

# Communication (COMM)

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## Courses

### **COMM 102. Introduction to Communication. 3 Credits.**

COMM 102: Introduction to Communication is an entry-level course providing majors and non-majors with an overview of communication as a practical, personal, and professional discipline. The course not only provides a grounding in critical and strategic verbal and nonverbal communication forms, but also explores how meaning is made, the power of rhetoric, and engages with professional communication disciplines from positions of both career exploration and critical analysis. The course also provides an introductory overview of media and information literacy, ethics, and how changes in communication technology require adaptive decoding.

Fall and Spring.

### **COMM 120. Introduction to Media Production. 3 Credits.**

Media are the tools by which producers communicate content in a mass communicated context. This course is an introduction to the production of different media content through an understanding of the process from conception to distribution. Topics covered in this course include audio and video production and podcast distribution.

Fall and Spring.

### **COMM 133. Fundamentals of Public Address. 3 Credits.**

Examination of the principles of oral message preparation and presentation. Students will prepare and present actual public communications.

Fall and Spring.

### **COMM 166. Fundamentals of Interpersonal Communication. 3 Credits.**

Principles of personal interaction as a basis of communication: role of communication in interpersonal relationships; role of identity and self-concept in communication behavior; significance of information reception and evaluation in the effectiveness of communication.

Fall and Spring.

### **COMM 185. Business and Media Writing. 3 Credits.**

Business and Media Writing teaches students basic business and media writing skills; cover letters, reports, business proposals, elevator pitches, brand storytelling, infographics and electronic communications.

Fall and Spring.

### **COMM 198. First Year Seminar. 3 Credits.**

First Year Seminar, topics vary.

Reserved for New Incoming Freshman.

### **COMM 205. Elements of Media. 3 Credits.**

Exploring contemporary commercial media; analyzing the business and creative forces behind motion pictures, television, radio and new media; examining regulatory and ethical issues; identifying visual components of persuasive media and the communication strategies involved.

Fall and Spring.

### **COMM 220. Social Media Video Production. 3 Credits.**

Social media is a collection of online platforms allowing users to create and share content and ideas. This course provides theoretical and applicable information intended to get students producing video content for their own social media channels. Topics covered in this course include audio and video production equipment and social media analytics.

Fall and Spring.

### **COMM 237. Small Group Communication. 3 Credits.**

The role communication plays in small group processes; focuses on development of the special communication skills needed in the small group setting.

Fall and Spring.

### **COMM 290. Communication Problems and Research Methods. 3 Credits.**

This course provides students with the necessary critical thinking and research skills to excel in the upper level communication curriculum. The course focuses on creating an understanding of the scientific method and learning how to properly investigate communication problems. Issues covered include how to conduct background research, interview sources, create surveys, conduct focus groups and interpret research results.

Fall and Spring.

### **COMM 298. Independent Study. 1-4 Credits.**

Independent study is offered on an individual basis at the student's request and consists of a program of learning activities planned in consultation with a faculty member. A student wishing to study or conduct research in an area not represented in available scheduled courses should develop a preliminary proposal and seek the sponsorship of a faculty member. The student's advisor can direct him or her to instructors with appropriate interests. A written report or equivalent is required for evaluation, and a short title describing the program must be sent early in the semester to the registrar for entry on the student's transcript.

P: fr or so st with cum gpa > or = 2.50; or jr or sr st with cum gpa > or = 2.00.

Fall and Spring.

**COMM 299. Travel Course. 1-6 Credits.**

Travel courses are conducted to various parts of the world and are led by one or more faculty members. May be repeated to different locations.

P: cons of instr & prior trip arr & financial deposit.

**COMM 302. News Reporting and Writing. 3 Credits.**

News Reporting and Writing includes a focus on digital and broadcast news reporting; researching, interviewing and writing various news stories for digital and electronic media, with an emphasis on accuracy, fairness, objectivity, and ethics. Students produce a TV news or sports story for the final project, including shooting video, interviews, along with recording voiceovers and video editing.

Fall and Spring.

**COMM 304. Sports, Media, and Society. 3 Credits.**

Sports are a massive part of our personal, social, and professional lives. This course navigates the often complex web of connections, issues, and relationships that characterize our relationship with sports, with a particular focus on communication and media-based issues. We will discuss the nature of fandom, the mythology of sports and how media professionals cover these issues. The course will also take a deeper look at special topics in sports, including the performance of race and gender in sports, the connection between sports and nationalism, and how we use sports as communication shorthand. This course is intended to develop your media literacy and critical thinking skills, as well as a keen appreciation of the aspects of sports that, while not often discussed in the mainstream, are vital to any professional involvement in sports education.

P: At least 15 credits in COMP SCI, INFO SCI or COMM

Fall Only.

**COMM 305. Principles of Public Relations/Corporate Communications. 3 Credits.**

An overview of topics, issues, concepts, and practices of public relations/corporate communications; individual and group case work.

P: at least 15 credits of core supporting courses in Communication

Fall and Spring.

**COMM 306. Radio Broadcasting. 3 Credits.**

Commercial and non-commercial radio as a communications medium and as a business enterprise: radio audiences, audience ratings, programming and program formats, news, advertising, promotion and sales. Students taking this course will participate in Radio GBX - UWGB's student radio station.

P: at least 15 credits of core supporting courses in Communication or instructor permission

Fall and Spring.

**COMM 307. Video Production. 3 Credits.**

Exploration of various uses of television as an informative, persuasive, and entertainment medium. Combines analysis of current uses of the medium in a professional context with practical experience in planning and producing a finished product for television.

P: at least 15 credits of supporting core courses in Communication

Fall and Spring.

**COMM 308. Information and Communication Technologies. 3 Credits.**

This course focuses on communication and information systems and technology. This is a survey of information and communication technologies, their operations and limitations, and how the major electronic technologies are changing and affecting both the workplace and the household.

P: 15 credits of Comp Sci, Info Sci or Comm

Fall and Spring.

**COMM 309. Mass Media Advertising. 3 Credits.**

TV/media/Internet advertising as a unique form of communication. Through the use of both individual and team/group projects, the demands and rigors of the strategic creative process are revealed. Legal, ethical, and Internet considerations are also discussed.

P: sophomore standing

Spring.

**COMM 317. How to Create Great Social Media Content. 3 Credits.**

This course provides an overview of how to create great social media content. It will focus on: 1) understanding the basics of social media strategy, 2) learning how to craft great content, 3) analyzing content prior to launch, 4) successfully launching your content, and 5) evaluating social media results.

P: None. REC: Junior Standing

Fall and Spring.

**COMM 333. Persuasion and Argumentation. 3 Credits.**

Awareness, appreciation, understanding, and skill in contemporary forms and methods of oral persuasion and argumentation.

P: at least 15 credits of supporting core courses in Communication

Spring Even.

**COMM 335. Organizational Communication. 3 Credits.**

Communication in the modern organization: communication variables in the context of organizational theory; development of a systems perspective regarding functions, structures and levels of communication in the organization; use of evaluation tools and training strategies.

P: at least 15 credits of core supporting courses in Communication

Fall Only.

**COMM 336. Theories of the Interview. 3 Credits.**

Basic theory behind conducting effective interviews. Specific types of interviews are discussed, such as selection, counseling, exit, discipline, appraisal, mass media and research interviews, from both the interviewer's and the interviewee's perspective.

P: at least 15 credits of core supporting courses in Communication

Fall Odd.

**COMM 370. Health Communication Campaigns and Strategies. 3 Credits.**

We will focus on communication research and theory as it relates to health communication campaigns. This is a useful class for students who are interested in understanding how communication campaigns are planned, implemented, and evaluated. This course is targeted at students that want to study a growing area in applied communication studies, or who are considering a career in the health care field. This course focuses on the important role communication plays in the delivery of effective health campaign messages.

Fall Only.

**COMM 378. Documentary Video Production. 3 Credits.**

This course focuses on video production and editing techniques, with a specific focus on documentary storytelling and hands-on video experience outside of a studio setting.

REC: COMM 307

Spring.

**COMM 380. Communication Law. 3 Credits.**

Topics include: freedom of the press and broadcast media, problems of gag orders, contempt, privacy, censorship, libel, and slander. Overview of copyright law, the Federal Communications Act, and other laws affecting communication.

Fall and Spring.

**COMM 382. Public Relations Campaigns. 3 Credits.**

This course provides students with professional preparation for the strategy required for a public relations campaign. Students work with a nonprofit client on a real PR campaign, including providing a client overview, goals-objectives-strategies and tactics plan, and relevant deliverables. The PESO model is used to provide deliverables in paid, earned, shared, and owned media channels.

P: at least 15 credits of core supporting courses in Communication, COMM 305

Spring.

**COMM 390. Sports Writing, Promotion, and Public Relations. 3 Credits.**

This course is one of the practical components of the Sports Communication emphasis in the UWGB Communication department and is aimed at helping you develop hands-on skills in the promotion, media, and public relations branches of sports communication. In this class you will learn about the unique challenges of strategic communication in sport, from the organizational requirements of different sports communication outlets to the demands of marketing and public relations in the field as well as how to write interviews and other stories for sports media. You will also develop examples of different forms of strategic sports communication to add to your portfolio or demo reel.

P: 15 credits of Comp Sci, Info Sci or Comm

Spring.

**COMM 396. Advanced Reporting. 3 Credits.**

Development of advanced-level reporting, interviewing, writing, and editing of investigative stories, in-depth articles, and copy for the new world of online journalism.

P: at least 15 credits of core supporting courses in Communication, COMM 302

Fall Odd.

**COMM 425. Digital Journalism. 3 Credits.**

This course forms part of the Digital Fourth Estate (4e), UWGB's student news media. Digital 4e writers will learn to publish multimedia stories sourced from the UW campus and Brown County. Students will compose straight and feature news stories, learn to enhance publications with audio and video, and learn to navigate a newsroom environment. Student writers may work as a group and/or individually to serve as watchdogs on campus. Student writers will develop skills related to advanced-level reporting, conceptualizing, writing, and editing news stories suited for the digital journalism world.

P: none. REC: Sophomore standing

Fall and Spring.

**COMM 430. Information, Media and Society. 3 Credits.**

The role of information in society, including interpersonal, mass, and institutional sources, in producing a range of effects on individuals, groups, and society as a whole; critical examination of the changing information environment in legal, economic, political, and social contexts.

P: at least 15 credits of core supporting courses in Communication or declared student in Information Sciences (IS) or Information Technology & Data Science (ITADS)

Spring.

**COMM 470. Health Communication and Technology. 3 Credits.**

This course examines how technology has impacted the healthcare system and personal health management. We will focus on how people are using (and misusing) the Internet for their health needs and the resulting impact this is having on communication. More specifically, we will examine online health information sources, online health information-seeking practices, provider-patient communication, personal health management, health care consumerism, computer-mediated social support, telemedicine, privacy management, online personal health records, and the impact of social media on health information and communication.

Spring.

**COMM 474. Media Workshop. 3 Credits.**

Students become part of a hybrid newsroom in order to experience the worlds of online, social media, print journalism, and PR. Students will apply the skills learned in previous Journalism and PR courses: newswriting, feature writing, photojournalism, videojournalism, layout, management, editing, designing and implementing PR campaigns. Involves one-on-one work with professor and editors.

P: at least 15 credits of core supporting courses in Communication, COMM 302

Spring.

**COMM 477. Social Media Strategies. 3 Credits.**

This course provides an overview of social media strategies. It will focus on the interconnections between a) historical ideas about strategy, b) networking principles, and c) contemporary research on social media. Particular emphasis is placed on evaluating and creating social strategies for various objectives.

P: at least 15 credits of core supporting courses in Communication

Spring.

**COMM 478. Honors in the Major. 3 Credits.**

Honors in the Major is designed to recognize student excellence within interdisciplinary and disciplinary academic programs.

P: min 3.50 all cses req for major and min gpa 3.75 all UL cses req for major.

Fall and Spring.

**COMM 480. Cases in Communications and Media Management. 3 Credits.**

This course examines the strategies and practices of communication and media management in organizations. Students integrate their knowledge of oral, written, and visual communication to solve real-world cases.

P: at least 15 credits of core supporting courses in Communication

Fall Only.

**COMM 495. Teaching Assistantship. 1-6 Credits.**

The student and supervising teacher must prepare a statement that identifies the course with which the assistantship will happen, objectives for the assistantship, and expectations in order to fulfill the course objectives. Students are not eligible to receive credit in both the course they assist the instructor with and the teaching assistantship in the same semester. Typically student has previously taken the course prior to enrollment in the assistantship. Course is repeatable for credit.

P: Jr. st.

Fall and Spring.

**COMM 496. Project/Research Assistantship. 1-6 Credits.**

The student must prepare a research proposal, and both parties should identify the research arrangement and how the student will complete the work to fulfill the course objectives within the assigned term.

P: Jr. st. REC: Comm 200.

**COMM 497. Internship. 1-12 Credits.**

Supervised practical experience in an organization or activity appropriate to a student's career and educational interests. Internships are supervised by faculty members and require periodic student/faculty meetings. Course is repeatable for credit.

P: jr st.

Fall and Spring.

**COMM 498. Independent Study. 1-4 Credits.**

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