

TELECOMMUNICATIONS

BA Degree: 120 Credits

FALL 2015 update

MAJOR REQUIREMENTS: 34 Credits**ELECTIVES: 20 Credits****PRESCRIBED COURSES:** (10 credits)

_____	COMM 160	Basic News Writing Skills (1) Grammar, punctuation, spelling, and word usage skills required of journalists.
_____	COMM 180	Survey of Electronic Media & Telecommunications: the development of electronic media and telecommunications, emphasizing social, economic, political and global impact.
_____	COMM 280	Introduction to Telecommunications Technologies: Students will evaluate content creation and distribution methods and demonstrate proficiency across emerging digital products and services.
_____	COMM 380	Telecommunications Management (3) Introduction to basic principles of management as they apply in electronic media industries. <i>Effective: Summer 2016 Future: Summer 2016</i> Prereq: COMM 180

ADDITIONAL COURSES: (24-25 credits)**SELECT 3-4 credits from:**

_____	ECON 102	Introductory Microeconomic Analysis and Policy (3)
_____	ECON 014	Principles of Economics (3)
_____	STAT 200	Elementary Statistics (4)
_____	SCM 200	Introduction to Statistics for Business (4)

SELECT twelve (12) credits (Professional Courses):

_____	COMM 190/GAME 140	Gaming and Interactive Media: Introduction to business and social aspects of interactive media, videogame and simulations industries.
_____	COMM 282	Television Field Production: explore the particularities of single camera pre-production and production and analog and digital videotape editing.
_____	COMM 283W	Television Studio Production: students will learn the technical aspects of multi-camera studio television production. Prereq: COMM 282
_____	COMM 310/IST 310	Digital Media Metrics (3) Analysis of audience data for traditional and new media to create metrics for advertising, content marketing and audience analysis. Prereq: 4th semester standing
_____	COMM 374	Audio Production: 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	Production Administration: management, production and analysis of video programming for mass and submass audiences, emphasis on single-camera field production. Prereq: COMM 282
_____	COMM 383A	Webcast Production (1.5 credits): 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	Telecommunications Promotion and Sales: 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	Media Programming Strategies: framework, principles, and strategies for the programming of broadcast and cable television, and radio stations. Prereq: COMM 180
_____	COMM 386	Telecommunications History: historical development of telecommunications systems in the United States, including telegraph, telephone, radio, television, and the Internet.
_____	COMM 403	Law of Mass Communications: nature and theories of law; the Supreme Court and press freedom; legal problems of the mass media.
_____	COMM 404	Telecommunications Law: Overview of the regulation of electronic media. <i>Effective: Summer 2016 Future: Summer 2016.</i> Prereq: COMM 180
_____	COMM 410	International Mass Communications: the role of international media in communication among and between nations and people. Complement to COMM 419. Prereq: Select 3 credits from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370
_____	COMM 419	World Media Systems: comparative study of modern media systems of mass communications in selected foreign countries. Prereq: COMM 410
_____	COMM 479	Telecommunications Economics: 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	Wireless Communications Industry: a broad examination of the wireless phone industry including its development, current structure and future. Prereqs: COMM 381 and COMM 387

_____	COMM 484	Emerging Telecommunications Technologies: overview of technology of electronic media and related societal issues. Prereq: COMM 180, COMM 280; or permission of the program
_____	COMM 484A	Wireless Devices and Global Markets: Examination of the global market for smartphones, tablets, and other wireless devices. Prereq: COMM 180, COMM 280, COMM 483 ; or permission of program
_____	COMM 485	Analysis of Broadcast-Cable Policy: 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 486W	Telecommunications Ethics: Drawing on normative theory and political philosophy, this course explores problems in ethics and social responsibility in telecommunications. Prereq: COMM 180
_____	COMM 487W	Advanced Telecommunications Management and Leadership: 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
_____	COMM 495	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 three (3) credits (Law):

_____	COMM 403	Law of Mass Communications: nature and theories of law; the Supreme Court and press freedom; legal problems of the mass media.
_____	COMM 404	Telecommunications Law: Overview of the regulation of electronic media. <i>Effective: Summer 2016 Future: Summer 2016.</i> 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

SELECT three (3) credits (Social Aspects):

_____	COMM 110	Media and Democracy: This course considers the role of the mass media with regard to developing civic awareness and engagement in democratic societies.
_____	COMM 118	Introduction to Media Effects: Examination of individuals' selection, uses and perceptions of media and the effects of media on individuals' attitudes, beliefs, and behaviors.
_____	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. 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. 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 412	Sports, Media and Society: Sport and media relationship in American culture.
_____	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 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
_____	COMM 418	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
_____	COMM 419	World Media Systems: comparative study of modern media systems of mass communications in selected foreign countries. Prereq: COMM 410
_____	COMM 496	Independent Studies

SELECT three (3) credits (Capstone Course):

_____	COMM 486W	Telecommunications Ethics: Drawing on normative theory and political philosophy, this course explores problems in ethics and social responsibility in telecommunications. Prereq: COMM 180
_____	COMM 487W	Advanced Telecommunications Management and Leadership: 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

STUDENTS MUST SELECT AT LEAST 72 CREDITS IN NON-COMMUNICATIONS COURSES.

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