

Communication major: expanded course descriptions

ALL SPECIAL TOPICS CLASSES ARE LISTED LAST

COM 101 - Public Presentation

Class Description:

An introduction to the preparation, presentation, and evaluation of basic speech experiences for small groups, meetings, and mass audiences. The integration of content, physical performance, and presentation technology is stressed. This course employs peer and, ultimately, instructor evaluations that are based on organization of ideas, development and support of a thesis, verbal and visual aesthetics, and platform performance. Offered in fall (in person), spring (in person), and summer (online).

What's this class actually like?

The Marist Core Committee Public Presentation Guidelines state: "Like writing, public presentation constitutes not merely a tool, but a way of knowing. The process involves not just speaking, but active attention to such factors as rhetorical conventions appropriate for the discipline or subject matter under consideration; the audience's prior knowledge and expectations; and the physical (or virtual) space in which the presentation occurs. In the broadest sense, public presentation enables students not just to communicate effectively, but also to develop a stronger understanding of course material."

Who should take it?

Anyone who wants to begin to develop or improve their public presentation skills and/or fulfill their public presentation intensive core course requirement. All communication majors are required to complete COM 101.

What will I learn?

Public presentation students will learn to develop and deliver cohesive, compelling informative, persuasive, and ceremonial speeches. Upon completion of this course, students will be able to:

- Deliver well-organized, ethical presentations following a logical structure and including all necessary parts of a speech introduction, body, and conclusion.
- Narrow and research a suitable topic, develop a speech outline with supporting evidence, and deliver a presentation that meets time requirements.
- Take into account a presentation's context and the audience's knowledge and expectations; create and use visual aids successfully.
- Incorporate language that is precise, concise, appropriate, and effective for the rhetorical situation.
- Demonstrate an understanding of communication components and the speech writing and delivery process and use critical thinking skills when analyzing and evaluating speeches.

Pre-requisites?

None

COM 102 - Introduction to Communication

This course surveys the theories of communication relevant to all contexts – from conversations between friends and family to presidential town halls on the Internet. It introduces students to essential concepts and fundamental theories that describe the process, function, natures, and effects of communication. Offered in fall and spring.

What's this class actually like?

This is not a lecture class, although information will be delivered in brief presentations, it is the student reaction and interaction that makes the class a communication lab where theories will be examined and cross-examined.

Who should take it?

Anyone who is a Communication major or minor as well as anyone interested in the theories behind communication.

What will I learn?

- what communication is and how individuals and groups develop different communication styles.
- the role means and methods that communication have had and continue to have on communication.
- competence in understanding different research approaches to the study of communication as well as an introductory knowledge of communication theories
- how a communication theory develops, how a communication theory impacts various aspects of communication, and how a better understanding of communication and communication theories will provide them with the proper tools to become a better communicator in their personal and business life.

Pre-requisites?

None

COM 103 - Digital Toolbox

This course provides essential skills in digital media applications including developing text, still and moving images, information graphics, and audio files for Web-based presentation for a wide range of communication professions and serves as a foundation for more advanced courses involving Web-based production. Offered in fall and spring.

What's this class actually like?

This course is an introduction into the ever-changing Digital Media world. In this class, you will create a foundation for you in current digital practices using Photoshop, Premiere, Audacity,

Illustrator, Wordpress and InDesign. You will learn how to “manipulate” digital photos to fit your needs. Shoot/edit video, “manipulate” audio, and create a blog/website. We will also discuss proper digital file naming, organizing and storing. You will learn the basics for WordPress (Websites), Adobe Photoshop (Photos, Images), Adobe Illustrator (Vector Images - drawing, shapes, etc.), Adobe InDesign (publications, documents), Adobe Premiere (Movies), Gamestar Mechanic (intro to game design).

Who should take it?

It is required for Communication majors.

What will I learn?

- How to use digital tools to convey your vision
- You will gain an exposure to a variety of digital media
- The meaning of various digital media terms
- You will have an Understanding your brand
- Copyright protection and fair use.
- You will become aware of how other brands use digital media
- How to develop a digital media portfolio

Prerequisites?? none

COM 200 - Communication Research: Strategies and Methods

Class Description:

This course introduces students to the practice of communication research in academic and applied settings. The emphasis will be on how to identify, evaluate, and apply research findings to communication needs. It grounds students in fundamentals of research design and strategy, data gathering, and analysis for a variety of qualitative and quantitative communication research methodologies.

What's this class actually like?

This is a lecture based course. Students will gain hands-on research experience via group based research project.

Who should take it?

Anybody with an interest in gaining research experience and/or simple know more about the essence of research.

What will I learn?

- Design scientific research projects that can forward the understanding of a phenomenon or address your questions/hypotheses.
- Collect objective and accurate data that permit strong scientific inferences.
- Analyze the data you collect to reach appropriate conclusions.
- Present your research findings to a group of audiences effectively and properly.

Prerequisite: COM 102

COM 203 - Interpersonal Communication

Class Description:

An examination of the ways in which people communicate through verbal and nonverbal symbols, the processes by which the receiver interprets messages, the effects of communication upon relationships, and the environmental and cultural conditions that affect communication. Intrapersonal and interpersonal communication are studied to help the student improve his or her own skills and to provide a foundation in basic communication theory. Offered in fall.

What's this class actually like?

This course combines lecture, activities, popular press and movies to analyze relational communication.

Who should take it?

Anyone with an interest in understanding the basics of interpersonal communication. The skills learned in this class can be applied to a variety of other contexts (for example, how to negotiate relationships or how to improve romantic relationships).

What will I learn?

Students in this class will learn about communication in interpersonal contexts like family communication, romantic relationships, platonic friendships, and work relationships. Theories of interpersonal communication will also help guide discussion. For example, communication privacy management theory, social exchange theory, and uncertainty reduction theory describe how our relationships form, are maintained, and end.

Pre-requisites?

Sophomore standing

COM 211 Introduction to Public Relations

This course introduces students to the public relations profession. Students learn how organizations manage relationships with different publics and stakeholders and communicate strategically through various channels, including mass media and social media. Students: Trace the history and development of the field; critically assess the role of public relations in modern

societies; develop an understanding of the relationships between public relations, journalism, advertising, marketing, and other disciplines such as the legal profession. Students explore ethical and theoretical concepts as well as the practice of public relations: On a regional, national, and international scale; within agencies and corporate departments; and within different areas of specialization, including sports and entertainment, consumer relations, financial relations, government relations, community relations, media relations, and employee relations. Offered in fall (in person and online), winter (online), spring (in person and online), and summer (online).

What's this class actually like?

Students enrolled in this class explore the field of public relations by completing a variety of individual activities and assignments as well as group activities/discussions.

Who should take it?

Anyone interested in learning more about public relations, how it works, and how it affects them and our society.

What will I learn?

Upon completion of this course, students are expected to be able to:

- Identify public relations careers as well as PR terminology, strategies and tactics in various industries.
- Think critically about organizations, their PR resources, messages, and relationship with different publics.
- Identify public relations campaigns as well as the role of ethics in public relations.
- Think critically about mass media messages and analyze content for PR influence.
- Understand the role of persuasion and social media in public relations.

Pre-requisites?

COM 102-Introduction to Communication (hoping to eliminate this soon)

COM212 – PR Writing Tools

Class Description:

This course introduces students to the theory, strategy and practical writing skills associated with entry-level public relations practice. Students will be exposed to different forms and styles of public relations writing and how these communication activities are guided by theory. Students will also gain an understanding of message development, placement and evaluation, particularly as they relate to various communication media. By the end of this course, students will have created a portfolio of professional writing samples.

What's this class actually like?

This is a public relations writing-intensive course. Students will gain hands-on research, writing and client service experience along with “real world” experience.

Who should take it?

Anybody with an interest in developing and demonstrating public relations research, writing, and client service skills.

What will I learn?

- How to develop key messages and tailor them to specific audiences and organizational objectives.
- How to produce clear, concise, well-organized and accurate content, building upon strong key message development.
- A variety of public relations writing styles and forms.
- How to analyze news, trends and emerging issues.
- The role of public relations writing in the strategic planning process.

Pre-requisites?

COM 102

COM220 – Introduction to Strategic Advertising

Class Description:

This course is designed to educate students about the evolving field of strategic advertising. As the foundation course for the concentration, it combines practical application with the strong theoretical underpinnings that inform and guide practice. Specifically, this course will help students understand how advertising has evolved throughout history and its current role in integrated marketing communication (IMC). In addition, students will explore the key elements involved in developing successful strategic advertising campaigns through hands-on projects and activities. Lastly, students will learn the critical management skills needed to succeed in this field, such as project management, client service and expository/persuasive business communication. Offered in fall and spring

What's this class actually like?

This is an introductory class that will take you into the world of advertising and integrated marketing communications. Besides learning principles, processes, theoretical frameworks, concepts, and terminologies that are essential for future career in advertising, you will experience various aspects of work in the field of advertising through group projects.

Who should take it?

Students who chose Advertising as their Concentration or Minor. Those with an interest in advertising are also welcome.

What will I learn?

- Advertising from various perspectives, including: the history of advertising; social, ethical, and regulatory aspects of advertising; the current role of advertising in integrated marketing communication (IMC); marketing; communication; and important ad people.

- The importance of creativity in strategic advertising.
- The process, principles, and elements in creating an advertising campaign.
- Functions of each department in an ad agency, along with roles of its staff.
- Various types of advertising, their basic characteristics, advantages, and disadvantages.
- How to comfortably and productively collaborate with team members on research, strategic planning, conceptualization of an ad campaign, IMC mix, media planning, and presentation.

Prerequisite: Writing for College.

COM 236 - News Editing

This course introduces students to the principles and practice of editing for both print and digital formats. Students will learn to improve copy by strengthening writing clarity, cohesion, and organization. They will learn to write headlines and news photo cutlines, to design and lay out pages, and to use typography effectively. Offered in spring and as necessary.

What's this class actually like?

Students will learn the importance of “front end” and “back end” editing, meaning they will work as news teams brainstorming content ideas, producing content and then editing and preparing content for audience consumption. They will do frequent copy editing drills, correcting grammar, spelling and AP Style mistakes.

Who should take it?

Students who want to continue to build their journalism skills and learn “what comes next” after a reporter has finished a story.

What will I learn?

Students who are successful in this course will:

- Demonstrate an understanding of the role of editing in the news production process
- Demonstrate mastery of grammar spelling and AP style
- Demonstrate excellent headline and cutline skills
- Demonstrate understanding of journalism ethics

Prerequisite: COM 242. May be taken concurrently with COM 103.

COM242 – Intro to Journalism

Class Description:

The purpose of this course is to develop an understanding of the philosophy, purpose, and function of news media in a democratic society. Students will be introduced to a range of core themes, including identifying story ideas, researching information, evaluating sources, interviewing, writing, and editing. Students will also be introduced to the fundamental ethical and legal concepts that underpin newswriting

What's this class actually like?

This course lays the foundation for the rest of the Marist journalism program. In essence, the course is an initial “newsroom” experience with students covering campus and sporting events as well as broader, more serious issues that affect the campus and local community.

Who should take it?

Anybody with an interest in learning journalistic research, reporting and storytelling forms. Besides students who concentrate in journalism, students in public relations, sports communication and advertising find this course useful as an elective.

What will I learn?

- How to generate journalism story ideas and what it takes to turn these into completed stories
- How to prepare for, and conduct, various kinds of interviews
- How to write in a journalistic manner
- How to use blogs posts and photographs to complement stories
- The basics of the Associated Press style guide for news writing
- How to examine news coverage of breaking news stories and determine which are the most credible
- How to differentiate between different kinds of journalism – such as advocacy journalism, objective news reporting and subjective journalistic commentary
- The early history of American journalism, its modern complexities and ethical dilemmas

Prerequisites: ENG 120 or ENG 117, COM 102, and sophomore standing

COM 243 – Journalism Skills

Class Description:

This course introduces students to the tools and skills needed to engage in quality journalism with audio and video in broadcast and multimedia environments. Emphasis is in mastering technical and aesthetic aspects of digital media. This course is ultimately intended to give students the technical ability to engage in citizen or one-man-band journalism, in which the journalist acts as reporter, videographer, editor, and publisher, as well as give students insight into what they may expect as entry-level employees in the “real world.”

What's this class actually like?

This class expands on the digital skills you learned in Digital Toolbox and applies them to journalistic projects. You'll learn to apply photo, video, audio, and web design skills to projects that tell journalistic stories.

Who should take it?

This course is required for anyone concentrating in journalism, and should be taken in freshman or sophomore year, as a prerequisite for upper-level journalism classes that will expect you to have proficiency in these tools.

What will I learn?

- How to use your smartphone or other camera to capture images and video.
- How to edit photographs and video for publication and broadcast.
- How to capture and edit audio files for publication or broadcast.
- How to use a content management system to create a website.

Prerequisite: COM 103

COM260 – Sport, Culture, and Communication

Class Description:

Examines the vital role of sport in communicating cultural norms and values in society. First, the history of the cultural importance of sport will be examined. Subsequent course work will allow students to take a critical look at the role of sport in society. Topics covered range from sport and race to the nationalistic function of sport. Speakers from various disciplines will help underscore the vast societal impact of sport. Offered in fall

What's this class actually like?

This is a lecture-based class taught in a discussion format which centers around the impact sports have on the world. The course seeks to illuminate the many examples of when sports are about more than just sports. Much of the time in this course is spent discussing issues of identity, representation, and commercialization within the world of sports.

Who should take it?

Anybody with an interest in grasping societal issues that manifest themselves within the world of sports.

What will I learn?

- How identity issues (gender, race, nationality) play out in sports contexts.
- How commercialism drives much of what we experience in the world of sports.
- The ins and outs of sports fandom and all it entails, both good and bad.
- How and why sports and politics often mix.
- Why we should not just “stick to sports.”

COM 300 – Mass Communication Law

Class Description:

This course will review major legal issues affecting mass communication. Issues discussed will include the following: First Amendment freedoms, libel/slander, rights of privacy and the media, the conflict between free-press and fair-trial considerations, obscenity, regulations specifically relating to broadcasting and the Federal Communication Commission, regulations specifically relating to advertising, and copyright laws. Major cases pertinent to each topic will be studied in an attempt to help the student understand why the law is as it is. Ethical considerations will be discussed throughout the course. Offered as necessary.

What's this class actually like?

This class is a comprehensive introduction to the law of mass communication in the United States, from the First Amendment to libel and privacy law, copyright, the Freedom of Information Act, and other topics. It is largely a lecture and discussion class with papers, exams, and a moot court exercise.

Who should take it?

This course fulfills the critical analysis of journalism requirement for the journalism concentration, and counts as an upper-level elective, but it is also recommended for anyone in journalism or any other communication concentration that might touch on matters of the law.

What will I learn?

- The history of freedom of speech and of the press in the United States.
- The elements of libel and privacy law.
- How to use the Freedom of Information Act in reporting.
- Copyright law.
- The law of broadcast and advertising regulation.
- How to avoid potential lawsuits as a public communicator.

COM 301 - Small Group Communication

Class description:

An investigation of the theories and processes of communication within small groups. Students work in small groups to integrate theory with experience. Offered in spring.

What's this class actually like?

This class is an online course that takes a deep dive into communication theory. Each week students read and discuss theories related to a particular field of study. Theory application through discussion and writing is an important component of this class.

Who should take it?

Students who are interested in theory and those who are interested in applying theories to the world around them. This is also a good class for students working on internships or abroad because it is an online upper com elective.

What will I learn?

- Students will learn to apply theory from a variety of fields (media, interpersonal, cultural, critical, and organizational fields of study, to name a few).

Prerequisite: COM 203

COM 302 - Persuasion

Class Description:

A study of contemporary theories of persuasive message design in mediated and interpersonal contexts. The course examines the roles played by language, culture, message content, and media in persuasion. Students analyze a variety of persuasive artifacts, learn how to detect deception, and learn how to construct effective persuasive messages. Offered in spring.

What's this class actually like?

This course combines lecture, activities, and contemporary sources (advertisements, videos, TV & movies) to analyze social influence, persuasion and propaganda.

Who should take it?

Students interested in understanding (and improving) their ability to influence other and recognize when others are influencing them.

What will I learn?

- This course takes a social science approach to persuasion with topics ranging from viral marketing, classical conditioning, persuasive appeals (sex appeals, fear appeals, etc.), and principles of influence (bandwagon, authority, etc).

Pre-requisites?

Junior or Senior standing

COM 314 - Media Strategy

This course will focus on using traditional and new media to develop successful media strategies for all stages of the customer relationship cycle. Students explore media usage habits – what media consumers are using and how they use it – to provide guidance on the best ways to reach and dialogue with new and existing customers. Students learn techniques for developing, measuring and improving multi-touch communications strategies for acquiring new customers, retaining existing customers, encouraging repeat purchases and building long-term, profitable relationships. Offered in fall and spring.

What's this class actually like? This is intermediate level advertising course centered on understanding how to use media to develop an effective integrated marketing communications campaign. It includes all types of media, such as paid, earned, owned and shared media. However, the focus is on advertising (paid) media. There is a minimal level of math required as well as use of excel spreadsheets.

Who should take it? Advertising concentrations and minors and anyone interested in understanding how to use a multi-media strategic approach in the development of an integrated marketing communications campaign.

What will I learn?

The importance of media and content strategies in the development of integrated communications strategies.

- How to identify consumer media usage habits and use that knowledge in the development of an integrated marketing communications campaign.
- How and when to use the various traditional and digital media in a successful integrated marketing communications campaign
- How ad media is purchased and evaluated
- How to create an effective and efficient media strategy and media plan for an integrated marketing communications campaign.

Prerequisite: COM 220

COM319 – Media Ethics

Course Description

This upper level communications elective examines the moral and ethical uses of communication in modern media. We review different philosophical approaches to ethics, and use disciplined frameworks for evaluating ethical problems. The resultant framework of ethical values and methods of evaluation is then applied to cases of communication in the following settings: Professional media relationships; journalism; public relations; advertising, and entertainment arts.

What's this class actually like?

Students will review ethical case studies in various sectors of the media (journalism, advertising, PR and entertainment), analyze the situations and find solutions using philosophical, ethical principles as well as professional ethical guidelines. Students will be researching, writing, discussion and presenting materials on assigned ethical topics

Who should take it?

Students who have an interest in what it will really be like in the media work world and how problems can be approached and deal with in an ethical manner

What will I learn?

- How to explain and discuss the philosophical approaches associated with Aristotle, Immanuel Kant, John Stuart Mill, John Rawls and the Judeo-Christian tradition.
- How to apply different philosophical principles to contemporary media problems and defend their decisions.
- How to explain the everyday ethical concerns and problems within the communication fields of journalism, advertising, public relations and entertainment.

- How to explain the differences in ethical applications across the different kinds of media.
- How to express and support decisions during a group presentations, discussions and in essays at the end of every topical module. See iLearn Assignments for details

Prerequisites: Junior standing, PHIL 300 or PHIL 200

COM322 – Newswriting

Class Description:

This course will expand student skills in news reporting and writing. Assignments will provide practice in gathering news, evaluating information, and reporting on more complex issues. Newswriting in this course will move beyond the inverted pyramid style. Students will develop an understanding of the beat system and will practice writing a variety of news feature and analysis stories across multimedia platforms. Offered in fall. Prerequisites: COM 242, COM 103, and sophomore standing

What's this class actually like?

This course is designed to give you advanced training in the reporting and writing of news and through weekly writing assignments, and contributions to the Circle, the campus student newspaper/site. You will practice making editorial decisions, such as makes a story newsworthy and what it's involved in taking a story from "idea" to finished product.

After taking this course, students should be able to:

Brainstorm story ideas, and focus on specific newsworthy angles

Produce thoroughly reported and well-written news, features, sports and enterprise reports, half of which will be assigned by the Circle for consideration for publication

Coordinate news coverage with an assigned news team and edit stories by peers

Conduct research and do a classroom presentation on a journalist who is famous for their contributions to their profession

Who should take it?

Students who have already taken the Introduction to Journalism class and want to expand on their research, reporting and storytelling skills.

What will I learn?

- How to move beyond basic reporting to brainstorm and complete more complex and compelling journalistic stories
- How to work with a team to produce thoroughly reported and well-written news, features, sports and enterprise reports. During some semesters, these stories are published on a class website. In other semesters. The stories completed by the class are submitted to the campus newspaper for consideration for publication
- How to critique the journalistic work of peers – and accept the critiques of your own work
- How to conduct research and do a classroom presentation on a journalist who is famous for their contributions to their profession

Prerequisites: COM 242, COM 103, and sophomore standing

COM324 – Research and Consumer Insight

Class Description

This course educates students about the function of agency Account Planners. Students learn to uncover and utilize significant consumer insights to develop effective marketing and integrated communication strategies. Students will delve beyond consumer functional needs to understand the consumer's deeper needs. They will learn research techniques that will allow them to probe deeply into consumer motivations and desires. The student will learn how to probe and better understand consumer behavior, using relevant theories in this study of decision making. By the conclusion of class, each student will create and administer an original piece of consumer research, progressing from development through evaluation transforming researching consumer insights into consumer-focused strategy. Offered in fall and spring.

Prerequisite: COM 220

What's this class actually like?

This is a class that will enable you to discover consumer insight—an important element in planning any advertising campaign—through qualitative research. Based on the identified insight(s), you will craft a creative strategy/brief for an advertising campaign. Each student will work independently; however, class activities include group work.

Who should take it?

Students who chose Advertising as their Concentration or Minor. Those with an interest in advertising research are also welcome.

What will I learn?

- History of Account Planning and the role of the Account Planner.
- The importance of research in an advertising campaign.
- How to conduct primary and secondary research for an advertising campaign.
- Various types and techniques of qualitative research.
- How to craft a solid creative brief—based on consumer insights extracted/analyzed from findings of qualitative research—using rational and creative thinking skills.

COM 325 - Intercultural Communication

Class Description:

Intercultural Communication provides an overview of the study of communication and culture. Both intracultural (i.e., communication between members of the same culture) and intercultural (i.e., communication between members of different cultures) aspects of communication will be examined. The focus will be upon isolating similarities and differences in intracultural and intercultural communication. Areas studied will include increasing understanding of the relationship between communication and culture; explaining the role of cultural patterns; verbal

and nonverbal codes in the development of intercultural relationships; and explaining obstacles. Offered in fall and spring.

What's this class actually like?

Intercultural communication is communication that occurs between individuals and entities that are not culturally alike. It is filled with challenges and opportunities, and the general goal of this course is to understand these challenges and opportunities to enhance the quality of our intercultural communication with one another. Intercultural communication is grounded within key historical, political, organizational, and interpersonal contexts that shape our individual interaction with people from different cultures. That is, our behaviors are layered within specific contexts, and intercultural communication takes place at each layer. For example, intercultural communication takes place in organizations, but organizational context also influences and is influenced by individuals' communicative behavior. At each layer, there are a set of communication challenges and skills that can help people be more competent intercultural communicators.

Who should take it?

Communication Studies concentration students are required to take it as part of their required courses. Communication Studies and General Communication minors may take it as one of their courses to fulfill the minor. Any Communication major can take this course as part of their upper level Communication electives, and this course also fulfills the cultural diversity requirement as part of the general core.

What will I learn?

- To explore cultural self-awareness, other culture awareness, and the dynamics arising in interactions between the two.
- To understand communication processes, and how they differ among cultures.
- To identify challenges arising from these differences in intercultural interactions, and learn ways to creatively address them.
- To discover the importance of the roles of context and power in studying intercultural communication.
- To acquire knowledge, skills, and attitudes that increase intercultural competence

Prerequisite: Junior standing

COM327 – Magazine Writing

Course Description

This course will explore the techniques used in writing feature articles for magazines. Students will read and write extensively, and practice such writing concepts as voice, tone, character building, dialog, and pacing. Emphasis will be placed on writing for a specific audience and the skills of idea generation and pitch writing, with attention to journalistic ethics. Offered in fall.

Prerequisites: COM 242, COM 103, and sophomore standing

What's this class actually like?

Students will research, conduct interviews and write a number of major feature stories on assigned topics as well as a series of shorter articles as they develop and expand their journalistic skills.

Who should take it?

Students who have an interest in pursuing feature or magazine writing that goes beyond covering breaking stories and looks at the issues, trends and people beyond the headlines.

What will I learn?

- To become a critical reader and writer
- To develop your style and writing voice as you produce longer works of storytelling
- To develop a greater appreciation of the field of magazine and feature writing.
- To enhance understanding of various writing and multi-media techniques used in the magazine field.
- To acquire skills related to being a writer/editor for magazines.

Prerequisites: COM 242, COM 103, and sophomore standing

COM 328 - Magazine Layout and Design

Class Description:

Students will focus on the graphic design and typography issues involved in magazine layout. Students will explore the skills needed to create continuity and variety across a range of pages, present different kinds of information in context-appropriate formats, and develop brand identity and continuity. Students will practice the professional computer design skills needed for page layout and image manipulation. Students will develop a series of professional portfolio pieces including feature layouts, news section layouts and information graphics. Offered in spring and as necessary.

What's this class actually like?

This is a class that will teach you the essentials of good publication design, using Adobe Indesign. You will learn typography, page layout, photo editing, and the flow of a magazine from front cover to back cover.

Who should take it?

This course fulfills the visual journalism requirement of the journalism concentration, and also works as an upper communication elective, but will benefit anyone with an interest in publication design. Some familiarity with Adobe Indesign is expected.

- What will I learn?
How to plan the layout of a magazine.

- How to choose and use typefaces that suit the mood of the magazine and tell stories in a readable way.
- How to place photography and text into a layout that makes for a comprehensible publication.
- How to critique classmates' work in a productive manner.

Prerequisites: COM 242, COM 103, and sophomore standing

COM329 - Creative Problem Solving

Class Description:

This course explores how to creatively solve strategic communication problems through words and images by rediscovering each student's creative ability. Students will learn to recognize the insights needed to go from strategy to ideas; to recognize an idea that is a solution to a problem; to evaluate the execution of the idea and its potential value in solving the problem; and, using that evaluation, to formulate new and better ideas, executions and campaigns. Students will explore their creative side through practical application. By the end of this course, students create a beginner's portfolio of advertising communication. Offered in fall and spring.

What's this class actually like?

This is a beginners class where we'll address creative advertising, but more importantly we'll seek to understand creativity in general and how it doesn't like to be pigeonholed. This is a class about taking chances, trying new things, and most importantly learning to use your imagination to come up with creative ideas that grab people's attention and inspire their involvement.

Who should take it?

Ad majors and minors are required to take it. Anyone who wants to go into advertising, especially creative, or anyone who will work with advertisers and those interested in creativity and where ideas come from.

What will I learn?

- How to apply the concept and role of creativity, innovation and idea generation
- How to design and develop unique and diverse concepts for a variety of advertising communications
- How to evaluate the appropriateness of concepts
- How to analyze your own creative processes, identifying strengths, areas for improvement, and techniques to get through creative blocks
- How to integrate art & copy so concepts are conceived and developed as a unit.
- How a creative group operates within an advertising agency

- How to Writing headlines, handling images and graphics, typography and design through computers to present professional work

Prerequisites? COM 324

COM 331 - Broadcast News Writing

Class Description:

This course introduces students to newswriting for radio, television and other audio-visual media. Students will explore and analyze a range of current radio and television newscasts. They will learn to write for the ear and to pair words and pictures effectively. They will learn to select and interview sources for broadcast. Students will also explore the ethical and legal questions unique to these media. Offered in fall.

Prerequisites: COM 242, COM 103, and sophomore standing

What's this class actually like?

This class is a hands-on workshop that focuses on writing for audio and visual media, with an emphasis on the writing aspect, but also producing works of audio and visual journalism. It focuses on the differences between writing for stories that are intended to be read and those that are intended to be heard or watched.

Who should take it?

This course fulfills the writing option for the journalism concentration, but it is open to anyone who has an interest in how to write for audio and visual media.

What will I learn?

- How to write for radio and podcasts.
- How to write for television and other visual media.
- How to connect recorded sound to original written narration.
- How to match writing to moving images.

COM 332 – Producing the Newscast

Class Description:

Students will learn how to produce broadcast news packages and stories, exploring both studio and field production. They will learn to recognize and conceptualize professional quality audio and visual news stories, to plan a comprehensive newscast and to write a logical line-up of stories. They will gain experience in reporting on live events and interviews. Rotates semester offered.

What's this class actually like?

This is a hands-on project course in which students produce a newscast in Marist's television studios and critique their work.

Who should take it?

This course fulfills the visual journalism requirement for the journalism concentration, or counts as an upper-level communication elective. But anyone who has fulfilled the prerequisites and has an interest in producing a television newscast would benefit from it.

What will I learn? (objectives from syllabus)

- How to write a script for a broadcast newscast.
- How to direct and produce a newscast.
- How to anchor and report for a newscast.
- How to produce news packages and remote stories.

Prerequisites: COM 331, COM 103, and sophomore standing

COM 333 - Applied Research and Analytics

Class Description:

Students will acquire an understanding of the major approaches informing the study of audience segmentation and analysis. In so doing they will identify the relationship between theory and applied research focusing on academic and professional strategic communication research. Students will also explore the impact of opinions and attitudes on communication messaging and interpretation, and develop the ability to evaluate, analyze, interpret, and present research findings in a theoretically grounded approach to strategic communication. Offered in fall and spring.

Prerequisites: COM 211, COM 200 and sophomore standing or with permission of instructor

What's this class actually like?

It is a lecture-based course with hands-on exercises.

Who would like to take it?

This course fulfills the requirement for public relations concentration, or counts as an upper-level communication elective. It is taken during sophomore or junior years.

What will I learn?

- Think critically about strategic communication research and public relations analytics issues and methods.
- Search for, select, and evaluate credible, peer-reviewed academic journal articles.
- Design and conduct ethical, credible qualitative and quantitative research.
- Analyze, interpret, and present data from research results.
- Write research reports, adapting style and format for scholarly journals and the news media.

COM 341 - Press in America

Class Description:

This course offers an in-depth examination of the news media and their effect on American society. The course is divided into three sections: The First Amendment and the philosophical roots of freedom of expression; contemporary issues involving press ethics, law, media technology, and economics; and the history of the press in America. Both print and broadcast media are studied. Offered as necessary.

Prerequisite: Sophomore standing

What's this class actually like?

This course is an introduction to the history of the American press as well as an examination of current best practices in the press. It is largely a lecture and discussion course, with a number of other projects that will help students to understand the nature of the American system of journalism as it is, and how it came to be that way.

Who should take it?

This course fulfills the critical analysis requirement for the journalism concentration, and also counts as an upper-level communication elective. It would also appeal to anyone interested in how the American press works, including history majors or students of American studies.

What will I learn?

- What the current best practices of American journalism are, including ethical considerations, the ideals of objectivity, independence, and the nature of journalistic verification.
- How the American press developed from the pre-Revolutionary period of Benjamin Franklin, to the Penny Press, Yellow Press of Joseph Pulitzer and William Randolph Hearst, and through the 20th century rise of mass media and new ideas of how journalists should work.
- How to critically analyze what makes for “good” journalism.

- How to be a self-critical practitioner of journalism, and to know that the current best practices are not necessarily the right best practices.
- How to think about what the future of American journalism might be.

COM 342 - Readings in Journalism

Class Description:

This course is designed to enhance the student's ability to understand and critically evaluate the news media through a series of readings, including exemplary literary reporting, scholarly and theoretical articles about journalism, press criticism and notable legal decisions pertaining to the press. Students will learn to become critical consumers of the news and be able to understand the role of the press in society. Offered as necessary.

Prerequisite: Sophomore standing

What's this class actually like?

This course, usually taught online, is an examination of a number of primary source readings in journalism, including notable historical works, essays about journalism history and epistemology (how journalists make their truth claims), issues of diversity in journalism, and the role of technology in shaping reporting. Students also read one book-length work of journalism. Students post to weekly forums and also write more in-depth papers examining these issues.

Who should take it?

This course fulfills the critical analysis requirement for the journalism concentration, and also counts as an upper-level communication elective. It would also appeal to anyone interested in how the American press works, including history majors or students of American studies.

What will I learn?

- How previous generations of journalists have shaped the field.
- What effect journalism has on a democratic society, and what effect a democratic society has on journalism.
- How journalists can make the claims of truth that they make, and how reporters do their work.
- How to think critically about the practice and social responsibility of journalists.
- How to analyze a work of journalism as literature.

COM 345 - Photojournalism

Class Description:

This course offers an introduction to photojournalism, with training in digital news photography and editing. The course provides experience in shooting and editing news photos, for both digital and online formats. Discussion of appropriate ethical practices in handling digital photos will be covered. Offered in fall.

Prerequisites: COM 242, COM 103, and sophomore standing

What's this class actually like?

This is a hands-on class that will teach you the basics of how to use photography to tell journalistic stories. Students will complete a number of exercises and projects both in and out of the classroom, learning the aesthetics, ethics, and best practices of photojournalism and photo editing. Students use both professional-quality cameras, which can be provided by the Media Center, and smart phones, which are increasingly an important tool of journalists in the field.

Who should take it?

This course counts toward the visual journalism requirement of the journalism concentration, and also as an upper-level communication elective, but anyone who wants to learn how to use a camera to produce quality journalism will benefit.

What will I learn? (objectives from syllabus)

- How to cover breaking news as a photojournalist.
- How to choose photographs to illustrate a story, or to stand alone as a feature photograph.
- How to collect information for captions, and how to write them.
- How to recognize a good news photograph.

COM347 – Reputation and Relationship Management

Class Description:

This seminar course introduces students to a growing and increasingly important practice area within the public relations profession. Students will gain an understanding of the theoretical perspectives related to environmental scanning/surveillance and the strategic management of events, trends and issues as well as their impact on an organization's relationships with key stakeholder groups. In addition, students will apply theory to practice by learning how to make, justify and assess the impact of organizational decisions on corporate image, reputation and trust.

What's this class actually like?

This course is to help develop the skills needed to effectively research, identify and assess an organization's decisions on its image, reputation and relationships with key publics/stakeholders.

Who should take it?

Anybody with an interest in public relations management and an eagerness to have experience of applying relevant theory, terms, and concepts to the professional practice of reputation management.

What will I learn?

- Relevant theory, terms and concepts related to the practice of reputation management.
- How to track events, trends and issues and analyze their impact on an organization's relationships with key stakeholders.
- How to produce professional-quality environmental scanning/monitoring reports and strategic communication recommendation documents.
- Effective communication and soft skills as well as the ability to work individually and as part of a team.

COM 348 - Integrated Strategies, Tactics, and Stakeholders

Class Description:

This course looks at organizations' engagement with stakeholders as part of a cross-functional communication strategy. Students will examine messages that organizations use when communicating with audience members. Students will develop a strong knowledge of current theory and research in strategic stakeholder communication and apply this knowledge.

What's this class actually like?

This course encompasses public relations, advertising, and marketing. Students work with a local, nonprofit client to prepare integrated communication tools.

Who should take it?

Juniors and Seniors who are interested in public relations, advertising, and marketing.

What will I learn?

- Students will learn about and create integrated communication tools including social media, blogs, websites, mobile apps, infographics, videos, podcasts, news releases, and online newsrooms.

Pre-requisites?

COM 211: Fundamental Public Relations Theory & Practice

COM350 - Sex and the Media

Class Description:

This course explores the prevalence and roles of sexual content in modern media. Students will gain an understanding of the roles, functions, and effects of sex in the media as well as the historical context and societal debates surrounding sexual content. The media will be analyzed both empirically and critically. Offered as and when necessary.

What's this class actually like?

We will explore the concepts and debates surrounding the pervasive presence of sexual themes and content in communications media. We will investigate the social and economic forces responsible for the success of sexual media and the sexualization of mainstream media. This will be achieved through quizzes, readings and discussions and a final research project.

Who should take it?

Students who are interested in exploring the sexualization of our society and the prevalence and roles of sexual content in modern media. This course counts as an upper com elective.

What will I learn?

- The roles, functions and effects of sex in the media
- The debates surrounding sexual content
- The historical context of sexual content in media.
- How to form a critical perspective on the use of sex by the mainstream media
- A critical perspective on the economics of sex and sexual content in modern communications.
- The role of sex and sexual content in the development of new media.

Prerequisites?? Junior standing

COM354 - Visual Storytelling

Class Description:

Storytelling is the main focus of advertising. What better way to make an idea stick than by creatively combining visuals that have impact and elicit emotion. Through this course, students will understand how to develop compelling targeted strategic narratives using visuals that clearly and emotionally communicate a creative idea. Students will learn how to write and execute from a creative brief and will focus on formulating effective ideas to communicate the brand message through new media, nontraditional and traditional media. The course begins with understanding the conceptualization process, moves through design, and ends with a beginner's portfolio of visually effective advertising. Offered in fall and spring.

What's this class actually like?

We will delve into the creative process and truly understand how to turn a tiny seed of an idea into a great idea. We will cover the legacy of creative advertising with an emphasis on Bill Bernbach's principles and show how they are still valid in today's interactive revolution. Finally, we will execute our ideas into full blown, integrated campaigns. In advertising, many hours are spent with your partner, sitting and thinking and sitting and thinking until, voila; it hits, a great idea. Understanding a partnership is an integral part of being a successful creative. This class will give you a better understanding of how that partnership works.

Who should take it?

Ad concentrations and minors interested in learning more about the creative side of advertising. This course is a definite for those who want to be art directors, copywriters, or creative directors. But it's also for those who enjoy solving problems in a creative way and like to see their ideas come to life. This is an intermediate course.

What will I learn?

- How to develop a beginning portfolio of creative work that demonstrates an understanding of the role of creativity in effective communication
- How to create strategically driven ideas in campaigns that will attract interest
- How to brainstorm a large volume of ideas with the potential to work in multiple media
- How to Identify the Big Idea in campaigns
- How to critique creative work and have your own work be critiqued.
- How to apply the creative process across multiple platforms
- To understand the continued impact that Bill Bernbach's creative principles have on the way advertising is created to this day.

Prerequisites?? COM 329

COM 358 - Digital, Direct & Database Advertising

This course is designed to educate students on the critical components of digital, direct, and database advertising in order to develop successful advertising campaigns that will lead to ongoing product purchases and long-term, profitable customer relationships. Specifically, the course uses data to develop effective on-to-one advertising campaigns that "reach the person at the right time with the right message in the right way." It includes customer segmentation analysis, customized value propositions, offers, messaging, media strategy, metrics/measurement, campaign response, and budget analysis.

Offered in spring. Prerequisite: COM 324

What's this class actually like?

Understanding how to use data, digital media and technology in developing, evaluating and optimizing campaigns is critical to anyone who is seriously interested in a career in advertising because brands are demanding that their marketing communications be effective and show a provable ROI. This is an advanced advertising class, centered on understanding how to move customers through the entire customer journey from awareness to purchase using data, digital and one-to-one media. There is a minimal level of math required (addition, subtraction, multiplication, division and percents) as well as use of excel spreadsheets

Who should take it?

Advertising concentrations and minors as well as anyone interested in understanding the current media, data and new technology landscape and how to use new technology and data to develop effective marketing communications campaigns.

What will I learn?

- The importance of data, new technology and digital in developing of successful campaigns that show a provable ROI
- How to use data to develop successful campaigns
- How to develop a successful advertising campaign that moves consumers through the customer journey to acquire and retain them
- How to prove the campaign is successful (This is about measurement)
- How to stay current on the constantly evolving data, digital and new technology landscape.

COM365 – Issues in Sports Media

Class Description:

Will address critical issues in sports media and examine various types of sports media. Students will discuss the differences between sport and mediated sport and the symbiotic relationship between sport and media. Reviews different areas of the sports communication industry, the functions of the different media personnel, and the societal effects and impact of sports media and ethics on the industry. Offered in spring.

What's this class actually like?

This is a lecture-based class taught in a discussion format which centers around the intricacies of sports media. The focus here will be on how sports are covered by the media and how those choices influence consumers. Much of the time in this course is spent discussing the history of sports media, what the landscape looks like today, the major players, and key examples.

Who should take it?

Anybody with an interest in studying or entering the world of sports media.

What will I learn?

- How sports media has evolved over time.
- How today's sports media landscape is constructed and why it is the way it is.
- How sports media is consumed and how it influences audiences.
- The similarities and differences between the various sports mediums.
- Where the future of the industry appears to be heading.

COM 400 - Gender, Culture and Communication

Class Description:

This course explores the dynamics between gender, communication, and culture in today's society. Areas studied will include the following: how communication creates and perpetuates gender roles; how human behavior reflects socially created gender roles; how people can act and communicate to improve their individual and collective lives in terms of gender roles. This is

an experiential course in which students will connect theory and research with their own lives.
Offered fall and spring

What's this class actually like?

The purpose of this course is to examine gender as it is created and recreated through the process of communication. Gender is a social construction of femininity and masculinity within cultures. This is a discussion-based class where students will learn some foundational background regarding gender, culture and communication in the first part of the semester and then broaden that scope in the remaining weeks to learn about how it applies in multiple contexts and types of relationships.

Who should take it?

Junior and Senior Communication majors/minors and Gender Studies minors, as well as other majors are welcome as it fulfills a core requirement for cultural diversity

What will I learn?

By the end of this course, students will be able to:

- Gain a better understanding of the process of communication and how it affects the social construction of gender.
- Demonstrate a basic understanding of the history of gender movements and gender theories.
- Demonstrate a basic understanding of gender in four primary contexts—intimate relationships, the educational setting, the media, and the workplace and how culture plays a role.
- Demonstrate an awareness of the implication of gender stereotypes and what can be done to change communication behaviors and said stereotypes that have negative consequences for the individual and society.
- Demonstrate in-depth knowledge of at least one specific area of gender, culture, and communication.

Prerequisite: Junior standing

COM 401 - Communication Capping

Class Description::

The capping course brings coherence to a student's experience in the major by creating connections among the various sub-fields in which students have specialized, and it reinforces

connections between the communication major, the student's cognate, and the student's experience in the Core.

You will use this course to begin the transition from being an undergraduate student to becoming a communication practitioner or a graduate student. You will be assessing your own skillset and knowledge from your undergraduate career and applying it to an original project of your own devising. That means you can use this course to complete a semester long research project that will assist you in your career aspirations.

Offered in fall and spring.

What's this class actually like?

It is mostly based on students' hands-on practice, with a combination of lectures.

Who Should Take It?

Required of all Senior Communication Majors

What Will I Learn?

- Implement and execute research in the area of your own interest
- Present a finalized research project as the expert
- Speak to the holistic academic experience that influenced the finished product
- Assess a self-directed project

Prerequisite:

Prerequisite: Senior standing, COM 200

COM 418 - Communication Campaign Management

Students enrolled in this community-based learning course apply research-based planning to development of integrated strategic communication campaigns for community clients. Experiential learning in this class includes conducting primary and secondary research; setting achievable campaign goals and objectives; identifying relevant publics; constructing key messages; developing campaign strategies and tactics; choosing communication channels to reach each target public with campaign messages; and using measurement and evaluation criteria to assess campaign outcomes. Students demonstrate proficiency with creation and presentation of a professional campaign plan and pitch to clients. Offered in fall and spring.

What's this class actually like?

Class sessions involve: Client meetings; guest speaker presentations; team activities and presentations; and the flipped-classroom approach in which students apply concepts from assigned readings during active learning workshops. Work outside of class includes: Reading assignments; primary and secondary research; site visits to community client organizations;

written activities and assignments; completing tests and tasks in iLearn; teammate performance evaluations and self-evaluations; developing a comprehensive campaign plan and professional-quality binder; and preparing presentations.

Who should take it?

Seniors who are ready to hit the ground running and immediately apply skills acquired in COM 333-Research & Analytics to development of an integrated strategic communication campaign for a community client as well as apply skills learned in COM 212-PR Writing to development of campaign tools the client can use to successfully implement strategies and tactics.

What will I learn?

At the apex of the Marist PR curriculum, this course is focused on cultivating mastery of in-demand public relations skills. In service of a community non-profit client, students have the opportunity to:

- Use Social Media Center resources and their research and analytics skills to develop a situational analysis with eye-opening insights for the client based on a multifaceted understanding of client needs.
- Find creative solutions to complex long-standing communication problems as well as those emerging from today's continually evolving, increasingly fractured media environment.
- Apply PR theories, models, and industry-proven best-practices to strategically plan a communication campaign in harmony with client values and objectives.
- Integrate PR, marketing, and advertising strategies and tactics into a cohesive campaign that reaches and impacts target publics by capitalizing on client strengths and opportunities.
- Produce a professional-quality comprehensive campaign plan and present a winning campaign pitch.
- Analyze and evaluate campaign outcomes across a wide range of industries.

Pre-requisites?

Prerequisites: COM 211, COM 212, and COM 333 (hoping to add senior standing)

COM 419 - Case Studies in Public Relations Management

Class Description:

This course employs research and analysis of contemporary cases to expose students to the theory and practice of public relations management. Students will learn how to recognize, understand, and deliver on various target audience needs as well as apply lessons learned to various public relations scenarios.

What's this class actually like?

This course looks at key public relations tenets including ethics, corporate social responsibility, media relations, community relations, etc.

Who should take it?

Juniors and Seniors interested in studying the management function of public relations.

What will I learn?

- Students work with a local, nonprofit client to create a projected public relations case that provides a framework of effective public relations.

Pre-requisites?

COM 211: Fundamental Public Relations Theory & Practice &

COM 212: Public Relations Writing Tools &

COM 333: Applied Research and Analytics

COM 420 - Advanced Public Presentations

Class Description:

This course builds on the basic public presentation skills students have already acquired. It is designed to facilitate an advanced understanding of techniques (e.g., defusing a hostile audience, advanced delivery aspects, etc.), strategies (advanced persuasion formats), and tools (e.g., humor, PowerPoint, video-assisted feedback, etc.) that are often used in professional communication situations. Offered in fall.

What's this class actually like?

Students enrolled in advanced public presentation will deliver numerous minor and major informative, persuasive, and ceremonial speeches both individually and in teams throughout the semester. They will complete self-analyses of their presentation videos, taking peer feedback into consideration.

Who should take it?

Anyone who wants to build upon basic presentation skills developed in COM 101.

What will I learn?

- Advanced public presentation students will learn the finer points of engaging and influencing audiences with rhetorical awareness and skill. They will learn to develop and deliver the most effective visuals.

Pre-requisites?

COM 101 - Public Presentation

COM 423 - Strategic Advertising Campaign Development

This course requires students to utilize the skills and knowledge they have acquired in their previous advertising courses to develop an insights driven, multi-media, integrated advertising campaign. This will include conducting primary and secondary research to determine and analyze the ideal target audience and uncover the key customer insight. It also involves creating a big campaign idea and multi-media integrated strategy based on the customer insight. Lastly students will develop a measurable media strategy and all the creative elements for the campaign. Offered in fall and spring
Prerequisite: COM 314 and 329.

What's this class actually like?

This is the advertising capstone course designed to enable students to bring together all their learning in the advertising concentration in order to develop a complete multi-channel advertising campaign. This is an advanced course that is structured like a workshop. Instructor acts as facilitator/mentor to student groups as they develop their campaign. There is limited instruction because the expectation is that students have prior advertising knowledge and skills that will be used to develop their campaign.

Who should take it?

Advertising concentrations who have taken at least 4 advertising courses. Because this is a capstone type course, students should feel they have sufficient advertising knowledge and skills to develop an impactful integrated advertising campaign.

What will I learn?

- Key principles of being a leader in creative industry
- How to bring together all the students advertising knowledge and skills to develop a successful multi-media, advertising campaign. This includes the following:
 - Conducting and analyzing secondary and primary research to identify the customer insight
 - Develop a strategically sound creative brief based on the insight
 - Develop and impactful campaign idea based on the creative brief
 - Develop strategic and tactical plan for the campaign, which includes creative assets, media plan

COM 424 - Branding

This course requires students to develop and apply research-based strategic planning to the development of new customer-driven brands. This process involves examining the principles of consumer and shopper behavior and exploring the impact of current consumer trends on new and existing brands. Students will use primary and secondary consumer research to further develop a new customer-focused brand. To conclude the class, students will develop multiple

integrated communications campaigns designed to launch the brand, acquire customers and develop long-term, profitable relationships. Offered in the fall.

Prerequisite: COM 220

What's this class actually like?

Understanding Branding and how it works is critical to a business' success. This is an advanced advertising class centered on the key principles of what makes great Brands. The first half of the course involves reading and analyzing a number of materials from Branding professionals. The second half of the course involves articulating the Brand purpose and positioning of a strong brand and then creating Brand assets that bring the brand to life. The structure of the course includes group discussion and creative exercises.

Who should take it?

Anyone interested in understanding the importance of Branding and how to leverage key branding principles to create strong brands.

What will I learn?

- The importance of brand-building in achieving business success
- The key principles of what is needed to create great brands
- How to articulate a Brand's purpose and positioning
- How to develop creative to bring the Brand to life.

COM 425 - Communication Theory

This course offers an in-depth look into how theorists have conceptualized the communication process. It focuses on comparing, contrasting, and evaluating different theoretical and philosophical approaches. Students will apply theories to analyze communication phenomena in detail. Offered in spring and winter in online and face-to-face format.

What's this class actually like?

Despite being a "theory-driven" course, students will gain the capacity to look through the seemingly complex communication phenomena and behaviors, so as to apply some of the theories and concepts in your daily lives.

Who should take it?

Students who are interested in research and analytic types of work, and/or interested in pursuing graduate degrees.

What will I learn?

- Identify the research traditions that inform communication research
- Distinguish the approaches that have shaped the theories in communication
- Identify your inclination for research approach to communication as a field of study

- Gain an understanding of the evolving nature of communication as a field of study

Prerequisites: COM 102, and COM 200

COM445 - Sports Reporting

Class Description:

This course is designed to broaden and deepen a student's understanding of sports reporting and to sharpen and develop the student's writing skills. It also recognizes that today's sports reporters must cover more than scores and games and find the stories beyond the games. Personalities, social and economic forces, labor-management conflicts, legal and ethical concerns, and fan behavior are all part of the sports reporter's beat. Students will cover sporting events and write game stories, previews, sidebars, columns and feature stories. They will also maintain a semester-long sports blog. They will follow national and local sports stories and analyze examples of professional sports writing. In addition, students will be required to become familiar with the field of sports-information directing and its intricacies.

What's this class actually like?

This is an advanced writing and reporting class, centered around sports. It simulates the job of a sports writer. Most of our time is spent learning about different types of stories and how to write them.

Who should take it?

Anybody with an interest in sports and an eagerness to sharpen her or his reporting and writing skills.

What will I learn?

- How to write a game, a preview, a sidebar, a column and a feature.
- How to cover a live sports game and what a PR or Sports Information Director does.
- How to blog quickly and engagingly about sports.
- How to appreciate good sports writing.
- What it means to be a sports reporter in the 21st century.

Pre-requisites?

COM242: Intro to Journalism

COM 448 - Sports Broadcasting

Class Description:

Students learn about various aspects of sports broadcasting, ranging from radio to TV to various new technologies. Primary focus is on writing game reports for sports news. This course will also review techniques for play-by-play analysis. Students will help broadcast Marist games as part of the course.

What's the class actually like?

This class will teach you every aspect of what goes into a sports broadcast from On Air to behind the scenes. You learn everything from cutting a highlight to putting together a play-by-play announcer game sheet.

Who should take the class?

Anyone who wants to pursue a career in sports television.

What will I learn?

- How to cut and tell a story with a highlight
- How to write and read a script
- How to conduct an interview
- The basics of what it takes to be on air talent
- How to cover a live sporting event from every aspect

COM 460 - Sports Public Relations

The foundation of this course is to provide students with a first-hand experience of the dynamics of the working environment in the world of sports, and to provide them with an insight into the critical nature of sports public relations at the professional and collegiate level. There are many varied facets that comprise sports public relations, and the goal is to give the students a broad overview of what's required of today's sports public relations professional, and to teach them practical skills that they can utilize in the workplace. The students will participate in a semester-long Speaker Series, where varied members of the Marist athletic community will simulate press availabilities for the students, after which the students will be required to write a press release in real time, as if they were working for a team. The Series concludes with a student-run press conference with Marist football coach Jim Parady following the team's spring practice. The students will also learn the importance of crisis communications and its role in the sports world, as well as develop a comprehensive communications and publicity plan for a minor-league baseball team. The class will also do one field trip to a Marist home basketball game to get a sense of what it's like to work a game-day as a member of a college sports information department.

What's this class actually like?

This class will test the students ingenuity, creativity and accountability as they learn where sports public relations fits in the daily workings of any sports organization, and will teach them to write a professional press release, the basic staple of any sports public relations professional.

Who should take it?

Any student with a passion for sports who wants to not only see what area of sports is best for them, but to experience the demands of working in this part of the industry.

What will I learn?

- How to write a press release.
- How to formulate a communications/publicity plan.
- How to organize a press conference.
- Experience the demands of completing projects in real time as if you were working in the field.
- Gain an understanding of how crisis communications lessons from outside the sports world play a valuable role in the daily interactions of the PR professional.

COM466 – Journalism Workshop

Class Description:

This course will offer practice in advanced print, online and/or broadcast reporting and storytelling, and experience with broadcast equipment, layout and design software and online content management systems. Students will work individually and in groups, producing professional quality in-depth journalism in a variety of formats, including broadcast and online video and audio; print or digital news formats; and print and digital magazines. Journalistic forms including stories, blogs, podcasts, slide shows, graphics and more will accompany this work. Students will be encouraged to look ahead at how their skill can be put to use in the print, online, mobile and/or broadcast world of the future. Offered In fall and spring.

What's this class actually like?

This “hybrid” class is devoted to covering events and issues outside the Marist campus, primarily in the Poughkeepsie and mid-Hudson Valley community. This prepares students for the “real world” of journalism. It is often taught as a “hybrid” class with both a classroom meeting and online format. Students report on local stories and create content for a class-run, independent website on the topics of news, health, arts, food/drink and outdoors/recreation. During the online portion of the class during designated weeks, students will contribute to required online conversations about controversies and developments in modern journalism. Students also work on a class-wide on group reporting project on a specific social/cultural problem that will be localized with interviews with experts on the topic and man-on-the-street reporting.

Who should take it?

Senior journalism students who have taken the prerequisites and are prepared for the Marist journalism program's most advanced class.

What will I learn?

- How to determine what stories and issues in a local community should be covered by journalists and formulate a plan to provide such coverage
- How to create short and long works of excellence in journalism in writing and/or in video
- The value of discussing important and controversial issues in contemporary journalism
- How to work with a team of peers in coordinating story coverage of an assigned beat such as news, health, arts/culture or sport and recreation

- How to contribute to a class wide reporting project and create content on an important social or cultural issue.
- Write a self-evaluation on reporting/writing experiences for the Groundhog.

Prerequisites: COM 236 or COM 322 or COM 327 or COM 331 – and COM 328 or COM 332 or COM 345

SPECIAL TOPICS OFFERINGS - OFFERED AS NEEDED

Special Topics: Advertising Portfolio

A portfolio development course that will build upon what was learned in Visual Storytelling (COM354). Topics explored will be conceptual thinking, originality of an idea, strategy value, art direction, copywriting and self-editing. Students will conceptualize the "big idea" and apply that idea to a selection of media. Presentation skills and how to write about your own work will also be covered. This is a hands-on course where students will strive to develop a killer portfolio, an absolute necessity for securing a job in the advertising industry. Semester ends with a Portfolio Review with advertising professional.

What's this class actually like?

If you sign up for this class it's because you want to create a portfolio that will help you get a job on the creative side of advertising. To get to that killer portfolio you need to invest some serious time and energy. In this advanced class, we hit the ground running in order to create stand out work for your portfolio and a website to showcase your awesome work. Expect to spend many hours outside of class creating that work. You will be broken into teams of 2 and you will remain as a team for the entire semester. You and your partner will work on 3 projects covering a variety of different brands and utilizing a variety of different media, both conventional and unconventional. And each of you will work on one personal project.

Who should take it?

Calling all copywriters and art directors and wannabe creative directors. This is the class for you. For those who want to create a portfolio that will help you get a job on the creative side of advertising -this course is a must.

What will I learn?

- How to develop strategic, integrated campaigns that engage and persuade your audience
- How to choose the best media to communicate your idea to a specific audience
- How to expand your definition of advertising creativity and possibilities
- The new roles and teams in the modern creative process
- How to push yourself beyond the basics of traditional art/copy advertising ideas
- How to showcase your work to procure a job in the creative side of advertising.

Prerequisites? COM 354 with a minimum grade of a B- or Instructor Approval

Special Topics: Center Field

Class Description:

Sports Reporting II is a practicum course that offers students real-life experience as sports journalists, deploying the practical skills gained from COM 445 Sports Reporting and COM 448 Sports Broadcasting. Students will cover Marist athletics – either varsity or club sports – as writers, broadcasters or editors. This hybrid course will meet in person once a week.

Additionally, students will either edit or report from a Marist game, practice or press conference, or conduct a sit-down interview with an athlete or coach, once a week. When this course ends, students will have gained significant experience covering a Division I college sports program, while sharpening their reporting and editing skills and instincts and building a portfolio.

What's this class actually like?

This is, put simply, a course in which you'll be using all the skills and knowledge you've gained in your previous communication classes, going back to Intro to Communication and Intro to Journalism, by way of Sports Reporting and Sports Broadcasting. The reason this is a hybrid class is because you'll be expected to produce one deliverable per week, whether it be a story, video package or editing shift. The workload will be significant, but my hope is that you'll finish this class feeling that much better prepared for a career in sports media and with a body of work to show to prospective employers.

Who should take it?

Anybody eager to get more real-life experience covering campus sports, further developing their reporting, writing, shooting and editing skills. And anybody who wants to build out their portfolio or reel.

What will I learn?

- Nothing new, per se. The idea behind this class is to improve what you already know to do: come up with stories, write them, edit them, shoot them, etc.

Pre-requisites?

COM445 - Sports Reporting

Special Topics: Crisis Communication

Class Description:

Students enrolled in crisis communication learn what constitutes and causes organizational crises, the crisis life cycle, and the ongoing crisis management process, including the...

- *Pre-Crisis Phase*: Proactive steps taken to mitigate crises through issues- and risk-management; crisis management planning and preparation - developing and

maintaining crisis management plans, building and training crisis management teams, and conducting media training for crisis spokespersons.

- *Crisis Response Phase*: Putting a crisis management plan into action; activating crisis management teams; and stakeholder engagement - effective internal and external communication during a crisis; corrective actions; recovery and reputation repair strategies for rebuilding public trust.
- *Post-Crisis Phase*: Implementing post-crisis plans - follow-up communication with stakeholders; systematically assessing lessons learned from a crisis; revising issues-management strategies and crisis management plans.

Crisis communication students will develop an understanding of effective crisis leadership and the costs of mismanaging a crisis as well as demonstrate proficiency in developing a crisis management plan and conducting a crisis press conference and spokesperson media training.

What's this class actually like?

Class sessions include: Multimedia presentations; class discussion of assigned readings; individual and group activities; crisis media training and tabletop exercises; simulated press conferences; and presentations by students and guest speakers. Work outside of class includes: Written activities and assignments; completing quizzes, tests, and activities in iLearn; conducting secondary research; planning media training and simulations; planning primary research; and writing and presenting crisis management and post-crisis plans.

Who should take it?

This crisis communication special topics course fulfills: The core social science requirement; communication major elective; and the public relations major/minor requirement. This class is important for students concentrating in public relations and/or journalism who need to know what goes on behind the scenes as organizations work to mitigate, resolve, and recover from crises.

What will I learn?

Upon completion of this course, students are expected to be able to:

- Think critically about crisis management and the roles of online media and ethics in crisis communication.
- Research and critique crisis management cases.
- Identify crisis types and the phases of crisis management.
- Understand and analyze the role of public relations in each phase of a crisis response.
- Evaluate and develop crisis management plans based on the best practices of proactive public relations.
- Apply crisis prevention, crisis preparation, theory-based crisis communication, media relations and channel preparation best practices.
- Create effective message templates for use during a crisis.
- Build a crisis management team and conduct crisis situation simulations with team members.

- Communicate as a spokesperson delivering strategic messages to the media during a crisis and train spokespersons using crisis media training techniques.
- Plan implementation of successful reputation repair and post-crisis phase strategies, including measurement and evaluation of program effectiveness.

Pre-requisites?

None

Special Topics: Sports Analytics

Class Description:

Will address the numbers side of sports, focusing largely on statistics, including how they began, how they have evolved, and how they are integral to sport. The analytics revolution in sports will also be addressed, touching on how it has changed the ways in which players are evaluated and, therefore, how sport has changed because of it. Aspects of the business side of sports will be discussed, as well.

What's this class actually like?

This is a lecture-based class taught in a discussion format which focuses on the numbers in the world of sports. There will be a primary focus on sports statistics, and the dichotomy between traditional and modern metrics. While the math will be minimal, the intricacies of certain statistics will be discussed to understand what is being measured. Other sports money matters will also be discussed, such as contracts and their various forms (e.g., collective bargaining agreements).

Who should take it?

Anybody interested in the numbers side of sports, from statistics to contracts and more in-between. Such information will be valuable in a number of sports professions.

What will I learn?

- The lineage of sports statistics from their inception to where they are today.
- What specific metrics are actually measuring and which are more optimal than others.
- The distinctions between various terms, such as “sabermetrics” and “analytics.”
- How statistics should be portrayed so as to relate to the widest audience.
- How contracts are written, what they say in terms of money, and how they differ by sport

Pre Req: COM260

Special Topics: Sports Commentary

Class Description:

This class will start by exploring the difference between news writing and commentary, while emphasizing the importance of original reporting in both types of writing. Students will be expected to support any opinion with facts and sourcing. Students will be asked to read current and vintage sports columns, to get a sense of how the medium is used and has changed.

Finally, students will develop their own voice as they write columns throughout the semester, and learn to write with passion and persuasion.

What's this class actually like?

You will be expected to read assigned columns before each class and come in to discuss what worked and didn't. Expect regular writing assignments, varying in length. Be prepared to make phone calls and report for each piece you hand in.

Who should take it?

Anyone who wants to develop a voice beyond AP style.

What will I learn?

- That just having an opinion doesn't mean you have a column.

Pre-requisites?

COM 102, COM 260, COM 445

Special Topics: The Interview

Class Description:

The most essential tool, the most critical skill of the practicing journalist. Do you think you're a good interviewer? Chances are you're really just asking questions. Whereas anyone can ask a series of inquiries, a journalist must appreciate and apply the art, science, and process of the interview in order to do so intentionally, and thus most effectively. This course, focusing primarily on sports, will teach students how to establish a goal for an interview and provide the map by which to arrive. Long-form or quick hit, broadcast or print, one-on-one or group - students will receive the knowledge needed in order to conduct richer interviews, extracting the kind of information and insight and how to weave that into to a more complete, compelling story and delivery in any medium. This course will also use as subject matter relevant sports topic dealing with race, gender, labor, economics and social issues.

What's this class actually like?

Lectures, film review, guest speakers and practice will help students develop their own style and voice to get and deliver better information to an audience. Personal interactions with one of the most experienced and high-profile reporters in sports.

Who should take it?

Students who have taken sports reporting or broadcasting and want to hone in on information-gathering skills.

What will I learn?

To interview subjects more effectively.

Pre-requisites?

Com 102, Com 260 and either Com 445 or Com 448