New classes for Fall 2014

Com 378Z  Practicum in Organizational Communication
8466  M  2:45-5:35PM  HU 129  Emilie Gould
This practicum is designed to give you a hands-on experience in writing hardcopy and web content for a client. Over the course of the term, we will: discuss the needs of client and audience in the writing process; identify appropriate communication strategies to project a strong organizational identity to diverse stakeholders; focus on documentation and interview techniques; develop factual news briefs, blog entries, and twitter feeds for the web and a magazine article through an iterative writing process; strengthen editing skills; learn about the publication process for online and print media. By the end of term, you should have a small portfolio of web content and articles to demonstrate your organizational communication skills.

Com 378Z  Social Media: Theory & Practice
9795    Online    Online    Lauren Bryant
This course introduces students to the theory and practice of social media in an online learning context. The course includes communication theory, readings on social media and the practical application of social media skills to better understand the relationship between society and social media platforms. Students will have the opportunity to use different social media technologies to design, execute and promote user-generated communication campaigns in virtual communities and networks.

Com 378Z  Professional Communication Practicum
9796  TTh  4:15-5:35PM  HU 020  Brea Barthel
This course will provide students with supervised experience in applying theories of organizational communication, editing, rhetoric, and graphic design to “real-world” challenges. Students will become familiar with a variety of standard communication genres, and develop materials appropriate for a job-hunting portfolio. Team-based projects may include developing print and/or online materials for local non-profit organizations. No previous experience in design is needed; some background in MS Word and/or design software will be helpful. This course is appropriate for any communication major/minor, but may be of special interest to students pursuing a career in marketing, public relations, nonprofit administration, or political communication.

Com 378  Marketing Communication and Media Campaigns
10337  M  2:45-5:35p  HU 124  Soyen Cho
The overall objective of the course is to design, construct, and present a campaign plan for a business or organization. To accomplish this, this course provides overview and application of marketing communication and campaign principles and strategies. Students will learn creating campaign objectives, performing a situation analysis, creating a target audience profile, and developing an integrated media plan that combines traditional and interactive media.