of illustration are emphasized.
Prerequisite: VCD 22000, VCD 22001 and VCD 32000.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 43000 STUDIO PRODUCTION 3 Credit Hours
A technical lecture course designed to teach the fundamental techniques and processes of electronic prepress and printing production. Material is presented through lectures, demos, tests and field trips.
Prerequisite: Visual communication design (VCD) major; and Junior standing and special approval.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 43001 INTERACTION DESIGN 3 Credit Hours
(Slashed with VCD 53001) The conceptualization and prototyping of interactive experiences.
Prerequisite: UXD 20001 or VCD 33000; and VCD 34006; and Visual Communication Design (VCD) major, Photography (PHOT) major or User Experience Design (UXDE) minor; and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter
VCD 43002 TYPOGRAPHIC/PHOTOGRAPHIC GRAPHIC DESIGN 3 Credit Hours
The use of typography (rather than visual imagery) as the primary design form in solving graphic design communication problems.
Prerequisite: VCD 13000, VCD 13001, VCD 23001, VCD 33000 and VCD 33001; and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) in Visual Communication Design (VCD) major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 43003 IDENTITY SYSTEMS 3 Credit Hours
Use of graphic design forms (typography, photography and illustration) in the development of identity systems.
Prerequisite: VCD 13000, VCD 13001, VCD 23001 and VCD 33000; and Bachelor of Fine Arts (BFA) or Bachelor of Arts (BA) Visual Communication Design (VCD).
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 43004 ISSUES FOR GRAPHIC DESIGN BUSINESSES 3 Credit Hours
Designed to familiarize students with the basic business, marketing, legal and ethical standards in the graphic design industry.
Prerequisite: Junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 43005 PACKAGING, PROMOTION AND RETAIL ENVIRONMENTS 3 Credit Hours
Use of typography and visual images, photography and illustrations in the structure of information for communication on 3D surfaces: direct mail, packaging and point of purchase display.
Prerequisite: VCD 13000, VCD 13001, VCD 20196, VCD 22000, VCD 22001, VCD 23001, VCD 32000, VCD 33000, VCD 33001 and VCD 34005; Visual Communication Design (VCD) major; and special approval.
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter

VCD 43006 ENVIRONMENTAL GRAPHIC DESIGN 3 Credit Hours
Aims at coordinating architectural planning, interior design systems analysis and graphic communications.
Prerequisite: None.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 43007 INFORMATION GRAPHICS 3 Credit Hours
Introduction to shapes, color type and combinations of these for computer-designed news graphics; maps, charts, graphs and diagrams.
Prerequisite: JMC 20004 and JMC 20007; and VCD 13001 or VCD 27001.
Schedule Type: Laboratory, Lecture
Contact Hours: 3 lecture, 2 lab
Grade Mode: Standard Letter

VCD 43008 BRANDED IDENTITY 3 Credit Hours
The examination and development of graphic design forms as they pertain to corporate branding. Related methods of visual communication explored through studio.
Prerequisite: VCD 13000, 13001, 20196, 22000, 23001 and VCD 33000; and Bachelor of Arts (BA) in the Visual Communication Design (VCD) major.
Schedule Type: Combined Lecture and Lab
Contact Hours: 4 other
Grade Mode: Standard Letter

VCD 43051 TYPE HIGH PRESS 3 Credit Hours
Students will explore aspects of letterpress printing. Course content will include typesetting, printing basics, and a brief history of movable type printing and typography. Students will work on a series of projects to acclimate themselves to the equipment and various printing techniques.
Prerequisite: VCD 13000, 13001, 22000, 23001 and VCD 33000; and Visual Communication Design (VCD) major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 43060 INTRODUCTION TO TYPEFACE DESIGN 3 Credit Hours
(Slashed with VCD 53060) This course will serve as an introduction to the core principles of typeface design. It is a fast paced and challenging course with a requirement for a high level of engagement and research on the part of the student. Building on skills learned in other VCD classes, this is an advanced level course dealing with the underlying themes in typeface design and their relationship to the typographer’s needs.
Prerequisite: Visual Communication Design (VCD) major within the Bachelor of Fine Arts (BFA); and Junior or Senior standing.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 44001 EXHIBITION DESIGN 3 Credit Hours
The study of content, narrative development, consideration of space, and the use of materials and media in environmental and exhibition design. Includes working in scale, 2D and 3D rendering, physical and digital modeling.
Prerequisite: VCD 34005 and special approval.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 45000 GRAPHIC DESIGN PERSPECTIVES (WIC) 3 Credit Hours
Comprehensive exploration of design through history. Topics include the early alphabet, print processes, illustration, photography, corporate design, modern design and digital processes.
Prerequisite: ENG 21011 and Junior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

VCD 46000 WEB DESIGN AND PROGRAMMING I 3 Credit Hours
(Cross-listed with VCD 56000) Course focus is on Web concepts and high-quality Web design; CS and VCD principles, tools, architecture, presentation, design and creation of websites through teamwork. Course is jointly taught by Computer Science and Visual Communication Design.
Prerequisite: CS 10051 and VCD 13001.
Schedule Type: Combined Lecture and Lab
Contact Hours: 3 other
Grade Mode: Standard Letter-IP
VCD 46001 WEB DESIGN AND PROGRAMMING II 3 Credit Hours
(Cross-listed with VCD 56001) An elective course jointly taught by computer science and VCD on advanced web technologies and multimedia web design: web servers, security, advanced design, java servlets, applets, database connectivity, site maintenance, relation of actual websites by teamwork.
Prerequisite: VCD 46000.
Schedule Type: Combined Lecture and Lab
Contact Hours: 3 other
Grade Mode: Standard Letter-IP

VCD 46003 ADVANCED TYPOGRAPHY 3 Credit Hours
Applying typographic rules in advanced projects. Organizing large amounts of text in complex architectures and designing viewer controlled space. Exploration of dynamic information sound and motion sequences.
Prerequisite: VCD 13000, VCD 13001, VCD 20196, VCD 22000, VCD 22001, VCD 23001, VCD 32000, VCD 33000, VCD 33001, VCD 34005; Visual Communication Design (VCD) major; and special approval.
Schedule Type: Combined Lecture and Lab
Contact Hours: 3 other
Grade Mode: Standard Letter-IP

VCD 48001 PHOTOGRAPHIC PROJECT 3 Credit Hours
Provides students the opportunity to conceptualize, organize and produce a semester-long photographic project of their choice under the supervision of the course instructor. Projects will augment students’ existing photographic portfolios.
Prerequisite: Photography major and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 48002 ADVANCED PHOTOGRAPHIC PROJECT 3 Credit Hours
Continuation of VCD 48001. Each student will conceptualize, organize and produce a semester-long photographic project of their choice under the supervision of the course instructor. Projects will augment students’ existing photographic portfolios.
Prerequisite: VCD 48001.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 48003 PROFESSIONAL PORTFOLIO PHOTOGRAPHY 3 Credit Hours
Students will create personal, professional portfolios (electronic and hard copy) developed through branding and identity explorations. Each portfolio will be a blend of the student’s best work and career path desires and expressed through sophisticated grading and design principles. Students will also develop and hang an exhibition of their student work in the Taylor Hall art gallery.
Prerequisite: Photography (PHOT) major; and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Satisfactory/Unsatisfactory

VCD 48005 COLOR PHOTOGRAPHY 3 Credit Hours
The depth of Color Photography is explored through a range of lectures, assignments, and critiques. Topics include: Color Theory, Psychology, Cultural Influences and Relationships. Also color perception, color models and gamut, digital color correction, color management. Management and control of output in printing is studied in-depth throughout the semester. All the above will be explored through both lectures and photographic assignments.
Prerequisite: VCD 28001 and VCD 28003; and Photography (PHOT) or Visual Communication Design (VCD) major.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 48008 ADVANCED DIGITAL IMAGING 3 Credit Hours
This course emphasizes advanced techniques in the use of image editing software to develop workflow techniques and post-production and editing skills. Technical information will be supplemented with a series of photographic assignments that explore advanced application and usage of tools and skills covered as well as new Additional explorations into current digital technologies such as virtual reality, CGI generated imagery and compositing with made photography, Advanced compositing of multiple shoots into cohesive wholes, etc. Software used includes Photoshop, Lightroom, and Capture One Pro.
Prerequisite: VCD 28001 and VCD 28003; and Photography major or minor or Visual Communication Design major.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 48009 FASHION PHOTOGRAPHY 3 Credit Hours
(Cross-listed with JMC 42009) Emphasis on editorial and advertising fashion photography. Students will explore: Fashion shoot protocols and techniques; Studio and Location Lighting Techniques, History and Theory of Fashion Photography, Fashion Shoot management. In partial collaboration with Fashion School BFA students along with live models on both studio and location shoots. The technical information will be supplemented with a series of photographic project assignments both in studio and on location.
Prerequisite: VCD 28003 and VCD 28001; and Photography or Visual Communication Design major.
Schedule Type: Studio
Contact Hours: 1 lecture, 4 other
Grade Mode: Standard Letter

VCD 48092 PRACTICUM IN PHOTOGRAPHY (ELR) 1-3 Credit Hours
(Repeatable for a total of 10 hours) Individual or group investigation into student selected areas of photographic field.
Prerequisite: Photography or Visual Communication Design major; and Junior and Senior standing.
Schedule Type: Practicum or Internship
Contact Hours: 7-21 other
Grade Mode: Standard Letter
Attributes: Experiential Learning Requirement
VCD 49198  SENIOR RESEARCH PAPER:GRAPHIC DESIGN/ ILLUSTRATION (ELR) (WIC)  2 Credit Hours
Written documentation of a senior project in graphic design or illustration. If VCD 49199 Senior Project Graphic Design/Illustration is chosen, it must be taken concurrently with Senior Research paper and presented for final review by a faculty committee.
Prerequisite: VCD 49098 and Senior standing.
Schedule Type: Research
Contact Hours: 2 other
Grade Mode: Standard Letter-IP
Attributes: Experiential Learning Requirement, Writing Intensive Course

VCD 49199  VISUAL COMMUNICATION DESIGN CAPSTONE (ELR)  1-4 Credit Hours
A capstone project in design or illustration structured by the student (with approval by faculty), along with a final presentation.
Prerequisite: Photography major or Visual Communication Design major; Senior standing and special approval.
Schedule Type: Senior Project/Honors Thesis
Contact Hours: 3-12 other
Grade Mode: Standard Letter-IP
Attributes: Experiential Learning Requirement

VCD 50000  BASIC COMPUTER GRAPHIC DESIGN/ILLUSTRATION  2 Credit Hours
An introduction to the use of the computer as a tool in graphic design and illustration. Exploration of the relationship and integration of various hardware configurations and software solutions to meet the demands of today’s designers and illustrators.
Prerequisite: Graduate standing.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 other
Grade Mode: Standard Letter-IP

VCD 50003  INTERMEDIATE COMPUTER DESIGN-GD I VARIOUS SOFTWARE  3 Credit Hours
Addresses the issues of page layout and design, digital manipulation and vector graphic illustration for graphic design professionals.
Prerequisite: Visual Communication Design (VCD) majors and Graduate standing.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter

VCD 50025  PROFESSIONAL PORTFOLIO  3 Credit Hours
(Slashed with VCD 40025) Develop a professional portfolio through selection and refinement of previously completed classroom work development of projects in areas of deficiency with emphasis on organization and presentation.
Prerequisite: Graduate standing; and special approval.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Satisfactory/Unsatisfactory

VCD 50052  GRAPHIC DESIGN-TRAVEL AND FIELD EXPERIENCE  1-6 Credit Hours
(Repeatable for credit) Development of awareness and understanding in the practical application of graphic design and communication through directed field trip experience. Repeatable for a total of 16 credit hours.
Prerequisite: Graduate standing.
Schedule Type: Studio
Contact Hours: 1-6 other
Grade Mode: Standard Letter

VCD 50053  GRAPHIC DESIGN STUDIO-GLYPHIX  1-6 Credit Hours
(Repeatable for a maximum of 12 credit hours) Professional experience through an internal design studio. Involves responsibilities and procedures for the production of communication materials for off campus clients including non-profit organizations charities arts groups and selected on campus groups and departments.
Prerequisite: Graduate standing.
Schedule Type: Studio
Contact Hours: 1-6 other
Grade Mode: Standard Letter-IP

VCD 50092  INTERNSHIP-GRAPHIC DESIGN AND ILLUSTRATION  1-6 Credit Hours
(Repeatable for credit)Experience in design studio, agency or company involving design responsibilities and procedures to broaden a student’s understanding of the profession through a real job situation.
Prerequisite: Graduate standing.
Schedule Type: Practicum or Internship
Contact Hours: 1-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 50095  SPECIAL TOPICS IN GRAPHIC DESIGN/ILLUSTRATION  3 Credit Hours
(Repeatable for a maximum of 9 credit hours) To broaden the course offerings into specialized areas of study in graphic design and illustration taught by experts in the profession as a guest faculty. Primarily used to fulfill electives in graphic design or illustration.
Prerequisite: Graduate standing and special approval.
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter-IP

VCD 50193  VARIABLE TITLE WORKSHOP IN VCD  1-3 Credit Hours
(Repeatable for credit) Workshop setting dealing with intensive examination of special topics in VCD.
Prerequisite: Graduate standing.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory

VCD 50195  SELECTED TOPICS GRAPHIC DESIGN AND ILLUSTRATION  1-4 Credit Hours
(Repeatable for credit)Variable topics related to graphic design and illustration.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

VCD 52000  ADVANCED ILLUSTRATION/MEDIA  3 Credit Hours
Discussions and practice of media and grounds as they pertain to the illustration field. Discussion will also center around the problems in developing work of reproduction.
Prerequisite: Visual Communication Design (VCD) major and Graduate standing.
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter
VCD 52002  EDITORIAL ILLUSTRATION  3 Credit Hours
Exploration and discussion of various illustration techniques and their application in the publishing field. Emphasis is placed on client needs, concept and intended audience.  
Prerequisite: visual communication design (VCD) major and graduate standing.  
Schedule Type: Studio  
Contact Hours: 5 other  
Grade Mode: Standard Letter

VCD 52003  ADVERTISING ILLUSTRATION  3 Credit Hours
Exploration and discussion of various illustration techniques and their application in advertising. Emphasis is placed on client need, concept of solution and intended audience.  
Prerequisite: Visual Communication Design (VCD) major and Graduate standing.  
Schedule Type: Studio  
Contact Hours: 5 other  
Grade Mode: Standard Letter

VCD 52005  CHARACTER DEVELOPMENT AND DESIGN  3 Credit Hours  
(Slashed with VCD 42005) Focuses on the application of the fundamental design principles and mechanics used when designing characters for film animation, television animation, computer animation, video games, comic strips, comic books, advertising, editorial illustration and book illustration. Students must demonstrate proficiency in drawing to register for this course.  
Prerequisite: Graduate standing.  
Schedule Type: Studio  
Contact Hours: 6 other  
Grade Mode: Standard Letter

VCD 52006  CHARACTER DEVELOPMENT AND DESIGN: ANIMALS AND ENVIRONMENTS  3 Credit Hours  
(Slashed with VCD 42006) This course focuses on the application of fundamental design principles and mechanics used when designing characters for film animation, television animation, computer animation, video games, comic strips, comic books, book illustration, advertising, and editorial illustration.  
Prerequisite: Master of Fine Arts (MFA) or Master of Arts (MA) in Visual Communication Design (VCD) major, and Graduate standing.  
Schedule Type: Studio  
Contact Hours: 6 other  
Grade Mode: Standard Letter

VCD 52007  GRAPHIC NARRATIVE  3 Credit Hours  
(Slashed with VCD 42007) This course fuses written and visual content, allowing students to both author and illustrate visual narratives. Through readings, various genres of written form are explored and both historical and emerging narrative formats within the field of illustration are emphasized.  
Prerequisite: Master of Fine Arts (MFA) or Master of Arts (MA) in Visual Communication Design; and Graduate standing.  
Schedule Type: Studio  
Contact Hours: 6 other  
Grade Mode: Standard Letter

VCD 53000  STUDIO PRODUCTION  3 Credit Hours
A technical lecture course designed to teach the fundamental techniques and processes of electronic prepress and printing production. This material is presented through a series of lectures, demos, written tests and field trips.  
Prerequisite: Graduate standing and special approval.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

VCD 53001  INTERACTION DESIGN: COMMUNITIES AND CULTURE  3 Credit Hours
Interaction design for screen based media that explores communities and culture.  
Prerequisite: Graduate standing and special approval.  
Schedule Type: Studio  
Contact Hours: 5 other  
Grade Mode: Standard Letter

VCD 53002  TYPOGRAPHIC/PHOTOGRAPHIC GRAPHIC DESIGN  3 Credit Hours
The use of typography (rather than visual imagery) as the primary design form in solving graphic communication problems.  
Prerequisite: Visual Communication Design and Graduate standing.  
Schedule Type: Studio  
Contact Hours: 5 other  
Grade Mode: Standard Letter

VCD 53003  IDENTITY SYSTEMS  3 Credit Hours  
(Slashed with VCD 43003) Use of graphic design forms (typography, photography and illustration) in the development of corporate identification for total advertising programs.  
Prerequisite: Visual Communication Design (VCD) major and Graduate standing.  
Schedule Type: Studio  
Contact Hours: 6 other  
Grade Mode: Standard Letter

VCD 53004  ISSUES FOR GRAPHIC DESIGN BUSINESSES  3 Credit Hours
Designed to familiarize students with the basic business, marketing, legal and ethical standards in the graphic design industry.  
Prerequisite: Graduate standing and special approval.  
Schedule Type: Lecture  
Contact Hours: 3 lecture  
Grade Mode: Standard Letter

VCD 53005  PACKAGING, PROMOTION AND RETAIL ENVIRONMENTS  3 Credit Hours
Use of typography and visual images, photography and illustrations, in the structure of information for communication on three-dimensional surfaces: direct mail, packaging and point of purchase display.  
Prerequisite: Visual communication design; and Graduate standing and special approval.  
Schedule Type: Studio  
Contact Hours: 5 other  
Grade Mode: Standard Letter
VCD 53006 ENVIRONMENTAL GRAPHIC DESIGN  3 Credit Hours
Aims at coordinating architectural planning, interior design systems analysis and graphic communications. Also includes and individually directed research component.
Prerequisite: Graduate standing.
Schedule Type: Studio
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 53007 INFORMATION GRAPHICS  2 Credit Hours
Introduction to shapes, color, type and combinations of these for computer-designed news graphics; maps, charts, graphs and diagrams.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

VCD 53051 TYPE HIGH PRESS  3 Credit Hours
(Repeatable for a maximum of 12 credit hours) Students will explore aspects of letterpress printing. Course content will include typesetting, printing basics, and a brief history of movable type printing and typography. Students will work on a series of projects to acclimate themselves to the equipment and various printing techniques.
Prerequisite: Graduate standing and special approval.
Schedule Type: Studio
Contact Hours: 5 other
Grade Mode: Standard Letter

VCD 53060 INTRODUCTION TO TYPEFACE DESIGN  3 Credit Hours
(Slashed with VCD 43060) This course will serve as an introduction to the core principles of typeface design. It is a fast-paced and challenging course with a requirement for a high level of engagement and research on the part of the student. Building on skills learned in other VCD classes, this is an advanced level course dealing with the underlying themes in typeface design and their relationship to the typographer's needs.
Prerequisite: Visual Communication Design (VCD) major and Graduate standing.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 55000 GRAPHIC DESIGN PERSPECTIVES  3 Credit Hours
Comprehensive exploration of design through history. Topics include the early alphabet, print processes, illustration, photography, corporate design, modern design and digital processes.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 56000 WEB DESIGN AND PROGRAMMING I  3 Credit Hours
(Cross-listed with VCD 46000) Course focus is on web concepts and high quality web design; CS and VCD principles, tools, architecture, presentation, design and creation of websites through teamwork. Course is jointly taught by CS and VCD.
Prerequisite: Visual Communication Design (VCD) major and Graduate standing.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter-IP

VCD 56001 WEB DESIGN AND PROGRAMMING II  3 Credit Hours
(Cross-listed with VCD 46001) Advanced course in web technologies and multimedia web design: web servers, security, advanced design, java servlets, applets, database connectivity, site maintenance, relation of actual websites by teamwork. Course is jointly taught by CS and VCD.
Prerequisite: Visual Communication Design (VCD) major and Graduate standing.
Schedule Type: Combined Lecture and Lab
Contact Hours: 2 lecture, 2 lab
Grade Mode: Standard Letter-IP

VCD 56003 ADVANCED TYPOGRAPHY  3 Credit Hours
Applying typographic rules in advanced projects. Organizing large amounts of text in complex architectures and designing viewer controlled space. Exploration of dynamic information sound and motion sequences.
Prerequisite: Graduate standing and special approval.
Schedule Type: Combined Lecture and Lab
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 60009 CANDIDACY REVIEW/GRAPHIC DESIGN AND ILLUSTRATION  1 Credit Hour
A formal review of the work completed in the first 12 semester credit hours of graphic design and/or illustration courses for both M.F.A. and M.A.
Prerequisite: Graduate standing.
Schedule Type: Individual Investigation
Contact Hours: 1 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 60010 DESIGN RESEARCH METHODS  3 Credit Hours
Introductory course to the design research methods employed in the professional practice of visual communication design. Students will gain an understanding of research strategies, tactics and tools, and will apply their use through a combination of readings, videos, online discussion and a final cumulative project. Focus will be directed on the design process, research and ideation skills, and understanding research methods in the context of today's design profession.
Prerequisite: Visual communication design (VCD) major and Graduate standing.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 60011 TYPOGRAPHIC STRUCTURES AND SYSTEMS  3 Credit Hours
Serves as an intensive introduction to typography and its application in visual communication design. Students will learn to create successful typographic compositions by controlling hierarchy, contrast, space, and grids. The course also covers the organization of information, and facilitates discussion and creative work on the effects of type choice and style in communication. Students will be familiarized with typography for print and screen-based environments.
Prerequisite: Visual communication design (VCD) major and Graduate standing.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter
VCD 60012  CONCEPT DEVELOPMENT AND IMPLEMENTATION  3 Credit Hours
Serves as an intensive introduction to conceptual development and how it is implemented with form in visual communication design.
Prerequisite: VCD 60011; and Visual Communication Design (VCD) major; and Graduate standing.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 60013  GRAPHIC DESIGN ADVANCED  3 Credit Hours
Builds on typography and concept development. Students will gain experience combining layout, concept and problem-solving methodologies through a series of exercises and problems. Projects facilitate the student’s ability to employ narrative and storytelling methods, along with design research, analysis, documentation and implementation. The structure of this course is designed to foster self-initiative. Exercises will be completed outside class time and students will be given a great amount of flexibility as they frame projects and decipher solutions to problems.
Prerequisite: VCD 60010; and VCD 60011; and VCD 60012; and Visual Communication Design (VCD) major; and Graduate standing.
Schedule Type: Studio
Contact Hours: 6 other
Grade Mode: Standard Letter

VCD 60020  GRADUATE STUDIO IN VISUAL COMMUNICATION DESIGN  3 Credit Hours
(Repeatable for a maximum of 6 credit hours) Research based, hands-on studio course providing a context for collaborative and individual projects in design, illustration and/or photography. Students are introduced to methods of design evaluation and to the various methods employed by designers in various fields related to design research, the generation of ideas, and implementation of designs. Students explore the context in which User Experience Design exists and research on human behavior as it applies to user experience design. A research project for non-thesis option M.A. students approved in consultation with the faculty adviser which culminates in a visual project exhibition and formal presentations.
Prerequisite: Visual Communication Design (VCD) major and Graduate standing.
Schedule Type: Research
Contact Hours: 1-15 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 60095  SPECIAL TOPICS IN GRAPHIC DESIGN/ILLUSTRATION  1-4 Credit Hours
(Repeatable for a maximum of 16 credit hours) To broaden course offerings into specialized areas of study in graphic design and illustration taught by experts in the profession as guest faculty. Used to fulfill primary studio requirements in graphic design and/or illustration.
Prerequisite: Graduate standing.
Schedule Type: Studio
Contact Hours: 1-4 other
Grade Mode: Standard Letter-IP

VCD 60096  INDIVIDUAL INVESTIGATION IN GRAPHIC DESIGN AND ILLUSTRATION  1-16 Credit Hours
(Repeatable for credit) Individual investigation related to topics of graphic design and illustration approved and under the direction of a faculty member.
Prerequisite: Graduate standing.
Schedule Type: Individual Investigation
Contact Hours: 1-16 other
Grade Mode: Standard Letter-IP

VCD 60099  M.A. PROJECT GRAPHIC DESIGN AND ILLUSTRATION  4 Credit Hours
A research project for non-thesis option M.A. students approved in consultation with the faculty adviser which culminates in a visual project exhibition and formal presentations.
Prerequisite: Graduate standing.
Schedule Type: Research
Contact Hours: 4 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 60120  USER EXPERIENCE DESIGN PRINCIPLES AND CONCEPTS  3 Credit Hours
Students explore the context in which User Experience Design exists and the various methods employed by designers in various fields related to design research, the generation of ideas, and implementation of designs. Students are introduced to methods of design evaluation and to the conceptual framework of the related curricula.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 60121  USER EXPERIENCE DESIGN IN PRACTICE  3 Credit Hours
Students learn and employ methods for engaging in creative problem solving. Introduce students to design research methods and current research on human behavior as it applies to user experience design. A core set of design deliverables are examined. Students begin to develop individual portfolio materials.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
VCD 60171 CRITICAL PRACTICES IN DESIGN RESEARCH 3 Credit Hours
(Repeatable for credit) This graduate seminar course introduces methods for integrating critical practices into larger communication design research agendas. The term “critical practices” includes three areas of design-centered inquiry: critical design, critical making, and design authorship.
Prerequisite: Master of Fine Arts (MFA) or Master of Arts (MA) in Visual Communication Design (VCD) major; and Graduate standing.
Schedule Type: Seminar
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 6191 ADVANCED RESEARCH 3 Credit Hours
Serves as the research intensive continuation of VCD 60091 Graduate Seminar. Students will focus on the development of their MFA thesis proposals by identifying a topic, investigating relevant literature and media, developing a thesis statement, and writing the full thesis proposal. Deliverables include a finished MFA thesis proposal, research schedule, and corresponding logic model.
Prerequisite: VCD 60091; and VCD 60094; and visual communication design (VCD) major; and Graduate standing.
Schedule Type: Seminar
Contact Hours: 3 other
Grade Mode: Standard Letter

VCD 6200 DESIGN THEORY I: CULTURE, COMMUNITIES AND CONTEXT 3 Credit Hours
(Cross-listed with VCD 80200) Introduces students to design theory through a lens of classic and contemporary readings taken from various disciplines. This survey of perspectives assists students in developing their individual voice as a designer. Delves into issues that affect the field of graphic design and will continue to shape culture and history. Students are asked to question ideas of community and to expand on their ideas with examples through media and technology. Students critically question notions of history, psychology and social behaviors. The writing and criticism of advertising, communication, design artifacts and culture are the primary communication tool of the class, which is completed through papers and personal reflections.
Prerequisite: Graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

VCD 68199 M.A. THESIS I 2-6 Credit Hours
Thesis students must register for a minimum of 6 hours; 2-6 hours in a single semester or distributed over several semesters if desired.
Prerequisite: Graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 68299 M.A. THESIS II 2 Credit Hours
Thesis students must continue registration each semester until all degree requirements are met.
Prerequisite: VCD 68199 and Graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 69199 M.F.A. THESIS I 2-6 Credit Hours
Thesis students must register for a minimum of 6 hours; 2-6 hours in a single semester or distributed over several semesters if desired.
Prerequisite: Graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2-6 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 69299 M.F.A. THESIS II 2 Credit Hours
Thesis students must continue registration each semester until all degree requirements are met.
Prerequisite: VCD 69199 and Graduate standing.
Schedule Type: Masters Thesis
Contact Hours: 2 other
Grade Mode: Satisfactory/Unsatisfactory-IP

VCD 80200 DESIGN THEORY I: CULTURE, COMMUNITIES AND CONTEXT 3 Credit Hours
(Cross-listed with VCD 60200) Introduces students to design theory through a lens of classic and contemporary readings taken from various disciplines. This survey of perspectives assists students in developing their individual voice as a designer. The class delves into issues that affect the field of graphic design and will continue to shape culture and history. Students are asked to question ideas of community and to expand on their ideas with examples through media and technology. Students critically question notions of history, psychology and social behaviors. The writing and criticism of advertising, communication, design artifacts and culture are the primary communication tool of the class, which is completed through papers and personal reflections.
Prerequisite: Doctoral standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter