

## TELECOMMUNICATIONS

BA Degree: 120 Credits

FALL 2012 update

MAJOR REQUIREMENTS: 34 Credits

ELECTIVES: 20 Credits

### PRESCRIBED COURSES: (10 credits)

_____	COMM 160	<b>Basic News Writing Skills</b> (1) Grammar, punctuation, spelling, and word usage skills required of journalists.
_____	COMM 180	<b>Survey of Electronic Media &amp; Telecommunications:</b> the development of electronic media and telecommunications, emphasizing social, economic, political and global impact.
_____	COMM 381	<b>Telecommunications Regulation:</b> overview of the regulation of electronic media. Prereq: COMM 180; ECON 102 or ECON 014
_____	COMM 387	<b>Introduction to Broadcast/Cable Management:</b> introduction to basic principles of management as they apply in electronic media industries. Prereqs: COMM 180; ECON 102 or ECON 014

### ADDITIONAL COURSES: (24 credits)

SELECT three (3) credits in Economics:

_____	ECON 102	<b>Introductory Microeconomic Analysis and Policy</b>
_____	ECON 014	

SELECT fifteen (15) credits (3 must be W writing intensive Professional/Skills courses):

_____	COMM 282	<b>Television Field Production:</b> explore the particularities of single camera pre-production and production and analog and digital videotape editing.
_____	COMM 283W	<b>Television Studio Production:</b> students will learn the technical aspects of multi-camera studio television production. Prereq: COMM 282
_____	COMM 374	<b>Audio Production:</b> theory and practice in studio recording and broadcasting techniques, including continuity/news writing, control room operation and audio production. Prereq: COMM 180 or COMM 251 or COMM 100 or permission of program
_____	COMM 383	<b>Production Administration:</b> management, production and analysis of video programming for mass and submass audiences, emphasis on single-camera field production. Prereq: COMM 282
_____	COMM 383A	<b>Webcast Production (1.5 credits):</b> explore all aspects of producing a live television show. Final project is streaming a live webcast online. Prereq: COMM 282 or COMM 242
_____	COMM 384	<b>Telecommunications Promotion and Sales:</b> principles of marketing services applied to telecommunications and information products/services; models of customer-focused selling and their applications to media time sales. Prereq: COMM 180 or COMM 320
_____	COMM 385	<b>Media Programming Strategies:</b> framework, principles, and strategies for the programming of broadcast and cable television, and radio stations. Prereq: COMM 180
_____	COMM 386	<b>Telecommunications History:</b> historical development of telecommunications systems in the United States, including telegraph, telephone, radio, television, and the Internet.
_____	COMM 479	<b>Telecommunications Economics:</b> economic, regulatory/business issues in the design/operation of large-scale telecommunication networks such as telephone, cable, wireless, and computer networks. Prereq: COMM 180; ECON 102 or 014
_____	COMM 483	<b>Wireless Communications Industry:</b> a broad examination of the wireless phone industry including its development, current structure and future. Prereqs: COMM 381 and COMM 387
_____	COMM 484	<b>Emerging Telecommunications Technologies:</b> overview of technology of electronic media and related societal issues. Prereq: COMM 180
_____	COMM 485	<b>Analysis of Broadcast-Cable Policy:</b> analysis of current policy issues in broadcast/cable. Standards and methods of evaluating telecommunication policy processes and outcomes. Prereq: COMM 381 or COMM 483
_____	COMM 486	<b>Telecommunications Ethics:</b> Drawing on normative theory and political philosophy, this course explores problems in ethics and social responsibility in telecommunications. Prereq: COMM 180
_____	COMM 487	<b>Advanced Telecommunications Management and Leadership:</b> operation/administration decision-making for broadcasting, broadband, telecommunications, and information firms

including sales, marketing, programming, customer service, technology adoption, finance and capital investment. Prereq: COMM 387

\_\_\_\_\_ **COMM 489W**

**Media and Information Industries:** the structure, conduct and performance of firms and industries in the electronic media and information sectors. Prereq: COMM 387 or equivalent

\_\_\_\_\_ **COMM 490**

**Issues in Electronic Commerce: Policy and Implementation:** analysis of policy, strategic issues, and implications raised by the rapid growth of electronic commerce over the Internet. Prereq: COMM 180 for Telecomm majors; permission of instructor for other majors

\_\_\_\_\_ **COMM 491**

**International Telecommunication and Trade Policy:** development in the law, policy, and business of international telecommunications; emphasis on multilateral forums-- International Telecommunications Union and World Trade Organization. Prereq: COMM 180

\_\_\_\_\_ **COMM 492**

**Internet Law and Policy:** development in the law, policy, and business of Internet-mediated communications and commerce; emphasis on impact on existing legal, regulatory, and economic models. Prereq: COMM 180

\_\_\_\_\_ **COMM 493**

**Entrepreneurship in the Information Age: Senior Seminar:** provides students with knowledge/tools to take their innovation/technology idea through the business planning, capital, and operations budgeting processes. Prereq: COMM 387

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**Internship** (1-3 credits per semester, 3 credits maximum): supervised practicum with a media or telecommunications related firm.

Prereq: continuing student majors in the College of Communications; departmental approval

SELECT six (6) credits (Social Aspects):

\_\_\_\_\_ **COMM 205**

**Women, Minorities and the Media:** analysis of historical, economic, legal, political, and social implications of the relationship between women, minorities, and the mass media.

\_\_\_\_\_ **COMM 304**

**Mass Communications Research:** introduction to research methods in mass communications. Prereq: STAT 200 & 3 credits from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370

\_\_\_\_\_ **COMM 403**

**Law of Mass Communications:** nature and theories of law; the Supreme Court and press freedom; legal problems of the mass media.

\_\_\_\_\_ **COMM 405**

**Political Economy of Communications:** structure and functions of American & other mass communications systems & their relationship to political and economic systems. Prereq: ECON 002

\_\_\_\_\_ **COMM 409**

**News Media Ethics:** ethical problems in the practice of journalism; principal public criticisms of news media; case study approach.

\_\_\_\_\_ **COMM 410**

**International Mass Communications:** the role of international media in communication among and between nations and people. Complement to COMM 419.

\_\_\_\_\_ **COMM 411**

Prereq: Select 3 credits from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370

\_\_\_\_\_ **COMM 411**

**Cultural Aspects of the Mass Media:** the mass media as creators & critics of mass culture in American life; relationships between the media and mass culture.

\_\_\_\_\_ **COMM 411**

Prereqs: 6 credits in the arts or the humanities and 3 credits selected from COMM 100, 110, 118, 150, 180, 260W, 320 or 370

\_\_\_\_\_ **COMM 411**

\_\_\_\_\_ **COMM 413W**

**The Mass Media and the Public:** social-level & political theories of the relationships between media & public; media influences on public opinion; social pressure on the media; political communications. Prereqs: Select 3 credits from COMM 100, 118, 150, 180, 251, 260W, 320 or 370 and select 3 credits from the following: COMM 304, COMM 420

\_\_\_\_\_ **COMM 413W**

\_\_\_\_\_ **COMM 417**

**Ethics & Regulation in Advertising and Public Relations:** ethical issues in the practice of advertising and public relations; legal & regulatory issues; case studies. Prereq: COMM 320 or 370

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**Media Effects: Theory & Research:** investigation of social & psychological effects of media messages and technologies via theories and empirical evidence pertaining to processes of effects. Prereqs: COMM 118 and 304 or equivalent

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**World Media Systems:** comparative study of modern media systems of mass communications in selected foreign countries. Prereqs: 6 credits in the arts or the humanities and 3 credits selected from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370

\_\_\_\_\_ **COMM 419**

\_\_\_\_\_ **COMM 496**

**Independent Studies**

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**Special Topics** (1-9 credits): formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.

**STUDENTS MUST SELECT AT LEAST 80 CREDITS IN NON-COMMUNICATIONS COURSES, INCLUDING AT LEAST 65 IN THE LIBERAL ARTS AND SCIENCES.**

Updated 07/31/2012