

COMMUNICATIONS DEPARTMENT

FACULTY

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Part-time faculty: Professionals in media and communications from throughout the region are hired to teach classes.

LEARNING GOALS:

- Students will be able to identify, explain and apply theory.
- Students will demonstrate communication skills (oral, visual, written, research).
- Students will recognize ethical implications and relate them to various contexts.
- Students will develop and practice critical thinking.

Requirements for the Bachelor of Arts in Communications. Susquehanna offers five degrees in Communications: Advertising and Public Relations; Broadcasting; Communication Studies; Journalism and Digital Content; and Sports Media. Majors complete university Central Curriculum requirements, plus 48 to 50 semester hours of courses in a selected degree plan. These include introductory courses, practica for learning skills, and specific emphases requirements. A grade of C- or better is required for any course to apply to the major or minor. Courses may count toward only one degree or minor.

The department also expects communications majors and minors to participate each semester in related co-curricular activities. Options include WQSU-FM radio; The Quill student newspaper; The Lanthorn student yearbook; studio and remote video production with Lens Flare; the Paul Dannelley Chapter of the Public Relations Student Society of America (PRSSA); the Association for Women in Sports Media (AWSM), and other activities supervised by department faculty.

ADVERTISING AND PUBLIC RELATIONS TRACK

Students fulfill the university Central Curriculum requirements, participate fully in various media activities and successfully complete the following courses:

24 Department Requirements

- 4 COMM-101 Essentials of Digital Media
- 2 COMM-102 Methods of Adobe Creative Suite
- 2 COMM-190 Introduction to Communications/Media Theory
- 4 COMM-192 Public Speaking
- 4 COMM-201 Ethics and Leadership
- 4 COMM-202 Digital Media Analytics
- 4 COMM-481 Media Law

14 Advertising and Public Relations Requirements

- 4 COMM-211 Introduction to Advertising and Public Relations
- 4 COMM-311 Research Methods in Advertising and Public Relations
- 4 COMM-411 Public Relations Management

- or
- 4 COMM-418 Advertising Campaigns
- 1 COMM-501 Practicum
- 1 COMM-501 Practicum
- or
- 2 COMM-504 Internship

12 Choose three from:

- 4 COMM-215 Professional Selling
- 4 COMM-314 Public Relations Writing and Campaigns
- 4 COMM-317 Advertising Creative Strategies
- 4 COMM-321 Crisis Management
- 4 COMM-322 Strategic Event Management
- 4 ARTG-251 Computer Applications in Graphic Design
- 4 MKTG-280 Marketing

BROADCASTING TRACK

Students fulfill the university Central Curriculum requirements, participate fully in WQSU radio operations and successfully complete the following courses:

24 Department Requirements

- 4 COMM-101 Essentials of Digital Media
- 2 COMM-102 Methods of Adobe Creative Suite
- 2 COMM-190 Introduction to Communication/Media Theory
- 4 COMM-192 Public Speaking
- 4 COMM-201 Ethics and Leadership
- 4 COMM-202 Digital Media Analytics
- 4 COMM-481 Media Law

26 Broadcasting Requirements

- 4 COMM-277 Audio Production and Media Performance
- 4 COMM-282 Fundamentals of Digital Video Production
- 4 COMM-382 Intermediate Digital Multimedia Production
- 4 COMM-384 Writing and Planning for Screen Media
- 2 COMM-386 Motion Graphics and Animation
- 4 COMM-482 Professional Digital Multimedia Production
- 1 COMM-501 Practicum
- 1 COMM-501 Practicum

COMMUNICATION STUDIES TRACK

Students fulfill the university Central Curriculum requirements, participate fully in departmental activities appropriate to their interests and successfully complete the following courses:

24 Department Requirements

- 4 COMM-101 Essentials of Digital Media
- 2 COMM-102 Methods of Adobe Creative Suite

- 4 COMM-190 Intro Communication/Media Theory
 - 4 COMM-192 Public Speaking
 - 4 COMM-201 Ethics and Leadership
 - 4 COMM-202 Digital Media Analytics
 - 4 COMM-481 Media Law
- 24 Communication Studies Requirements
- 4 COMM-191 Interpersonal Communication
 - 4 COMM-194 Intercultural Communication
 - 4 COMM-291 Qualitative Research Methods
 - 4 COMM-379 Critical Approaches to Interactive and Gaming Media
 - 4 COMM-391 Team Communication
 - 4 COMM-499 Communication Studies Research Seminar

JOURNALISM AND DIGITAL CONTENT TRACK

Students fulfill the university Central Curriculum requirements, participate fully in various media activities and successfully complete the following courses:

- 24 Department Requirements
- 4 COMM-101 Essentials of Digital Media
 - 2 COMM-102 Methods of Adobe Creative Suite
 - 2 COMM-190 Intro to Communication/Media Theory
 - 4 COMM-192 Public Speaking
 - 4 COMM-201 Ethics and Leadership
 - 4 COMM-202 Digital Media Analytics
 - 4 COMM-481 Media Law
- 24 Journalism and Digital Content Requirements
- 4 COMM-131 Introduction to Journalism
 - 4 COMM-231 News and Content Creation
 - 4 COMM-331 Editing
 - 4 COMM-435 Feature Writing
 - 1 COMM-501 Practicum
 - 1 COMM-501 Practicum
 - 1 COMM-501 Practicum
 - 1 COMM-501 Practicum
- 4 Chose one from:
- ARTS-243 Digital Photography
 - COMM-282 Fundamentals of Digital Video Production

SPORTS MEDIA TRACK

Students prepare for careers in sports media and/or sports public relations/promotion by fulfilling the university Central Curriculum requirements, participating in sports-related communications practica, and successfully completing the following courses:

24 Department Requirements

4	COMM-101 Essentials of Digital Media
2	COMM-102 Methods of Adobe Creative Suite
2	COMM-190 Intro to Communication/Media Theory
4	COMM-192 Public Speaking
4	COMM-201 Ethics and Leadership
4	COMM-202 Digital Media Analytics
4	COMM-481 Media Law

26 Sports Media Requirements

2	COMM-141 Sports Reporting
2	COMM-142 Sports Statistics
2	COMM-241 Sports Media Relations and Promotion
2	COMM-242 Sports Announcing
4	COMM-277 Audio Production and Media Performance
4	COMM-282 Fundamentals of Digital Video Production
4	COMM-382 Intermediate Digital Multimedia Production
1	COMM-501 Practicum
1	COMM-501 Practicum
4	COMM-482 Professional Digital Multimedia Production
or	COMM-435 Feature Writing

Honors. The departmental honors program encourages and recognizes outstanding performance in communications. To graduate with department honors, candidates must do the following:

- Complete major requirements under guidance of a Communications Department faculty adviser, who agrees to serve as a sponsor at the student's request,
- Petition the honors coordinator with a written honors proposal no later than the second to last week of the end of the junior year. The submission must be approved as honors quality by departmental faculty,
- Maintain a 3.70 cumulative GPA in department courses,
- Produce an acceptable written or production thesis based on one year of senior research/production work (COMM-503 Honors Study) beyond the required major track semester hours,
- Submit the thesis at least two weeks before graduation, and
- Successfully complete an oral defense of the honors thesis.

Honors work not meeting the required standards will be applied as a university elective course. Departmental honors may be taken separately from or in conjunction with the university Honors Program.

Honor Societies. Students who meet the requisite national and local standards are eligible to join the national honorary society Lamda Pi Eta (communications).

COMMUNICATIONS MINORS

Courses selected require a grade of C- or higher.

Double-counting restriction: courses may count toward only one Communications degree or minor.

Minor in Advertising. Students are expected to participate in department activities appropriate to their interests and successfully complete a total of 24 semester hours: COMM-101 Essentials of Digital Media, COMM-102 Methods of Adobe Creative Suite, COMM-211 Introduction to Advertising and Public Relations, COMM-311 Research Methods in Advertising and Public Relations, COMM-317 Advertising Creative Strategies, two semesters of COMM-501 Practicum, and one of the following electives: COMM-215 Professional Selling, COMM-411 Public Relations Management, or COMM-418 Advertising Campaigns.

Minor in Broadcasting. Students are expected to participate in department activities appropriate to their interests and successfully complete a total of 24 credit hours: COMM-101 Essentials of Digital Media, COMM-102 Methods of Adobe Creative Suite, COMM-277 Audio Production and Media Performance, COMM-282 Fundamentals of Digital Video Production, COMM-384 Writing and Planning for Screen Media, COMM-481 Media Law, and two semesters of COMM-501 Practicum.

Minor in Journalism and Digital Content. Students are expected to participate in department activities appropriate to their interests and successfully complete a total of 26 credit hours: COMM-131 Introduction to Journalism, COMM-202 Digital Media Analytics, COMM-231 News and Content Creation, COMM-331 Editing, COMM-435 Feature Writing, two semesters of COMM-501 Practicum, and one of the following electives: COMM-282 Fundamentals of Digital Video Production, or ARTS-243 Digital Photography.

Minor in Public Relations. Students are expected to participate in department activities appropriate to their interests and successfully complete a total of 24 credit hours: COMM-101 Essentials of Digital Media, COMM-102 Methods of Adobe Creative Suite, COMM-211 Introduction to Advertising and Public Relations, COMM-311 Research Methods in Advertising, COMM-314 Public Relations Writing and Campaigns, two semesters of COMM-501 Practicum, and one of the following electives: COMM-321 Crisis Management, COMM-322 Strategic Event Management, or ARTG-251 Computer Applications in Graphic Design.

Minor in Sports Media. Students are expected to participate in department activities appropriate to their interests and successfully complete a total of 24 credit hours: COMM-101 Essentials of Digital Media, COMM-102 Methods of Adobe Creative Suite, COMM-141 Sports Reporting, COMM-142 Sports Statistics, COMM-241 Sports Media Relations and Promotion, COMM-242 Sports Announcing, COMM-277 Audio Production and Media Performance, COMM-282 Fundamentals of Digital Video Production, and two semesters of COMM-501 Practicum.

COMMUNICATIONS COURSES

COMM-101 Essentials of Digital Media

This course includes basic operating concepts and a hands-on introduction to word processing, email, spreadsheets, presentations, search, website creation and other uses. Students will be introduced to the design and production requirements for documents and content for web distribution (Photoshop and Adobe Acrobat specifically). Media convergence and issues of audience consideration and usage will also be addressed. 4 SH. CC: Team Intensive.

COMM-102 Methods of Adobe Creative Suite

This course is an introduction to the industry standard software package for professional designers and communicators. Students will focus on core concepts and techniques that apply to work flow in Photoshop, InDesign, Acrobat Pro and Illustrator. The course emphasizes basic design principles, visual literacy and the technical skills necessary to develop effective designs for print, web and other applications. 2 SH

COMM-131 Introduction to Journalism

An introduction to journalism. Topics include American newspaper history, elements of libel, copyediting symbols, Associated Press style, news leads, inverted pyramid format, interviewing, attributing quotations, writing stories on speeches and meetings, and reading print and online newspapers critically. 4 SH. CC: Writing Intensive.

COMM-141 Sports Reporting

The foundational course in the sports media program. The course instructs students on the basics of writing sports stories, primarily game summaries for print media, such as newspapers and websites. Other topics include feature stories, column writing, interviewing technique, and Associated Press style. Attention is also given to writing game stories for broadcast media, such as television and radio, as well as writing for blogs and other New Media platforms. 2 SH.

COMM-142 Sports Statistics

Offers instruction on how to compute statistics for a variety of sports. Includes the use of statistical software, as well as reflection on how to properly apply statistics in reporting and interpreting athletic contests. Students will also examine the growing use of analytics in sports and how it has changed the industry. 2 SH.

COMM-190 Introduction to Communication/Media Theory

An introductory exploration of theories about communication and mass media, with particular emphasis on how the media shapes public discourse and drives understanding. Consideration is given to how media conveys power dynamics and reinforces or challenges stereotypes, often via aesthetic choices about how a story is presented. The course also explores some non-media theories, including theories about human interaction. 2 SH.

COMM-191 Interpersonal Communication

An introductory course on competent interpersonal communication skills. Topics include setting specific communication goals; ways we perceive, talk and listen to others; gender communication; how we use verbal and nonverbal communication; skills in relationships; and ethical considerations within the contexts of friendships, families, intimate partnerships and the workplace. 4 SH. CC: Social Interactions.

COMM-192 Public Speaking

Basic principles of effective extemporaneous speaking to inform and persuade an audience. Emphasizes audience analysis, idea development, organization and delivery skills. Students deliver, listen to and criticize classroom speeches. 4 SH.

COMM-194 Intercultural Communication

An introduction to contemporary and foundational concepts, practices and processes of intercultural communication. Topics include the complex nature of social and cultural identities; privilege, power and oppression in historical and contemporary society; representations of cultures and identities in popular media; nonverbal codes and cultural space; and the relationship between language and culture. Special emphasis will be on ethical and mindful intercultural communication and social justice. 4 SH. CC: Diversity.

COMM-201 Ethics and Leadership

Uses case studies to examine the types of ethical challenges that face professional communicators across a variety of contexts, while requiring students to analyze those situations critically. The role of leadership in navigating ethical dilemmas is highlighted, as are several case studies where ethical questions intersect with diversity-related issues. 4 SH. CC: Diversity Intensive, Ethics Intensive.

COMM-202 Digital Media Analytics

This course focuses on performance metrics for strategic communication on the Internet. Students will examine contemporary practices, learn analytic software and its application, optimize websites and social media, and study how businesses use analytics to tailor content and target audiences in strategic digital communication. Prerequisite: COMM-101. 4 SH. CC: Analytical Thought.

COMM-211 Introduction to Advertising and Public Relations

This course introduces students to the fields of advertising and public relations, along with fundamental concepts and theories behind effective advertising and public relations practices. The course will provide students with a solid foundation for understanding both disciplines, including historic and contemporary perspectives, ethical and legal issues, best practices, job opportunities, and the components of successful advertising and public relations campaigns. 4 SH

COMM-215 Professional Selling

This course is intended to provide students with a practical understanding of the principles of selling, the sales process, and the experiences and skills essential to become successful at selling. The course will also explore selling careers and various sales structures and compensation options. 4 SH

COMM-231 News and Content Creation

The theory and practice of news writing and content creation for print, web, and social media. Topics include news sources, news selection, covering beats, basic photojournalism, and ethical reporting. Prerequisite: COMM-131 and COMM-202. 4 SH.

COMM-241 Sports Media Relations and Promotion

Introduces students to the public relations function within the sports industry, especially the media relations position common to professional teams, leagues, and university athletic programs. Students learn how to write news releases and arrange news conferences, in addition to learning about media guide assembly, press box management, and promotion of sports and athletes via social media. 2 SH.

COMM-242 Sports Announcing

Introduces students to the elements of play-by-play announcing, color analysis, and in-studio hosting, with instruction in each. Attention is also given to the differences between announcing for visual media versus radio. On-air interviewing technique is also covered. Students also learn about the history of sports broadcasting. 2 SH.

COMM-277 Audio Production and Media Performance

Examines the theory and practice of audio production and broadcast operations, including sound and broadcast wave theory, console operation, microphone techniques, commercial production, digital editing and on-air procedures. Students will produce broadcast-quality audio projects in addition to developing a working knowledge and appreciation for high-quality sound and video production. Includes an examination and study of basic announcing techniques for audio and video, such as voice and diction, pronunciation and oral interpretation of American speech for broadcast and online distribution. Prerequisite: COMM-101. 4 SH.

COMM-282 Fundamentals of Digital Video Production

An introduction to small to medium format video production. Covers basic equipment, terminology, personnel and video production techniques in the studio and field. Includes writing, producing and editing of assigned short projects such as commercials or brief interview segments. Prerequisite: COMM-101. 4 SH.

COMM-291 Qualitative Research Methods

Introduction to qualitative research methods that contribute to the insight and depth of our understanding of communication. Focuses on qualitative research methods including in-depth interviewing, focus groups, case studies, participant observation, and textual analysis. Students will design and conduct an exploratory qualitative study and write a scholarly essay answering a communication question using qualitative research methods. Prerequisites: COMM-101 or COMM-102 and COMM-190. May be taken concurrently with COMM-202. 4 SH. CC: Writing Intensive

COMM-311 Research Methods in Advertising

This course introduces students to primary and secondary research methods used to develop solutions to advertising and public relations problems. Students will explore the most important and relevant research methods used by advertising and public relations practitioners to define target audiences, inform strategic planning and message development, and evaluate strategic communication plans and campaigns. Students will develop capabilities in planning and conducting research, as well as interpreting and communicating the findings. Prerequisites: COMM-211. 4 SH

COMM-314 Public Relations Writing and Campaigns

Students will demonstrate competency in producing various pieces of written material commonly used in the public relations field, conducting a public relations campaign and understanding professionalism (attendance, deadlines and appropriate use of electronic devices). The course will be a combination of learning to generate public relations materials in a variety of formats as well as utilizing research methodologies, creative strategies and evaluative techniques to create a fully-developed public relations campaign. 4 SH.

COMM-315 Advanced Professional Selling

This course seeks to develop students' sales skills and knowledge of the selling process to a professional and competitive level. Students improve their professional selling skills through role-playing projects and a real-world sale. The top students will have the opportunity to compete in sales competitions. Team selling will also be introduced. The course is appropriate for students seeking to further their understanding and skill in selling and the sales process. Prerequisite: COMM-215. 4 SH.

COMM-317 Advertising Creative Strategies

This course is designed to provide students with basic planning, designing, writing, and production techniques involved in the development of advertising creative work. Students will use copywriting and design skills, computer software programs, and segmentation, targeting and positioning strategies to reach audiences to complete advertising campaigns that include print and broadcast ads, direct mail pieces, and digital advertising. The use of typography, color, graphics and other design tools will be used to target these creative messages. Students will also submit a final digital portfolio of their creative work that demonstrates proficiency in the skills and techniques covered in the course. Prerequisites: COMM-102 and COMM-211. 4 SH

COMM-321 Crisis Management

In today's world crises are inevitable. Crisis management recognizes and deals with systems and system failures. This course introduces students to a management approach for working with crises before, during and after they occur. Communications-related elements and challenges are especially emphasized. 4 SH.

COMM-322 Strategic Event Management

Strategic Event Management will prepare students to research, plan, execute and evaluate small and large scale events. Students will acquire in-depth knowledge of special event planning processes, techniques and strategies while creating communication products essential to the planning process, including logistical, promotional and evaluative materials. 4SH.

COMM-331 Editing

The process of editing news for print and online outlets. Includes developing assignments, editorial judgment and ethical considerations, copy-editing, type styles and sizes, headline writing, graphic and photo design, and page layout. Prerequisite: COMM-131. 4 SH.

COMM-379 Critical Approaches of Interactive and Gaming Media

Introduces and expands student knowledge to the art and practice of contemporary media criticism and key theoretical and critical approaches, focusing on interactive digital media, including gaming and simulation technologies. Students will gain a deeper understanding of the movement and interconnection that exists between new media technologies and their social, economic, cultural and political impacts and effects. Historical development, industrial structure and organization, and effects of convergent and emergent media will be incorporated into the analysis. Prerequisite: COMM-190. 4 SH. CC: Writing Intensive.

COMM-382 Intermediate Digital Multimedia Production

An emphasis on advanced video editing techniques and special effects utilizing Adobe Premiere Pro editing software. Students edit and produce complete programs and projects from field-recorded video and student-recorded productions. Emphasis will be on both the technical operation of sophisticated editing systems and the aesthetics of program editing. Students will be required to engage the Web as a system for distribution of content and will be expected to produce and create their own personal Web pages and portfolio blogs. Prerequisites: COMM-277 and COMM-282. 4 SH.

COMM-384 Writing and Planning for Screen Media

An introduction to the theory and practice of writing for video and emerging media, and the planning required for production. Students will learn the fundamentals of visual writing, as well as the integration of visual elements into scenes and short scripts to be prepared for production. 4 SH Prerequisite: COMM-282.

COMM-386 Motion Graphics and Animation

This course will introduce motion graphics and animation techniques using 2D and 3D computer software. Theoretical and conceptual approaches to motion graphics design and techniques will be explored. Students will complete several animation projects with increasing complexity during the course. Prerequisites: Sophomore standing; COMM-282. 2 SH.

COMM-391 Team Communication

Theory and principles of effective team membership and leadership in the small group setting. Focuses on functional roles, verbal and nonverbal behaviors, decision making, problem solving, conflict resolution, ethics and diversity, and group dynamics through the observations of teams. Capstone for Communication Arts. 4 SH.

COMM-411 Public Relations Management

Modules include management, strategy, government affairs and corporate advertising. Self-managed teams simulate agency communications consulting. Prerequisites: Second-semester junior or senior standing, COMM-211 and COMM-314. Capstone for Public Relations. 4 SH.

COMM-418 Advertising Campaigns

This capstone course provides students the opportunity to plan, execute and present a complete advertising campaign for a client. Students, working in agency-style teams, apply both theoretical and practical knowledge acquired in their previous coursework to complete the campaign. Prerequisites: Junior Standing, COMM-311 and COMM-317 or major in the Sigmund Weis School of Business and MKTG-280. Capstone for Advertising and Public Relations. 4 SH.

COMM-435 Feature Writing

The process of determining a medium's audience, developing story ideas, writing query letters, and researching and writing feature articles. How-tos, profiles, and travel and human interest articles are among the assignments. Students prepare and print online portfolios. Prerequisites: Junior or senior standing and COMM-131. Capstone for Journalism or Communications Studies. 4 SH.

COMM-481 Media Law

Examines legal aspects of print and electronic communications. Emphasizes First Amendment, freedom of the press, the right to know, copyright, libel and privacy. Prerequisite: Senior standing. 4 SH. CC: Interdisciplinary, Writing Intensive.

COMM-482 Professional Digital Multimedia Production

Engages students in the advanced methods of digital multimedia production. Students will produce a variety of projects that demonstrate their understanding of production skills, including audio and video production for broadcast and the Web. Students will be required to maintain personal portfolio blogs that showcase content produced in this course and others. Students will gain an understanding of the ethical and theoretical frameworks of video broadcasting. Prerequisites: Senior standing and COMM-382. Capstone for Broadcasting or Communications Studies. 4 SH.

COMM-499 Communication Studies Research Seminar

The capstone course brings together student work from various classes, emphasizing especially their research, analytical, interpretive, communication and writing skills. Students create a substantial research project in conjunction with a faculty member and present their work publicly. Required for Communication Studies majors. Prerequisites: COMM-202, COMM-291, and senior standing. Capstone for Communication Studies. 4 SH. CC: Writing Intensive.

COMM-500 Topics in Communications

Examines selected topics in communications, depending on student and instructor interest. Course may be repeated for credit if topic is different. 2-4 SH.

COMM-501 Practicum

The communications practicum is a supervised practical application of knowledge in a given area of study – journalism and digital content, public relations, radio, video and sports. The practicum presents unique opportunities that go beyond traditional classroom learning, allowing students to fully understand aspects of their chosen field or explore others. All department majors and minors must complete the number of semester hours required by their degree. Students may take no more than two hours of practicum credit in one semester. The maximum number of total practicum hours a student may take is six. Practicum projects generally require 60 hours of work per semester. Prerequisite: Sophomore standing. 1 SH.

COMM-502 Individual Investigation

In-depth exploration of selected topics in advertising and public relations, broadcasting, communication studies, journalism and digital content, or sports media with faculty guidance. This course option allows students to focus on topics outside the normal sequence of course offerings. Prerequisite: Department-designated faculty director's permission and approval from department head. May be repeated but not for departmental major credit. 1-4 SH.

COMM-503 Honors Study

Independent study for candidates accepted into the departmental honors program. Candidates work under faculty direction, develop and submit written or production theses and defend their theses orally. 4 SH.

COMM-504 Internship

On-the-job, supervised experience at a corporation, governmental agency or nonprofit organization. Prerequisites: Junior or senior standing and internship coordinator's permission. Variable credit.