

# Penn State College of Communications

*Course List-- Spring 2017*

*Monday Classes*



Created for: Alumni Society Board

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Prepared by: Hannah Mulhern '18 , Public Relations

## COMMUNICATIONS COURSE LIST—SPRING 2017 (MONDAY)

Course Name	Course Description	Time	Location	Professor
<b>COMM 110 (Media and Democracy)</b>	Considers the role of the mass media with regard to developing civic awareness and engagement in democratic societies.	12:20PM-1:10PM	010 Sparks	Charles Elavsky
<b>COMM 118 (Introduction to Media Effects)</b>	Examination of individuals' selection, uses and perceptions of media and the effects of media on individuals' attitudes, beliefs, and behaviors.	9:05AM-9:55AM	160 Willard	Arienne Ferchaud
<b>COMM 250 (Film History and Theory)</b>	Exploration of film theory and criticism in the context of aesthetic, technological, and economic evolution of film history.	3:35PM-5:30PM	113 Carnegie	Kevin Hagopian
<b>COMM 260W (News Writing and Reporting)</b>	News and news values; legal and ethical problems of reporting; writing and reporting news for the mass media.	4:00PM-5:15PM	E302 Paterno Library	Michael Dawson
<b>COMM 271 (Principles of Multimedia Journalism)</b>	The course introduces how journalists work with the tools of multimedia and how multimedia is changing journalism.	1:25PM-2:15PM	262 Willard	Jan Hendrick Boehmer
<b>COMM 280 (Introduction to Telecommunications Technologies)</b>	Evaluate content creation and distribution methods and demonstrate proficiency across emerging digital products and services.	10:10AM-11:00AM	110 Wartik	David Norloff
<b>COMM 283 (Television Studio Production)</b>	Learn the technical aspects of multi-camera studio television production.	11:45AM-1:00PM	225 The 103 Bldg	Maria Baukus
<b>COMM 310 (Digital Media Metrics)</b>	Analysis of audience data for traditional and new media to create metrics for advertising, content marketing and audience analysis.	11:15AM-12:05PM	133 Erickson Food Science	Krishna Jayakar
<b>COMM 320 (Introduction to Advertising)</b>	Advertising management in business, including comm theory; industry practices; basics of copy, media, and budget decisions.	9:05AM-9:55AM	026 Hosler	George Anghelcev
<b>COMM 339 (Intermediate Alternative Production)</b>	Exploration of alternative film or video production techniques and aesthetics through the completion of short exercises and projects.	4:00PM-5:15PM	024 Carnegie	Thomas Camden
<b>COMM 360 (Radio Reporting)</b>	Reporting, writing, producing, and presenting radio news programs, focusing on the development of news judgment and writing skills.	8:00AM-11:00AM	224 The 103 Bldg	Philip Mullen
<b>COMM 384 (Telecommunications Promotion and Sales)</b>	Principles of marketing services applied to telecommunications and information products/services; models of customer-focused selling.	3:35PM-4:25PM	265 Willard	Thomas Yourchak
<b>COMM 404 (Telecommunications Law)</b>	Overview of the regulation of electronic media.	12:20PM-1:10PM	162 Willard	Benjamin Cramer

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<b>COMM 405 (Political Economy of Communications)</b>	Structure and functions of American and other mass communications systems and their relationship to political and economic systems.	10:10AM-11:00AM	160 Willard	Charles Elavsky
<b>COMM 410 (International Mass Communications)</b>	The role of international media in communication among and between nations and peoples.	1:25PM-2:15PM	160 Willard	Chun Yang
<b>COMM 411 (Cultural Aspects of the Mass Media)</b>	The mass media as creators/ critics of mass culture in American life; relationships bet. media & mass culture.	9:05AM-9:55AM	105 Wartik Lab	Timeka Tounsel
<b>COMM 419 (World Media Systems)</b>	Comparative study of modern mass systems and the evolution and structure of specific countries' systems.	1:25PM-2:15PM	158 Willard	Giuliana Sorce
<b>COMM 421 (Advertising Creative Strategies)</b>	Planning, designing, writing ads; intro to graphics and prod techniques and processes; layout and copywriting.	10:10AM-12:05PM	019 Carnegie	Ronald Smith
<b>COMM 421 (Advertising Creative Strategies)</b>	Planning, designing, writing ads; intro to graphics and prod techniques and processes; layout and copywriting.	1:25PM-3:20PM	019 Carnegie	Ken Yednock
<b>COMM 424 (Advertising Campaigns)</b>	Ad campaign problems from viewpoint of national advertiser and ad agency; production of an ad campaign.	2:30PM-3:45PM	121 Carnegie	Colleen Connolly-Ahern
<b>COMM 424 (Advertising Campaigns)</b>	Ad campaign problems from viewpoint of national advertiser and ad agency; production of an ad campaign.	11:15AM-12:30PM	121 Carnegie	Robert Baukus
<b>COMM 425 (Advanced Advertising Campaigns)</b>	Option for student AAF members who will develop an integrated ad campaign for District competition.	6:00PM-7:15PM	019 Carnegie	Ken Yednock
<b>COMM 437A (Advanced Documentary Production Abroad)</b>	Advanced exploration of doc prod techniques/aesthetics via completion of a short video project abroad.	2:30PM-5:30PM	309 Willard	Richard Sherman
<b>COMM 450A (Search Engine Marketing)</b>	Knowledge/skills necessary to conduct a sponsored research and keyword ad-based marketing campaign.	11:15AM-12:20PM	134 Cedar	George Anghelcev
<b>COMM 450B (Digital Advertising)</b>	Explores digital advertising "ecosystem," identify key players and trends, and review programmatic media buying.	2:30PM-3:35PM	158 Willard	Lee Ahern
<b>COMM 460 (Reporting Methods)</b>	Techniques in reporting news/trends at local, regional, and county levels. Deadline and interpretive reporting.	4:00PM-5:15PM	008 Carnegie	Jan Hendrik Boehmer
<b>COMM 461 (Magazine Writing)</b>	Idea conception, writing, and editing of magazine stories.	10:10AM-11:00AM	317 Willard	Pamela Monk
<b>COMM 461 (Magazine Writing)</b>	Idea conception, writing, and editing of magazine stories.	11:15AM-12:05PM	317 Willard	Pamela Monk
<b>COMM 465 (Television Reporting)</b>	Television news reporting and production.	10:10AM-12:05PM	213A Lubert	Marea Mannion
<b>COMM 465 (Television Reporting)</b>	Television news reporting and production.	1:25PM-3:20PM	213A Lubert	Bu Zhong
<b>COMM 466 (Public Affairs Broadcasting)</b>	Research, write, produce, direct public affairs shows and in-depth reports.	1:25PM-5:25PM	209 The 103 Bldg	Marea Mannion

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<b>COMM 467 (News Editing and Evaluation)</b>	Concepts and procedures involved in processing news for various news media, with emphasis on print media editing.	1:25PM-3:20PM	317 Willard	John Dillon
<b>COMM 471 (Public Relations Media and Methods)</b>	Analyzing media and audiences for PR purposes; planning, designing, and writing public relations communications; press relations and publicity methods.	10:10AM-11:25AM	008 Carnegie	Renea Nichols
<b>COMM 471 (Public Relations Media and Methods)</b>	Analyzing media and audiences for PR purposes; planning, designing, and writing public relations communications; press relations and publicity methods.	2:30PM-3:45PM	002 Sparks	Renea Nichols
<b>COMM 473 (Public Relations Campaigns)</b>	Case studies and problems in publicity and public relations in industry, government, and institutions.	4:00PM-5:15PM	001 Sparks	Michel Haigh
<b>COMM 473 (Public Relations Campaigns)</b>	Case studies and problems in publicity and public relations in industry, government, and institutions.	2:30PM-3:45PM	001 Sparks	Michel Haigh
<b>COMM 477 (Sports Broadcasting)</b>	Techniques of sports broadcasting for radio and television.	8:00AM-11:00AM	201 Wagner	Stephen Jones
<b>COMM 481 (Advanced Multimedia Production)</b>	Advanced work in multimedia production: web authoring, A/V editing, image editing and animation software.	3:35PM-5:30PM	213A Lubert	Boaz Dvir
<b>COMM 484A (Wireless Devices and Global Markets)</b>	Overview of technology of electronic media and related societal issues.	2:30PM-3:45PM	269 Willard	David Norloff
<b>COMM 492 (Internet Law and Policy)</b>	Dev. in the law, policy, and business of Internet-mediated comm and commerce; emphasis on impact on existing legal, regulatory, econ models.	2:30PM-3:20PM	067 Willard	Benjamin Cramer