

Department of Communication Studies

Chair: Dr. Ahmet Atay

The Department of Communication Studies is concerned with human interaction and communication in all of its forms. The department offers concentrations in Communication Management, Sports Communication, and Mass Communication.

Students interested in studying communication should consult the department chair or college advisor as well as the requirements set by the College of Arts and Sciences.

Major in Communication Studies with Communication Management Concentration

The Communication Management concentration is designed for students interested in the general principles and applications of communication from interpersonal relationships to organizational and health settings, to the theory and practice of public dialogue. A minor is available in Communication Management for non-majors.

Major in Communication Studies with Sports Communication Concentration

The Sports Communication Concentration is designed to prepare students for careers in the fastest growing area within the field of communication. Sports communications includes sports information, sports media relations, sports administration, and sports management.

Major in Communication Studies with a Mass Communication Concentration

The Mass Communication concentration allows students to specialize in journalism, broadcasting, or public relations. Minors are available in Mass Communication. A Minor is required for a degree in Mass Communication.

Specializations

Students interested in developing a concentration in mass communication may select from one of three specializations available in the department: journalism, broadcasting, or public relations. Students specializing in one of the mass communication specializations may also major or minor in communication management.

Journalism

The curriculum in journalism is designed to prepare students for work with newspapers, magazines and company publications. In addition to courses in writing, reporting, and editing, the journalism program frequently offers special courses aimed at meeting the media demands of Birmingham, its people, and its publications.

Broadcasting

Students in broadcasting prepare for professional careers in digital media, television production, news operations, or management. In addition to skills courses, students are given a strong theoretical foundation designed for both the media professional and the potential graduate student in mass communication.

Public Relations

Public relations is a pre-professional program designed to acquaint students with the theoretical knowledge and the practical skills necessary to master all aspects of the public relations process.

The program stresses writing, oral and analytical skills, ethical reasoning, problem solving, strategic thinking, media selection, and identification of publics. Students receive hands-on experience in developing client representation skills as well as strengthening essential team-building, networking and leadership skills. Students also participate in the internship program which gives them actual on-the-job experience.

Accelerated Learning Opportunities

The Department of Communication Studies offers a Communication Management Master's (ABM) option for high-achieving undergraduate students. All CM Graduate classes may be used for undergraduate BA in Communication Studies through the ABM, excluding: CM 618, CM 675, CM 698, CM 699.

Communication Management Master's (ABM)

Bachelor of Arts with a Major in Communication Studies and a Concentration in Communication Management

Requirements	Hours
Blazer Core Curriculum	41
General Electives	40
Required Courses ¹	
CMST 105 Introduction to Human Communication	3
CMST 110 Introduction to Interpersonal Communication and Relationships	3
CMST 494 Communication Research Methods	3
Communication Management Electives	30
Select 30 credit hours from the following courses. At least 6 hours must be taken at the 400 level.:	
CMST 103 History of Mass Media (Required Courses)	
CMST 255 Introduction to Political Campaign Communication	
CMST 305 Applied Communication Theory	
CMST 309 Interviewing	
CMST 310 Communications and Teamwork	
CMST 311 Organizational Communication	
CMST 315 Ethics and Leadership	
CMST 321 Persuasion Communication	
CMST 322 Argumentation Theory	
CMST 324 Gender in Communication	
CMST 339 Introduction to Public Relations	
CMST 356 Propaganda and Public Persuasion	
CMST 380 Health Communication	
CMST 382 Health Communication Campaigns	
CMST 400 Professional Presentations	
CMST 401 Instructional Communication	
CMST 403 Pragmatics and Human Interaction	
CMST 411 Organizational Communication Project	
CMST 413 Nonverbal Communication	
CMST 415 Intercultural & International Communication	

CMST 425	Communication in Social and Personal Relationships
CMST 455	Seminar in Political Communication
CMST 491	Internship
CMST 492	Independent Study
CMST 493	Special Topics in Communication Studies
Total Hours	120

Students must make a C or better in their requirements for the major.

Bachelor of Arts with a Major in Communication Studies and a Concentration in Mass Communication - Broadcasting

Requirements	Hours	
Blazer Core Curriculum	41	
General Electives	37	
Required Courses ¹		
CMST 100	Introduction to Media and Society	3
CMST 105	Introduction to Human Communication	3
CMST 210	Media Writing	3
CMST 283	Visual Media Production I	3
CMST 315	Ethics and Leadership	3
CMST 402	Mass Communication Law	3
CMST 495	Impacts of Social Media	3
Media		
Select one of the following:		3
CMST 320	Introduction to Advertising	
CMST 350	Digital Publishing	
CMST 370	Introduction to Broadcast Media	
CMST 373	Introduction to Entertainment Media	
Writing		
Select one of the following:		3
CMST 308	Media Writing II	
CMST 360	Feature Writing	
CMST 371	Copywriting for Broadcast Media	
Media & Design		
Select two of the following:		6
CMST 330	Audio Production	
CMST 365	Social Media Strategy and Management	
CMST 366	Digital Design and Animation	
CMST 375	Narrative Filmmaking	
CMST 383	Visual Media Production II	
CMST 483	Live Studio Production	
Major Electives		
Select two of the following that have not already been taken:		6
CMST 306	Investigative Reporting	
CMST 308	Media Writing II	
CMST 309	Interviewing	
CMST 310	Communications and Teamwork	
CMST 320	Introduction to Advertising	
CMST 321	Persuasion Communication	
CMST 326	Sports in the Mass Media	
CMST 330	Audio Production	
CMST 335	Communication and Sports	
CMST 339	Introduction to Public Relations	
CMST 350	Digital Publishing	

CMST 353	Sports and Media Relations	
CMST 356	Propaganda and Public Persuasion	
CMST 360	Feature Writing	
CMST 364	Crisis Management	
CMST 365	Social Media Strategy and Management	
CMST 366	Digital Design and Animation	
CMST 370	Introduction to Broadcast Media	
CMST 371	Copywriting for Broadcast Media	
CMST 373	Introduction to Entertainment Media	
CMST 375	Narrative Filmmaking	
CMST 383	Visual Media Production II	
CMST 400	Professional Presentations	
CMST 413	Nonverbal Communication	
CMST 415	Intercultural & International Communication	
CMST 483	Live Studio Production	
CMST 491	Internship	
CMST 492	Independent Study	
CMST 493	Special Topics in Communication Studies	
CMST 494	Communication Research Methods	
Capstone Experience		
Select 3 hours from the following:		3
CMST 491	Internship	
CMST 492	Independent Study	
Total Hours	120	

¹ Students must make a C or better in all classes required for the major.

Bachelor of Arts with a Major in Communication Studies and a Concentration in Mass Communication - Journalism

Requirements	Hours	
Blazer Core Curriculum	41	
General Electives	38	
Required Courses ^{1, 2}		
CMST 100	Introduction to Media and Society	3
CMST 105	Introduction to Human Communication	3
CMST 210	Media Writing	3
CMST 306	Investigative Reporting	3
CMST 308	Media Writing II	3
CMST 350	Digital Publishing	3
CMST 360	Feature Writing	3
CMST 402	Mass Communication Law	3
CMST 494	Communication Research Methods	3
CMST 495	Impacts of Social Media	3
Mass Media Internship		
Take at least two hours in the following:		2
CMST 491	Internship	
Major Electives		
Select 9 credit hours from the following:		9
CMST 110	Introduction to Interpersonal Communication and Relationships	
CMST 255	Introduction to Political Campaign Communication	
CMST 305	Applied Communication Theory	
CMST 309	Interviewing	

CMST 315	Ethics and Leadership
CMST 320	Introduction to Advertising
CMST 321	Persuasion Communication
CMST 322	Argumentation Theory
CMST 326	Sports in the Mass Media
CMST 335	Communication and Sports
CMST 339	Introduction to Public Relations
CMST 353	Sports and Media Relations
CMST 356	Propaganda and Public Persuasion
CMST 364	Crisis Management
CMST 365	Social Media Strategy and Management
CMST 366	Digital Design and Animation
CMST 391	Sports Communication Practicum
CMST 455	Seminar in Political Communication
CMST 491	Internship
CMST 492	Independent Study
CMST 493	Special Topics in Communication Studies
Total Hours	120

- ¹ Completion of CMST 105 automatically satisfies the Communicating in the Modern World Blazer Core requirement.
- ² Students must make C or better in their requirements for the major.

Bachelor of Arts with a Major in Communication Studies and a Concentration in Mass Communication - Public Relations

Requirements	Hours
Blazer Core Curriculum	41
General Electives	41
Required Courses ^{1, 2}	
CMST 100 Introduction to Media and Society	3
CMST 210 Media Writing	3
CMST 315 Ethics and Leadership	3
CMST 339 Introduction to Public Relations	3
CMST 340 Public Relations Principles	3
CMST 402 Mass Communication Law	3
CMST 440 Public Relations Methods I	3
CMST 442 Conducting Public Relations Campaigns	3
Mass Media Internship	
Take at least two hours in the following:	2
CMST 491 Internship	
Writing	
Select one of the following:	3
CMST 308 Media Writing II	
CMST 320 Introduction to Advertising	
CMST 360 Feature Writing	
CMST 400 Professional Presentations	
Major Electives	
Select three courses not previously taken	9
CMST 103 History of Mass Media	
CMST 110 Introduction to Interpersonal Communication and Relationships	
CMST 310 Communications and Teamwork	
CMST 311 Organizational Communication	

CMST 315	Ethics and Leadership
CMST 320	Introduction to Advertising
CMST 321	Persuasion Communication
CMST 322	Argumentation Theory
CMST 343	Public Relations Methods II
CMST 353	Sports and Media Relations
CMST 356	Propaganda and Public Persuasion
CMST 364	Crisis Management
CMST 365	Social Media Strategy and Management
CMST 366	Digital Design and Animation
CMST 380	Health Communication
CMST 413	Nonverbal Communication
CMST 425	Communication in Social and Personal Relationships
CMST 455	Seminar in Political Communication
CMST 491	Internship
CMST 494	Communication Research Methods
CMST 493	Special Topics in Communication Studies
CMST 495	Impacts of Social Media
Total Hours	120

- ¹ Students can minor in Communication Management.
- ² Students must make a C or better in all their classes required for the major.

Additional Requirements

Minor

Completion of a minor is not required for this degree.

Bachelor of Arts with a Major in Communication Studies and a Concentration in Sports Communication

Requirements	Hours
Blazer Core Curriculum	41
General Electives	40
Required Courses	
CMST 100 Introduction to Media and Society	3
CMST 105 Introduction to Human Communication	3
CMST 494 Communication Research Methods	3
Sports Communication Concentration Courses:	24
CMST 210 Media Writing	
CMST 283 Visual Media Production I	
CMST 310 Communications and Teamwork	
CMST 335 Communication and Sports	
CMST 326 Sports in the Mass Media	
CMST 339 Introduction to Public Relations	
CMST 391 Sports Communication Practicum	
CMST 491 Internship	
Major Electives ¹	
Select 6 hours from the following:	6
CMST 311 Organizational Communication	
CMST 315 Ethics and Leadership	
CMST 321 Persuasion Communication	
CMST 324 Gender in Communication	

CMST 353	Sports and Media Relations
CMST 400	Professional Presentations
CMST 402	Mass Communication Law
CMST 493	Special Topics in Communication Studies
CMST 495	Impacts of Social Media
PY 330	Sport Psychology
SOC 336	Sport and Society

Total Hours 120

- ¹ At least one elective must be at the 400 level
- ² Completion of CMST 105 automatically satisfies the Communicating in the Modern World Blazer Core requirement.
- ³ Students must make C or better in their requirements for the major
- ⁴ Students can minor in Communication Management

Proposed Program of Study for a Major in Communication Management

Freshman

First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
Blazer Core Quantitative Literacy		3 CMST 110	3
CMST 101		3 Blazer Core History & Meaning	3
CMST 105		3 Blazer Core Thinking Broadly	3
Blazer Core Local Beginnings		3 Blazer Core Reasoning	3
		15	15

Sophomore

First Term	Hours	Second Term	Hours
Blazer Core Scientific Inquiry		4 Blazer Core Scientific Inquiry	4
Blazer Core City as a Classroom		3 CMST Elective	3
CMST Elective		3 CMST Elective	3
CMST Elective		3 Blazer Core Thinking Broadly	3
Blazer Core Creative Arts		3 General Elective	3
		16	16

Junior

First Term	Hours	Second Term	Hours
CMST 494		3 CMST Elective	3
CMST Elective		3 CMST 400-level Elective	3
General Elective		3 General Elective	3
General Elective		3 General Elective	3
General Elective		3 General Elective	3
		15	15

Senior

First Term	Hours	Second Term	Hours
CMST Elective		3 CMST Elective	3
CMST 400-Level Elective		3 General Elective	3
General Elective		3 General Elective	3

General Elective	3 General Elective	3
General Elective	3 General Elective	1
		13

Total credit hours: 120

Proposed Program of Study for a Major in Mass Communication with a Broadcasting Specialization

Freshman

First Term	Hours	Second Term	Hours
CMST 101		3 EH 102	3
Blazer Core Quantitative Literacy		3 CMST 105	3
Blazer Core Creative Arts		3 Blazer Core History & Meaning	3
CMST 100		3 Blazer Core Thinking Broadly	3
Blazer Core Local Beginnings		3 Blazer Core Reasoning	3
		15	15

Sophomore

First Term	Hours	Second Term	Hours
Blazer Core Scientific Inquiry		4 Blazer Core Scientific Inquiry	4
Blazer Core City as a Classroom		3 CMST 283	3
CMST 210		3 CMST 371, 308, or 360	3
Media Course (Choose one)		3 Blazer Core Thinking Broadly	3
CMST 370		General Elective	3
CMST 320			
CMST 350			
CMST 373			
CMST 375			
General Elective		3	
		16	16

Junior

First Term	Hours	Second Term	Hours
CMST 315		3 CMST 402	3
CMST Media & Design		3 CMST Elective	3
General Electives		9 General Electives	9
		15	15

Senior

First Term	Hours	Second Term	Hours
CMST 495		3 CMST 491 or 492	3
CMST Media & Design		3 CMST Elective	3
General Electives		9 General Electives	7
		15	13

Total credit hours: 120

Proposed Program of Study for a Major in Mass Communication with a Journalism Specialization

Freshman			
First Term	Hours	Second Term	Hours
EH 101		3 EH 102	3
Blazer Core Quantitative Literacy		3 CMST 100	3
Blazer Core Creative Arts		3 Blazer Core History & Meaning	3
CMST 101		3 Blazer Core Thinking Broadly	3
CMST 105		3 Blazer Core Reasoning	3
Blazer Core Local Beginnings		3	
			15
Sophomore			
First Term	Hours	Second Term	Hours
Blazer Core Scientific Inquiry		4 Blazer Core Scientific Inquiry	4
Blazer Core City as a Classroom		3 CMST 308	3
CMST 210		3 CMST 402	3
CMST Elective (300 level or above)		3 Blazer Core Thinking Broadly	3
General Elective		3	
			13
Junior			
First Term	Hours	Second Term	Hours
CMST 306		3 CMST 360	3
CMST 350		3 CMST 495	3
General Electives		9 CMST 300-level Elective	3
			6
			15
Senior			
First Term	Hours	Second Term	Hours
CMST 491		2 CMST 300-Level Elective	3
CMST 494		3 General Electives	11
General Electives		9	
			14

Total credit hours: 120

Proposed Program of Study for a Major in Mass Communication with a Public Relations Specialization

Freshman			
First Term	Hours	Second Term	Hours
EH 101 ¹		3 EH 102 ¹	3
Blazer Core Quantitative Literacy		3 CMST 101	3
Blazer Core Creative Arts		3 Blazer Core History & Meaning	3

CMST 100	3 Blazer Core Thinking Broadly	3
Blazer Core Local Beginnings	3 Blazer Core Reasoning	3
		15

Sophomore			
First Term	Hours	Second Term	Hours
Blazer Core Scientific Inquiry		4 Blazer Core Scientific Inquiry	4
Blazer Core City as a Classroom		3 CMST 339	3
CMST 210		3 CMST Writing Requirement	3
CMST 315		3 Blazer Core Thinking Broadly	3
General Elective		3 General Elective	3

16

Junior			
First Term	Hours	Second Term	Hours
CMST 340		3 CMST Major Elective	3
CMST 402		3 CMST 440	3
General Elective		3 General Elective	3
General Elective		3 General Elective	3
General Elective		3 General Elective	3

15

Senior			
First Term	Hours	Second Term	Hours
CMST 442		3 CMST Major Elective	3
CMST Major Elective		3 CMST 491	2
General Elective		3 General Elective	3
General Elective		3 General Elective	3
General Elective		3 General Elective	2

15

Total credit hours: 120

Minor in Communication Management

A minor for non-majors consists of the following:

Requirements	Hours
Select any two of the following:	6
CMST 100 Introduction to Media and Society	
CMST 101 Public Speaking	
CMST 103 History of Mass Media	
CMST 105 Introduction to Human Communication	
CMST 110 Introduction to Interpersonal Communication and Relationships	
Four Additional 300 or 400 Level Courses	12
Total Hours	18

A grade of C or better is required for courses applying to this minor.

Minor in Mass Communication

Requirements	Hours
Required Courses	
CMST 100 Introduction to Media and Society	3

CMST 210	Media Writing	3
Communication Studies Electives		
Under advisement by the Program Director of Broadcasting, Journalism or Public Relations, select four 300-level or 400-level Mass Communication courses.		12
Broadcasting		
CMST 283	Visual Media Production I	
CMST 320	Introduction to Advertising	
CMST 330	Audio Production	
CMST 365	Social Media Strategy and Management	
CMST 366	Digital Design and Animation	
CMST 370	Introduction to Broadcast Media	
CMST 373	Introduction to Entertainment Media	
CMST 375	Narrative Filmmaking	
CMST 383	Visual Media Production II	
CMST 483	Live Studio Production	
Journalism		
CMST 308	Media Writing II	
CMST 309	Interviewing	
CMST 339	Introduction to Public Relations	
CMST 350	Digital Publishing	
CMST 356	Propaganda and Public Persuasion	
CMST 360	Feature Writing	
CMST 495	Impacts of Social Media	
Public Relations		
CMST 339	Introduction to Public Relations	
CMST 340	Public Relations Principles	
CMST 365	Social Media Strategy and Management	
CMST 440	Public Relations Methods I	
CMST 442	Conducting Public Relations Campaigns	
Total Hours		18

A grade of C or better is required for courses applying to this minor.

Honors in Communication Studies

The Honors Program in Communication Studies offers an enhanced and challenging academic experience for exceptional and highly motivated undergraduate students, especially those considering graduate school. Students who complete the program will graduate "With Honors in Communication Studies."

Eligibility and Application Process

To be eligible, a student must be a declared Communication Studies major and must have a cumulative, institutional, and Communication Studies GPA of 3.5 or above.

Requirements

1. Fulfill the normal requirements for the Communication Management major or Mass Media concentrations.
2. Submit a completed Communication Studies Honors Program application form to the Director of Departmental Honors for approval. Students must secure permission of the Director and their mentor in order to enter the Communication Studies Honors Program.
3. Maintain and graduate with a cumulative, institutional, and Communication Studies GPA of 3.5 or above.

4. Successfully complete and defend (no later than four weeks before graduation) an Undergraduate Honors Thesis conducted under the supervision of a faculty member in the department.

Contact

For more information and/or admission to the Communication Studies Honors Program, please contact the Chair of the Department.

Courses

CMST 100. Introduction to Media and Society. 3 Hours.

This introductory course establishes general knowledge about mass media and mass communication, focusing on how human beings interact with media. Students will emerge from this course with greater understanding of the history of media, evolution of media forms, media effects, and basic theories and methodologies for researching media phenomena. Topics include media grammar, media literacy, practices in traditional print and broadcast industries, social media and mobile communication trends, and media regulations and ethics. Thus, this course will equip students with the skills to assess source credibility, discern media bias, recognize characteristics of misinformation, and evaluate the ethical implications of media practices, all of which will help them become more informed citizens in society. This course satisfies the Blazer Core Humans and Their Societies requirement.

CMST 101. Public Speaking. 3 Hours.

Effective public speaking. Analysis, research, organization, delivery, to enhance speaking performance. This course meets Blazer Core Curriculum Communicating in the Modern World.

CMST 103. History of Mass Media. 3 Hours.

The history of newspapers, books, magazines, radio, television, cinema, recording industry, and the internet, focusing on current events, civic responsibilities and the role, value of diversity when appropriate. Ethics and Civic Responsibility are significant components of this course.

CMST 105. Introduction to Human Communication. 3 Hours.

Communication and persuasion as ideas in Western thought, ranging from Greek to contemporary period. This course meets Blazer Core Curriculum Communicating in the Modern World.

CMST 110. Introduction to Interpersonal Communication and Relationships. 3 Hours.

This class introduces students to interpersonal communication theory and research. We focus on the foundations of interpersonal communication (self, perception, and emotion) and how they influence our relationships with friends, family, romantic partners, and professional coworkers. We explore relationship challenges, conflict, and maintenance; and examine the practical skills and critical self-reflection associated with competent communication.

CMST 210. Media Writing. 3 Hours.

Recognizing story, gathering information and media writing. Emphasis on writing skills including grammar, punctuation, word choice, conciseness and accuracy. This is a foundational course for all mass communication majors and minors.

Prerequisites: EH 102 [Min Grade: C](Can be taken Concurrently) or EH 107 [Min Grade: C]

CMST 255. Introduction to Political Campaign Communication. 3 Hours.

A discussion of current theories and practices related to political campaign communication. This will included relevant media theories, campaign strategies, campaign financing, speech writing, and other topics as they relates to political campaigning.

CMST 283. Visual Media Production I. 3 Hours.

An introduction to digital video production. The course covers the full production process from planning to recording to editing visual media, with instruction in composition, storytelling, camera and audio operations, and editing software.

CMST 305. Applied Communication Theory. 3 Hours.

Major theoretical approaches to issues involved in human communication. Various psychological and sociological conceptualizations of communication process.

CMST 306. Investigative Reporting. 3 Hours.

Gathering and writing in-depth news; covering courts, police, schools, and county and city governments.

Prerequisites: MC 210 [Min Grade: C] or CMST 210 [Min Grade: C] or MC 106 [Min Grade: C]

CMST 308. Media Writing II. 3 Hours.

Practice in gathering and writing news, with experience in writing under pressure of deadlines and covering beats.

Prerequisites: CMST 210 [Min Grade: C] or MC 210 [Min Grade: C] or MC 106 [Min Grade: C]

CMST 309. Interviewing. 3 Hours.

Theory and practice in various types of interviews, such as employment, counseling, research, and journalistic.

CMST 310. Communications and Teamwork. 3 Hours.

Theories of small group communication and practice in decision making in various group formats as part of organizational structure.

CMST 311. Organizational Communication. 3 Hours.

This course introduces students to organizational communication theories, models, and processes and how to apply these principles in organizational communication exercises.

CMST 315. Ethics and Leadership. 3 Hours.

Theory and research on ethics, leadership and communication management. Specific attention to contexts in which leaders and managers functions as well as team dynamics.

CMST 320. Introduction to Advertising. 3 Hours.

Survey of history, methods, techniques, and strategy involved in creating an advertising campaign.

CMST 321. Persuasion Communication. 3 Hours.

An introduction to the study and practice of persuasive discourse using both the rhetorical and behavioral science traditions.

CMST 322. Argumentation Theory. 3 Hours.

Bases of argument and nature of issues in controversy. Evidence, logic, refutation, and argumentative formats. Recommended for pre-law as well as general students.

CMST 323. Deception. 3 Hours.

This course examines theory and research on the topic of human deception from the perspective of Truth Default Theory. Topics include verbal and nonverbal aspects of deception, prevalence of deception, deception motives, information manipulation, truth-bias, and improving accuracy.

CMST 324. Gender in Communication. 3 Hours.

This class introduces students to gender and how it influences communication and relationships in a variety of personal and professional contexts. Theory, research, and historical perspectives are reviewed and applied to interpersonal, family, romantic, educational, health, and organizational contexts.

CMST 326. Sports in the Mass Media. 3 Hours.

An introduction to the study of communication as it relates to sports. Topics include discussions of athlete-coach interactions, fan behaviors, and media coverage of sporting events.

CMST 330. Audio Production. 3 Hours.

Basics of recording and mixing audio for multimedia projects with applications for film, television, radio, and digital media.

CMST 335. Communication and Sports. 3 Hours.

An introduction to the study of communication as it relates to sports. Topics include discussions of athlete-coach interactions, fan behaviors, and media coverage of sporting events.

CMST 339. Introduction to Public Relations. 3 Hours.

Survey of public relations in the United States. Relationships among marketing, advertising and public relation as well as dynamics of field across multiple disciplines.

CMST 340. Public Relations Principles. 3 Hours.

Relationship of business, industrial, educational, health, and service institutions to audiences. Public relations as management function in areas of communication analysis, counseling, and public information activities. Development of backgrounder/audit on selected clients.

Prerequisites: (CMST 210 [Min Grade: C] or MC 210 [Min Grade: C]) and (CMST 339 [Min Grade: C] or CM 339 [Min Grade: C] or MC 339 [Min Grade: C])

CMST 343. Public Relations Methods II. 3 Hours.

Graphics, brochure and newsletter design, slide shows, broadcast PSAs, and multimedia presentations.

Prerequisites: CMST 340 [Min Grade: C] or MC 340 [Min Grade: C]

CMST 350. Digital Publishing. 3 Hours.

This class reviews the principles of publishing, including selecting topics, interviewing subjects, gathering information, creating headlines, copy editing, AP, and page design using Adobe software. Students will also develop their online publishing skills through multi-media storytelling and other media projects.

Prerequisites: CMST 210 [Min Grade: C] or MC 210 [Min Grade: C] or MC 106 [Min Grade: C]

CMST 353. Sports and Media Relations. 3 Hours.

An examination of the role of media relations in the sports communication environment. Students will acquire multiple competencies, including writing press releases, putting together media kits and media guides, preparing press conferences, and arranging interviews for sports personalities.

CMST 356. Propaganda and Public Persuasion. 3 Hours.

Theory and practice of propaganda with emphasis on mass media as tools of propagandist. Nazi, Soviet, and U.S. propaganda analyzed and critiqued in context of communication theory and ethics.

CMST 360. Feature Writing. 3 Hours.

Finding subjects, collecting information, interviewing, writing, and marketing magazine and newspaper features.

Prerequisites: CMST 210 [Min Grade: C] or MC 210 [Min Grade: C] or MC 106 [Min Grade: C]

CMST 364. Crisis Management. 3 Hours.

The course will provide sufficient knowledge about crisis management in order to perform professional duties with all available information in how to anticipate and respond to a crisis—both negative and positive. Historical and traditional responses to crises will be examined, and particular instances of response by corporations, politicians, and government to disasters and catastrophic events analyzed. A crisis environment and preparation of a response will be simulated.

Prerequisites: EH 101 [Min Grade: C] or CMST 210 [Min Grade: C]

CMST 365. Social Media Strategy and Management. 3 Hours.

Basics of strategic design and management for social media.

CMST 366. Digital Design and Animation. 3 Hours.

Basics of design for digital media, including web and motion graphics.

CMST 370. Introduction to Broadcast Media. 3 Hours.

Broadcasting and digital technology, history of radio and television, economics of broadcasting, government regulation of industry, and assessment of media in society.

CMST 371. Copywriting for Broadcast Media. 3 Hours.

Copywriting for freelance, in-station, agency, corporate in-house, and institutional settings.

Prerequisites: CMST 103 [Min Grade: C] or MC 101 [Min Grade: C]

CMST 373. Introduction to Entertainment Media. 3 Hours.

This course provides a comprehensive overview of the entertainment media industry, focusing on film, television, and streaming services. Students will explore the historical development, business strategies, ethical considerations, and regulatory frameworks that shape the industry today.

CMST 375. Narrative Filmmaking. 3 Hours.

This course explores narrative filmmaking techniques, focusing on the principles of storytelling, visual aesthetics, and technical execution. Students will produce short films, learning to develop, shoot, and edit narrative video content.

Prerequisites: CMST 283 [Min Grade: C]

CMST 380. Health Communication. 3 Hours.

This class introduces students to the theory, research, and practice of health communication. Emphasis upon patient and caregiver perspectives; communication contexts, relationships, and campaigns.

CMST 382. Health Communication Campaigns. 3 Hours.

This class provides students with a fundamental awareness and comprehension of and ability to apply a broad range of communication concepts, theories, and practices as they apply to the area of health.

CMST 383. Visual Media Production II. 3 Hours.

Advanced digital video production for media applications on the web, television and film.

Prerequisites: CMST 283 [Min Grade: C] or MC 283 [Min Grade: C]

CMST 391. Sports Communication Practicum. 3 Hours.

The student will gain practical experience by working in a sports environment on a regular basis. The experience will be directed by a communication studies faculty member, while the day-to-day experiences of the student will be directed by a supervisor in the work environment.

CMST 400. Professional Presentations. 3 Hours.

Advanced speaking and delivery techniques in professional settings. Audience analysis, professional delivery, research, and application of theories of persuasion.

Prerequisites: CMST 101 [Min Grade: C]

CMST 401. Instructional Communication. 3 Hours.

Communication problems in the classroom. Translation of data into lecture discussion. Empirical research on verbal and nonverbal elements of effective presentation.

CMST 402. Mass Communication Law. 3 Hours.

Legal limitations and privileges affecting publishing and broadcasting. Major court decisions. Fair comment, libel, right of privacy, fairness doctrine, and license renewal.

CMST 403. Pragmatics and Human Interaction. 3 Hours.

This class examines how people use language to create meanings within conversations; with a focus on the nature of language, speech act theory, conversation analysis, face and face maintenance, sexism in language, conversation implicature, honesty, and deception.

CMST 411. Organizational Communication Project. 3 Hours.

Theory and research in communication audits of organizations.

Prerequisites: CMST 311 [Min Grade: C] or CM 311 [Min Grade: C]

CMST 413. Nonverbal Communication. 3 Hours.

Elements of nonverbal behavior (physical appearance, gestures, space, voice) which affect communication in person-to-person situations.

CMST 415. Intercultural & International Communication. 3 Hours.

This course helps students discover how communication is influenced by culture and how culture is created and maintained through communication. In this course, students will be introduced to the process of communication between and among individuals from different cultures or subcultures.

CMST 425. Communication in Social and Personal Relationships. 3 Hours.

The course offers an in-depth examination of the role of communication in the initiation, development, maintenance, and termination of social, professional, and personal relationships.

Prerequisites: CMST 110 [Min Grade: C]

CMST 440. Public Relations Methods I. 3 Hours.

Planning and executing ongoing programs and campaigns to improve organizational and institutional relations with publics. Preparing and distributing news releases, reports, letters, pamphlets, position papers, public statements, speeches, and backgrounders.

Prerequisites: CMST 340 [Min Grade: C] or MC 340 [Min Grade: C]

CMST 442. Conducting Public Relations Campaigns. 3 Hours.

Capstone public relations class which examines national and local public relations campaigns that illustrate good and bad practices. Student teams research, plan, design and deliver public relations campaign for client.

Prerequisites: CMST 210 [Min Grade: C] and CMST 339 [Min Grade: C] and CMST 340 [Min Grade: C] and CMST 440 [Min Grade: C]

CMST 455. Seminar in Political Communication. 3 Hours.

Emerging cross-disciplinary field of political communication. Literature and propositions surrounding key approaches, methods, and substantive areas of inquiry in political communication.

CMST 483. Live Studio Production. 3 Hours.

Applied advanced digital video production. Students work as a team to produce a live, studio-based TV show, complete with commercials.

Prerequisites: CMST 283 [Min Grade: C] or MC 283 [Min Grade: C]

CMST 491. Internship. 1-3 Hour.

Students who meet eligibility requirements may take three hours of academic credit per semester for participating in an advisor approved internship experience. All internships require a minimum of 70 hours of work per academic credit per semester.

CMST 492. Independent Study. 1-3 Hour.

The purpose of this class is to provide the student with an opportunity to conduct significant research under the direct supervision of a Communication Studies faculty member. This research is to be an extension of an existing class or classes that you have already taken. It is not to be used to replace existing classes or fulfill requirements that existing classes already fill.

CMST 493. Special Topics in Communication Studies. 3 Hours.

Topics selected by faculty.

CMST 494. Communication Research Methods. 3 Hours.

Research questions, design, methodology, data gathering, and analysis. Practice in conducting, interpreting, and communicating research findings to public. Ethical considerations of conducting research with human subjects. Ethics and Civic Responsibility are significant components of this course. Junior standing required.

CMST 495. Impacts of Social Media. 3 Hours.

This course walks you through the history of significant mass communication theories and furthers your understanding of key theories/studies in the field of media and communication. This heightened awareness is intended to encourage critical thinking among media consumers and practitioners of media production, especially in relation to social media, digital media, and other communication technologies.