

Penn State College of Communications

*Course List-- Spring 2017
Thursday & Friday Classes*



Created for: Ad/PR Alumni Board

Prepared by: Hannah Mulhern '18 , Public Relations

COMMUNICATIONS COURSE LIST—SPRING 2017 (THURSDAY)

Course Name	Course Description	Time/Day	Location	Professor
COMM 170 (Introduction to The Sports Industry)	Basic overview of off-the-field aspects of U.S. sports, including business and media.	9:05AM-10:20AM	113 Carnegie	Mike Poorman
COMM 180 (Survey of Electronic Media and Telecommunications)	Dev. of electronic media and telecomm, emphasizing social, econ, political, global impact.	10:35AM-11:50AM	111 Forum	Patrick Parsons
COMM 190 (Gaming and Interactive Media)	Business and social aspects of interactive media, videogame and simulations industries.	3:05PM-4:20PM	262 Willard	Stephanie Orme
COMM 205 (Gender, Diversity and The Media)	Explores the relationship bet. media and society via critical analysis of its role in social reality.	3:05PM-4:20PM	162 Willard	Renea Nichols
COMM 304 (Mass Communication Research)	Research methods in mass communications.	3:35PM-5:30PM	071 Willard	Michael Schmierbach
COMM 370 (Public Relations)	Understanding of orgs and institutions; ID/analysis of public; media relations; PR practice.	12:05PM-1:20PM	010 Sparks	Steve Manuel
COMM 373 (Crisis Communications in Public Relations)	Organizational risk assessment and protecting an org's reputation in times of crisis.	3:05PM-4:20PM	111 Boucke	Steve Manuel
COMM 384 (Telecommunications Promotions and Sales)	Principles of marketing services applied to telecoms and information products/services.	4:35PM-5:50PM	167 Willard	Staff
COMM 385 (Media Programming Strategies)	Framework, principles, strategies for media programming from perspective of content distrib/media outlets.	3:05PM-4:20PM	265 Willard	Matthew Jackson
COMM 403 (Law of Mass Communication)	Nature/theories of law; Supreme Court and press freedom; legal problems of mass media.	1:35PM-2:50PM	101 Thomas	Matthew Jackson
COMM 409 (News Media Ethics)	Ethical problems in the practice of journ; principal public criticisms of news med.	1:35PM-2:50PM	367 Willard	John Sanchez
COMM 409 (News Media Ethics)	Ethical problems in the practice of journ; principal public criticisms of news media.	3:05PM-4:20PM	360 Willard	Anthony Barbieri
COMM 409 (News Media Ethics)	Ethical problems in the practice of journ; principal public criticisms of news media.	10:35AM-11:50AM	367 Willard	John Sanchez
COMM 417 (Ethics and Regulation in Advertising and Public Relations)	Ethical issues in practice of advertising and PR; legal and regulatory issues; case studies.	1:35PM-2:50PM	008 Carnegie	Susan Strohm

COMMUNICATIONS COURSE LIST—SPRING 2017 (THURSDAY)

COMM 418 (Media Effects: Theory and Research)	Investigation of social and psych effects of media messages and technologies.	3:35PM-5:30PM	251 Willard	S. Shyam Sundar
COMM 421W (Advertising Creative Strategies)	Plan, design, write ads; graphics and prod techniques.	3:35PM-5:30PM	121 Carnegie	Ronald Smith
COMM 422 (Advertising Media Planning)	Analysis, selection, and scheduling of advertising media; algorithms, technologies, and software used in media planning.	9:05AM-10:20AM	121 Carnegie	Fuyuan Shen
COMM 424 (Advertising Campaigns)	Advertising campaign problems from viewpoint of the national advertiser and ad agency.	1:35PM-2:50PM	121 Carnegie	Robert Baukus
COMM 424 (Advertising Campaigns)	Advertising campaign problems from viewpoint of the national advertiser and ad agency.	10:35AM-11:50AM	121 Carnegie	Susan Strohm
COMM 427 (Client/Agency Relations)	Build, maintain client/agency relationships in advertising, PR and direct response agency.	1:35PM-2:50PM	144 Stuckema n Family	Ken Yednock
COMM 471(Public Relations Media and Methods)	Analyze media and audiences for PR purposes.	1:35PM-2:50PM	015A Sparks	Tara Wyckoff
COMM 473 (Public Relations Campaigns)	Case studies and problems in publicity and PR in industry, government, and institutions.	10:35AM-11:50AM	008 Carnegie	Ann Major
COMM 473 (Public Relations Campaigns)	Case studies and problems in publicity and PR in industry, government, and institutions.	1:35PM-2:50PM	019 Carnegie	Ann Major
COMM 473 (Public Relations Campaigns)	Case studies and problems in publicity and PR in industry, government, and institutions.	12:05PM-1:20PM	008 Carnegie	Denise Bortree
COMM 473 (Public Relations Campaigns)	Case studies and problems in publicity and PR in industry, government, and institutions.	9:05AM-10:20AM	019 Carnegie	Tara Wyckoff
COMM 481 (Advanced Multimedia Production)	Web authoring, A/V editing, image editing and animation software.	10:35AM-12:30PM	213A Lubert	Curtis Chandler
COMM 481 (Advanced Multimedia Production)	Web authoring, A/V editing, image editing and animation software.	3:35PM-5:30PM	213A Lubert	Will Yurman
COMM 487 (Advanced Telecommunications Management and Leadership)	Strategic mgmt., leadership and ethics issues: marketing, finance, entrepreneurship, innovation.	9:05AM-10:20AM (TR)	308 Willard	Sascha Meinrath
COMM 521 (Advertising Perspectives)	Overview of advertising in industrial societies.	10:35AM-1:35PM	003 Carnegie	Fuyuan Shen

COMMUNICATIONS COURSE LIST—SPRING 2017 (FRIDAY)

Course Name	Course Description	Time	Location	Professor
COMM 118 (Introduction to Media Effects)	Exam of individuals' selection, uses and perceptions of media and the effects of media.	9:05AM-9:55AM	160 Willard	Arienne Ferchaud
COMM 271 (Principles of Multimedia Journalism)	Work w/ the tools of multimedia and how multimedia is changing journ.	1:25PM-2:15PM	262 Willard	Jan Hendrick Boehmer
COMM 280 (Intro to Telecom Technologies)	Eval content creation/distrib methods, digital products/ services.	9:05AM-9:55AM	071 Willard	David Norloff
COMM 280 (Intro to Telecom Technologies)	Eval content creation/distrib methods, digital products/ services.	10:10AM-11:00AM	071 Willard	David Norloff
COMM 310 (Digital Media Metrics)	Analysis of audience data for traditional and new media.	11:15AM-12:05PM	008 Carnegie	Krishna Jayakar
COMM 310 (Digital Media Metrics)	Analysis of audience data for traditional and new media.	12:20PM-1:10PM	008 Carnegie	Krishna Jayakar
COMM 320 (Intro to Advertising)	Advertising management in business.	9:05AM-9:55AM	026 Hosler	George Anghelcev
COMM 384 (Telecommunications Promotion and Sales)	Principles of marketing services applied to telecomm and information products/services.	9:05AM-9:55AM	265 Willard	Staff
COMM 405 (Political Economy of Comm)	Structure/functions of American and other mass comm systems.	10:10AM-11:00AM	160 Willard	Charles Elavsky
COMM 411 (Cultural Aspects of Mass Media)	Mass media as creators and critics of mass culture in American life.	9:05AM-9:55AM	105 Wartik Lab	Staff
COMM 517 (Psych Aspects of Com Tech)	Investigation of psych aspects of human-computer interaction, computer-mediated comm.	10:10AM-1:10PM	024 Carnegie	S. Shyam Sundar