INTRODUCTION

Effective ethical communications are essential for the well being of a democratic society. Thus, there is a need for persons trained in the theory and practice of informing, instructing and persuading through communications media.

LEARNING GOALS AND STUDENT LEARNING OUTCOMES

The following goals and learning outcomes have been established for students pursuing a degree in communications:

Functional knowledge
- Demonstrate skills and knowledge for entry into professional practice and/or advanced academic programs

Critical thinking and research skills
- Apply critical thinking, research and analysis to meet personal, scholarly, and professional goals

Written and oral proficiencies
- Demonstrate written and oral proficiency appropriate to the entry level of professional practice

Information technology skills
- Demonstrate effective use of communications tools and technologies appropriate to the entry level of professional practice

Theoretical foundations of communications
- Apply appropriate concepts, models and theories of communications to personal and professional situations

Diversity awareness
- Exhibit sensitivity to diversity through communications practices

Historical, legal and ethical foundations of communications
- Demonstrate a basic knowledge of historical, legal, and ethical issues that affect professional practices

BACHELOR OF ARTS IN COMMUNICATIONS (120 UNITS)

The Communications major totals 36 units: 9 units of core requirements; and 27 units in a chosen concentration. In addition, 12 units of collateral upper-division coursework in other departments are required. All prerequisite courses must be completed with a “C” (2.0) or better. A minimum of 72 units must be taken outside of Communications, and student must meet the university General Education requirements.

DEPARTMENT CHAIR
Diane F. Witmer

DEPARTMENT OFFICE/WEBSITE
College Park 400
657-278-3517
communications.fullerton.edu/departments/comm

PROGRAMS OFFERED
Bachelor of Arts in Communications
Concentrations:
- Advertising
- Entertainment and Tourism Communications
- Journalism
- Photocommunications
- Public Relations
- Minors:
  - Advertising
  - Journalism
  - Public Relations

Master of Arts in Communications
Concentrations:
- Mass Communications Research and Theory
- Professional Communications
- Communications in Tourism and Entertainment

FACULTY
Carol Ames, Genelle Belmas, William Briggs, Jeff Brody, xtine burrough, Pamela Caldwell, Thomas Clanin, Carolyn Coal, Jim Collison, David DeVries, Emily Erickson, Tony Fellow, Brent Foster, Dennis Gaschen, Beth Georges, Kuen-Hee Ju-Pak, Dean Kazoleas, Cynthia King, Paul Lester, Gail Love, Jay Moon, Coral Ohl, Henry Puente, Jason Shepard, Nancy Snow, Andi Stein, Doug Swanson, Laura Triplett, Edgar Trotter, Diane Witmer, Gerald Wright, Mark Wu, Fred Zandpour
Communications Core
All students pursuing a Bachelor of Arts in Communications, regardless of concentration or emphasis, must fulfill these required courses.

Required coursework (6 units)
COMM 233 Mass Communications in Modern Society (3)
COMM 407 Communications Law (3)
Plus three units from:
COMM 300 Visual Communication (3)
COMM 310 Mass Media Ethics (3)
COMM 315 Mass Media and Ethnic Groups (3)
COMM 333 Mass Media Effects (3)
COMM 410 Principles of Communication Research (3)
COMM 422 Communications Technologies (3)
COMM 425 History and Philosophy of American Mass Communication (3)
COMM 426 Global Media Systems (3)
COMM 480 Persuasive Communications (3)

CONCENTRATIONS
Advertising
Breadth Requirement (3 units)
COMM 410 Principles of Communications Research (3)

Required Courses (18 units)
COMM 350 Principles of Advertising (3)
COMM 351 Writing for the Advertising Industry (3)
COMM 352 Advertising Media (3)
COMM 353 Advertising Creative Strategy and Execution I (3)
COMM 451A, B or C Advertising Campaigns (3)
COMM 495T Mass Media Internship (3)
Plus six units from – COMM 317, 361, 380, 415T, 425, 446, 450, 452, 453, 454, 455 456, 457. At least three of the six units must be 450 or higher.

Entertainment and Tourism Communications
Breadth Requirement (3 units)
COMM 410 Principles of Communications Research (3)

Required Courses (15 units)
COMM 101 Writing for Mass Media (3)
COMM 346 Introduction to Entertainment and Tourism Studies (3)
COMM 446 Entertainment and Society (3)
COMM 449 Capstone in Entertainment and Tourism Studies (3)
COMM 495T Mass Media Internship (3)
Plus one writing course from – COMM 301, 334, 351, 362, 471

Journalism
Breadth Requirement (3 units)
COMM 425 History and Philosophy of American Mass Communication (3)

Required Courses (15 units)
COMM 101 Writing for the Mass Media (3)
COMM 201 Reporting for Mass Media I (3)
COMM 202 Reporting for Mass Media II (3)
COMM 471 News Media Production (3)
OR COMM 472 Advanced Electronic News (3)
COMM 495T Mass Media Internship (3)

Photocommunications
Breadth Requirement (3 units)
COMM 300 Visual Communication (3)

Required Courses (15 units)
COMM 101 Writing for the Mass Media (3)
COMM 317 Digital Foundations (3)
COMM 444 Capstone for Visual Communications (3)
COMM 495T Mass Media Internship (3)
Plus one writing course from – COMM 301, 334, 362
Plus nine units from – COMM 319, 321, 380, 409, 421, 434, 471, 481

Public Relations
Breadth Requirement (3 units)
COMM 410 Principles of Communications Research (3)

Required Courses (15 units)
COMM 101 Writing for Mass Media (3)
COMM 361 Principles of Public Relations (3)
COMM 362 Public Relations Writing (3)
COMM 464A or B Public Relations Management (3)
COMM 495T Mass Media Internship (3)
Plus one writing course from – COMM 301, 334, 462, 471
Plus three units from Section A – COMM 425, 465, 467, 468, 469, 470, 497T
Plus three additional units from Section A, above, or Section B – COMM 317, 331, 346, 350, 380, 434, 437, 446
WRITING REQUIREMENTS
All communications majors must satisfy both departmental and university writing requirements. For the department Writing Requirement, each concentration requires one or more writing courses. Consult an adviser or concentration checklist.

University Writing Requirement: The coursework portion of the university's upper-division baccalaureate writing requirement for communications majors may be met by satisfactory completion of any one of COMM 301, 334, 335, 351, 362, 371, 435, 436, 438T or 471. Students must earn a "C" (2.0) or better in the course that is used to fulfill the university's upper-division writing requirement.

INTERNSHIP REQUIREMENTS
The Department of Communications has always recognized the beneficial attributes of an internship. Students intern at sites in Orange and Los Angeles counties, as well as at national and international sites. Students must meet the following prerequisites to meet the internship requirement:

- Communications major
- Senior standing 2.25 GPA cumulative and CSUF
- Specific prerequisites for each area of concentration – which are not to be taken concurrently with the internship. They include:

Advertising
Required – COMM 350, 351, 352, 353
Recommended – COMM 317

Entertainment and Tourism Communications
Required – COMM 346, 446
Recommended – COMM 334, 335

Journalism
Required – COMM 372 or 471
Recommended – COMM 334, 335

Photocommunications
Required – COMM 319, 380 or 409
Recommended – COMM 321, 421 or 481

Public Relations
Required – COMM 361, 362
Recommended – COMM 317, 464

COMMUNICATIONS MINORS
The department offers three options for a communications minor for students NOT majoring in communications. Students majoring in communications cannot minor in communications.

MINOR IN ADVERTISING (21 UNITS)
COMM 233 Mass Communications in Modern Society (3)
COMM 350 Principles of Advertising (3)
COMM 352 Advertising Media (3)
COMM 353 Creative Strategy and Execution I (3)
COMM 451A, B or C Advertising Campaigns (3)
Plus 6 units, approved by two advisers, from – COMM 380, 407, 415T, 425, 450, 452, 453, 455, 457 or 480

MINOR IN JOURNALISM (21 UNITS)
Required courses for a Minor in Journalism must be taken in sequence. Each course builds upon the other. The three required journalism courses provide a core of information for beginning journalism students.
COMM 233 Mass Communications in Modern Society (3)
COMM 101 Writing for the Mass Media (3)
COMM 201 Reporting for Mass Media I (3)
COMM 202 Reporting for Mass Media II (3)
Plus three units from – COMM 310, 407 or 425

Print Journalism Track
COMM 471 News Media Production (3)
Plus three units from – COMM 331, 332, 334, 335, 380, 434, 435, 436, 437, 438T

Broadcast Journalism Track
COMM 372 Television News Production (3)
Plus three units from – COMM 331, 334, 335, 371, 380, 435, 436, 438T, 472

MINOR IN PUBLIC RELATIONS (21 UNITS)
The minor in Public Relations offers students the opportunity to engage in a systematic program of study in the field of public relations, to complement their major field of study.
COMM 101 Writing for Mass Media (3)
COMM 233 Mass Communications in Modern Society (3)
COMM 361 Principles of Public Relations (3)
COMM 362 Public Relations Writing (3)
COMM 464 Public Relations Management (3)
Plus two courses from – COMM 407, 410, 425, 465, 467, 468, 469, 470, 480, 497T

MASTER OF ARTS IN COMMUNICATIONS (30 UNITS)
(MASS COMMUNICATIONS RESEARCH AND THEORY)
Students must meet the CSU requirements for admission to a master’s degree program. Please consult the Graduate Admissions section in this catalog for complete information. In addition, applicants must have earned a minimum undergraduate GPA of 3.0 and minimum GRE score of 153 on the verbal portion. If the preparatory work was in a language other than English, a minimum TOEFL score of 550 (paper) or 80 (Internet) is also required. The following courses or their equivalents must be completed before undertaking graduate courses:
• Communications writing (COMM 201, 301, 351 or 362)
• Introductory course in communications or area of specialty (COMM 233, 332, 350 or 361)
• COMM 410 Principles of Communication Research

Note: Undergraduate prerequisite courses must be completed and do not count toward the graduate degree.

University writing requirements must be met as described on the Graduate Studies website: fullerton.edu/graduate/
A study plan must be filed before the first nine units of coursework are completed.

MASTER OF ARTS IN COMMUNICATIONS (30 UNITS) (PROFESSIONAL COMMUNICATIONS)

Students must meet the CSU requirements for admission to a master’s degree program. Please consult the Graduate Admissions section in this catalog for complete information. In addition, each applicant must have a minimum undergraduate GPA of 2.75 and minimum GRE score of 153 on the verbal portion. If the preparatory work was in a language other than English, a minimum TOEFL score of 550 (paper) or 80 (Internet) is also required. At least one year of professional experience related to the field of communications is required. The following courses or their equivalents must be completed before undertaking graduate courses:
• Communications writing (COMM 201, 301, 351 or 362)
• Introductory course in communications or area of specialty (COMM 233, 332, 350 or 361)
• COMM 410 Principles of Communication Research

Note: Undergraduate prerequisite courses must be completed and do not count toward the graduate degree.

MASTER OF ARTS IN COMMUNICATIONS (30 UNITS) (TOURISM AND ENTERTAINMENT)

Students must meet the CSU requirements for admission to a master’s degree program. Please consult the Graduate Admissions section in this catalog for complete information. In addition, each applicant must have a minimum undergraduate GPA of 2.75 and minimum GRE score of 153 on the verbal portion. If the preparatory work was in a language other than English, a minimum TOEFL score of 550 (paper) or 80 (Internet-based) is also required. The following courses or their equivalents must be completed before undertaking graduate courses:
• Communications writing (COMM 201, 301, 351 or 362)
• Introductory course in communications or area of expertise (COMM 233, 332, 350 or 361)
• COMM 410 Principles of Communication Research

Note: Undergraduate prerequisite courses must be completed and do not count toward the graduate degree.

Graduate Standing – Classified

A student admitted in conditionally classified standing may be granted classified standing upon the development of an approved study plan and satisfactory completion of prerequisite coursework. Satisfactory coursework or its equivalent in the following may be taken concurrently with degree requirements if not completed prior to classification:
• Communications writing (COMM 201, 301, 351 or 362)
• Introductory course in communications (COMM 233, 332, 350 or 361)
• COMM 410 Principles of Communication Research (3)

Study Plan

Students are required to complete their approved studies with a minimum grade-point average of 3.0, including 21 units in 500-level communications courses. A maximum of nine units may comprise 400-level courses appropriate to the student’s area of interest.

The candidate must develop a program of study in consultation with a Department of Communications graduate adviser. The candidate must plan the thesis (6 units) or project (3 units) with a committee. The committee includes at least two faculty members from the Department of Communications.

COMMUNICATIONS COURSES

Courses are designated as COMM in the class schedule.

101 Writing for Mass Media (3)
Prerequisites: ENGL 101 or equivalent with a “C” (2.0) or better; typing ability. Principles and practices of writing for major types of mass communications media. Content, organization, conciseness and clarity (2 hours lecture, 2 hours laboratory). One or more sections offered online.

201 Reporting for Mass Media I (3)
Prerequisite: COMM 101 or equivalent. Develop expertise in news reporting, including computer-assisted reporting and writing techniques, with an emphasis on print and Web reporting and writing. Students will have an opportunity to write for the Daily Titan.

202 Reporting for Mass Media II (3)
Prerequisite: COMM 101 or equivalent. Develop expertise in advanced news reporting and writing techniques, with an emphasis on the Web, radio and television. Learn basics of visual journalism storytelling, including basic elements of shooting videotape, recording audio, editing video and audio tape, and building news websites. Opportunities to contribute to the Daily Titan, Titan Online and/or OC News will be provided.

233 Mass Communication in Modern Society (3)
Prerequisite: completion of General Education (G.E.) Category D.1. Internet, newspapers, magazines, film, radio and television; their significance as social instruments and economic entities in modern society. One or more sections offered online.
300 Visual Communication (3)
Prerequisite: completion of G.E. Category C.1 or C.2. Social and cultural analysis of the meaning, production and consumption of visual information in a modern media society. Still, moving, television, graphic design, cartoon and computer images will be analyzed in terms of technical, commercial and cultural considerations. Must pass with at least a “C” (2.0). One or more sections offered online.

301 Writing for Broadcasting and Film (3)
Prerequisites: ENGL 101 or equivalent with a “C” (2.0) or better; typing ability. Theory and principles of writing in the broadcast and film media. (2 hours discussion, 1 hour activity)

310 Mass Media Ethics (3)
Prerequisite: junior standing. Moral and professional conduct within various communications contexts. Examine cases involved with advertising, broadcast journalism, film, photojournalism, print journalism, public relations, television and the World Wide Web. One or more sections offered online.

315 Mass Media and Ethnic Groups (3)
Representations of various ethnic and racial groups in advertising, news, film and television. Become more critical consumers of the media.

317 Digital Foundations (3)
Prerequisite: completion of G.E. Category C.1 or C.2. Convergence of the basic principles and practices of digital photography, digital imaging, graphic design and webpage production for creative visual problem solving. One or more sections offered online.
(2 hours lecture, 2 hours laboratory)

319 Visual Reporting (3)
Prerequisite: COMM 317. Image creation for publication in print and/or screen media. Convergence of the basic principles and practices of digital photography, digital imaging, graphic design and webpage production for journalism-based visual problem solving. (2 hours lecture, 3 hours laboratory)

321 Studio Photography (3)
Prerequisite: COMM 317. Creative and effective use of images in print and/or screen publications within advertising, public relations, entertainment studies and other commercial, persuasive communication contexts. (2 hours lecture, 3 hours laboratory)

331 News Literacy (3)
Prerequisite: COMM 233. Provides a foundation in news literacy: using critical thinking skills to judge the reliability and credibility of information reports, whether via print, television, radio or Internet. Students will read and deconstruct a variety of news stories to determine their level of transparency and trustworthiness.

332 Editing and Design (3)
Prerequisite: COMM 201. Principles and practice of newspaper editing; copy improvement, headline writing, news photos and cutlines, wire services, typography, copy schedules and control, page design and layout, law and ethics. (2 hours lecture, 3 hours laboratory)

333 Mass Media Effects (3)
Prerequisite: completion of G.E. Category D.1. The role mass media communications play in all human activity with heavy emphasis on the effects of mass media on the political, social and economic fabric of America.

334 Feature Article Writing (3)
Prerequisite: COMM 101 with a “C” (2.0) or better. Nonfiction writing for newspapers and magazines; sources, methods and markets.

335 Public Affairs Reporting (3)
Prerequisite: COMM 201 with a grade of “C” (2.0) or better. COMM 407 recommended. Reporting public interest news such as courts, education, finance, government, police and urban problems.

346 Introduction to Entertainment and Tourism Studies (3)
Introduction to the entertainment industry. Apply entertainment and persuasion theory. Learn about career opportunities in entertainment-related fields. Explore tasks, skill sets, demands and rewards associated with different entertainment professions. (Same as THTR 346)

350 Principles of Advertising (3)
Functions, strategies, ethics, technology and media relevant to the advertising industry, as well as concepts in international, intercultural and integrated marketing communication.

351 Writing for the Advertising Industry (3)
Prerequisite: ENGL 101. Develop written communications and critical thinking skills essential for success in all advertising-related careers. Compose persuasive letters, reports, proposals and news releases. Grammar and language skills. Students must achieve a “C” (2.0) or better to continue taking advertising courses. (2 hours lecture, 2 hours laboratory)

352 Advertising Media (3)
Prerequisites: COMM 350 and junior standing. Plan, execute and control advertising media programs. Basic data and characteristics of the media. Buying and selling process, techniques and methods in media planning process. Audience measurement and media analysis.

353 Advertising Creative Strategy and Execution I (3)
Prerequisites: ENGL 101, COMM 350 and junior standing. Write copy and lay out advertisements, based on study of sales appeals, attention factors and illustrations. (2 hours lecture, 2 hours activity)
361 Principles of Public Relations (3)
Prerequisite: junior standing. Social, behavioral, psychological, ethical, economic and political foundations of public relations, and the theories of public relations as a communications discipline. One or more sections offered online.

362 Public Relations Writing (3)
Prerequisites: COMM 101 and 361, both with a grade of "C" (2.0) or better; junior standing; typing ability. Communications analysis, writing for business, industry and nonprofit organizations. Creating effective forms of public relations communication. One or more sections offered online.

371 Radio News Production (3)
Prerequisite: COMM 202. Writing, producing, planning, taping, editing and evaluating radio news. (2 hours lecture, 3 hours laboratory)

372 TV News Production (3)
Prerequisite: COMM 202. Writing, production and evaluation of television news. Discussion of TV reporting techniques and problems. Cover events and produce TV news in lab. (2 hours lecture, 3 hours laboratory)

380 Interactive Media Design (3)
Prerequisite: COMM 317. Underlying design concepts and production techniques for creating interactive multimedia presentations for educational lessons, commercial applications and online publications. (2 hours lecture, 2 hours laboratory)

407 Communications Law (3)
Prerequisites: COMM 233 and junior standing. Anglo-American concept of freedom of speech and press; statutes and administrative regulations affecting freedom of information and publishing, advertising and telecommunication. Libel and slander, rights in news and advertising, contempt, copyright and invasion of privacy. One or more sections offered online.

409 Advanced Visual Reporting (3)
Prerequisite: COMM 319. Advanced visual reporting. Extensive use of cameras for photographic reporting; evaluation and preparation of pictures for publication for both print and screen media. Field/laboratory experience in digital photography and processing. (2 hours lecture, 3 hours laboratory)

410 Principles of Communication Research (3)
Prerequisites: COMM 233 and junior standing. Research methods used to assess the effects of print, broadcast and film communications on audience attitudes, opinions, knowledge and behavior. Research design and data analysis in communications research.

415T Current Issues in Advertising (3)
Prerequisites: COMM 233, 350 or 361; permission of instructor. Variety of current advertising topics in all fields of communications. Professional problems, global issues, critical analysis and special skills are presented to supplement the curriculum and enhance the understanding of, and appreciation for, advertising concepts.

421 Advanced Studio Photography (3)
Prerequisite: COMM 321. Students will prepare an advanced portfolio of images for print and/or screen publications that demonstrates their ability to produce professional quality illustrative assignments within advertising, public relations, entertainment studies and other commercial, persuasive communication contexts. (2 hours lecture, 3 hours laboratory)

422 Communications Technologies (3)
Prerequisite: COMM 233. Issues surrounding communications technologies. Recent developments in technology, impact of government, industry and economic factors, historical overview and implications for social change. Technological developments. Applications to all areas of mass communications.

425 History and Philosophy of American Mass Communication (3)
Prerequisites: COMM 233 and junior standing. American mass communication; newspapers and periodicals through radio and television; ideological, political, social and economic aspects. Not available for graduate degree credit. One or more sections offered online.

426 Global Media Systems (3)
Prerequisites: COMM 233 and junior standing. Major mass communication systems, both democratic and totalitarian, and the means by which news and propaganda are conveyed internationally.

433 Working in the Magazine Industry (3)
Prerequisite: COMM 233. Overview of the inner working of the magazine industry. How the magazine industry functions and what is involved in the creation and production of magazines.

434 Magazine Editing and Production (3)
Prerequisite: COMM 201. Students produce Tusk, the magazine of Cal State Fullerton, and learn about the dynamics of magazine production and the magazine industry. Students work together in a professional setting to produce a high quality magazine.

435 Opinion Writing (3)
Prerequisites: ENGL 101 or equivalent with a "C" (2.0) or better, upper-division writing course, and junior standing. Techniques of editorial writing and opinion writing, including personal essays, for print, broadcast and Internet. Role of punditry in television news and on TV and radio talk shows, and how this might affect public perceptions of the media.
436 Reporting on the Entertainment Industry (3)
Prerequisite: COMM 101. Developing expertise in reporting and writing on the entertainment industry. Understanding the economics, business models, legal aspects and culture of the industry.

437 Advanced Magazine Writing (3)
Prerequisite: COMM 334. Practical experience in reporting and writing long, in-depth feature articles for professional magazines. Challenges of researching and writing for specialized audiences and the business of freelancing. Techniques for improving clarity, brevity, cohesion and emphasis.

438T Specialized Reporting (3)
Prerequisite: COMM 201 or 202. Varied topic course designed to teach advanced reporting and writing skills in specialized areas. Combine an awareness of techniques and resources with an abundance of writing models and field experiences.

439 Literacy Journalism (3)
Prerequisite: COMM 334. Literary journalism in theory and practice. The works of literary journalism, elements of the genre and its historical development. Student will produce two major projects during the semester.

444 Capstone for Visual Communications (3)
Prerequisites: COMM 319, 321 or 380. Synthesize skills in interactive media design, studio photography and visual reporting. Work individually and in collaboration to produce a visual culture research paper, an individual skills-based project and a collaborative visual research project.

446 Entertainment and Society (3)
Prerequisites: COMM 233; COMM/THTR 346 or MGMT 365. In-depth exploration of the role of entertainment in modern society. Audience uses, motivations and individual preferences for entertainment. Theories and research regarding the form and function of entertainment and entertainment media.

447 Tourism and Travel (3)
Prerequisites: COMM 346, 350, 361, MGMT 339, MKTG 351 or THTR 200. Concepts, tools and techniques necessary for understanding the tourism and travel industry and its promotional communications. Trends and issues of tourism and travel and the unique problems and opportunities of this field. One or more sections offered online.

448T Entertainment Industry Studies (3)
Prerequisites: COMM 233; COMM/BUAD/THTR 346. Variable topics course focusing on specific entertainment industries, issues, organizations, trends and/or functions. May be repeated twice with a different topic.

449 Capstone in Entertainment and Tourism Studies (3)
Prerequisite: COMM 346 or equivalent. Prepares for careers in the entertainment industry by combining theory with applied principles and analytical skills in examining and developing case studies. Students plan and execute their own campaigns and projects. One or more sections offered online. (Same as THTR 449)

450 Advertising and Brand Communication Management (3)
Prerequisites: COMM 350, 352, 353. Theory and techniques for planning, directing and evaluating advertising and brand communication programs, with emphasis on media-message strategies. Managerial approach with case studies to the solution of brand communications problems.

451A Advertising Campaigns – AAF Competition (3)
Prerequisites: COMM 350, 352, 353 and consent of instructor. Advertising campaigns, including applied research, writing and utilization of print and electronic mass media. Design of complete campaigns from idea to prediction readiness. Must pass with at least a “C” (2.0).

451B Advertising Campaigns – Local Focus (3)
Prerequisites: COMM 350, 352, 353. Advertising campaigns, including applied research, writing and utilization of print and electronic mass media. Design complete campaigns from idea to prediction readiness. Must pass with at least a “C” (2.0).

451C Advertising Campaigns – TitanCom Agency (3)
Prerequisites: Advertising majors – COMM 350, 352, 353; Public Relations majors – COMM 361, 362. Advertising campaigns, including applied research, writing and utilization of print and electronic mass media. Design complete campaigns from idea to prediction readiness. Must pass with at least a “C” (2.0).

452 Advanced Media Strategy and Tactics (3)
Prerequisite: COMM 350, 352. Further education in advertising media. Integrate theories from related disciplines, such as communications, marketing and psychology to illustrate better ways to use media as a competitive tool in business.

453 Advertising Creative Strategy and Execution II (3)
Prerequisites: COMM 350, 353 and 317 or 358, or equivalent approved by advertising adviser. Advanced advertising projects involving application and execution of creative advertising strategies for mass media, including theory and practice of writing copy, and preparing comprehensive layouts and completed scripts. Group discussions, labs and individual conferences.

454 Advertising Media Sales (3)
Prerequisites: COMM 350 and 353; or COMM 332 and either 217 or 358; or MKTG 351 and any 300-level graphics, layout or design course. Prepares for careers in advertising media sales, including radio, television, newspaper, magazine, new media and the Internet. Personal sales techniques and media sales strategies are presented for each medium.
455 Internet Advertising and Promotional Communications (3)
   Prerequisites: COMM 350, 352, 353. Internet advertising and marketing issues and ideas. Evaluate, develop and execute Internet-based advertising and promotional campaigns.

456 Advertising Account Planning (3)
   Prerequisites: COMM 353, 410. Apply principles of research, consumer behavior and creative concept development to advertising and brand communication campaigns. Field study and case application facilitate the process of the planner's consumer advocacy function.

457 Broadcast Advertising (3)
   Prerequisites: COMM 350, 353, junior standing. Theoretical and practical exposure to the field of broadcast advertising from an agency perspective, including positioning, creative brief writing, strategy, script development and analysis, storyboarding and pitching.

462 Advanced Writing in Public Relations (3)
   Prerequisite: COMM 362 with a "C" (2.0) or better. Further refines writing skills related to advanced public relations tactics, including the use of social media.

464A Public Relations Management: Agency (3)
   Prerequisites: Public Relations majors – COMM 361, 362, junior standing; Advertising majors – COMM 350, 352, 353. Analyze systems and strategies for planning public relations campaigns and solving/preventing problems. Individual, team case studies, in corporate development of proposals; actual use of tools in addition to role playing presentations to management. Must pass with at least a "C" (2.0).

464B Public Relations Management (3)
   Prerequisites: COMM 361, 362, junior standing. Analyze systems and strategies for planning public relations campaigns and solving/preventing problems. Individual, team case studies, in corporate development of proposals; actual use of tools in addition to role playing presentations to management. Must pass with at least a "C" (2.0).

465 Entrepreneur Public Relations (3)
   Prerequisites: COMM 361 or COMM/THTR 346. Public relations strategies and tactics as used in the entertainment industry, including media relations, talent relations, special events, high visibility techniques, presentation and dealing with adverse situations.

467 Public Relations Agency Seminar (3)
   Prerequisites: COMM 101, 361 and junior standing. Psychology and functions of client counseling, proposal writing, new business development, agency management, servicing clients, evaluation of methods, reporting results, and legal and ethical concerns.

468 Corporate and Nonprofit Public Relations (3)
   Prerequisites: COMM 101, 361. Public relations strategies and tactics used in today's increasingly sophisticated and maturing corporate and nonprofit marketplaces. This advanced course, which relies heavily on professional guest speakers and in-class simulations/exercises, encompasses a host of specific topics, such as fundraising, corporate and social responsibility, media relations, and technology and ethical issues.

469 Crisis Communications (3)

471 News Media Production (3)
   Prerequisites: COMM 201, 319, 321 or 380. Class members constitute the editorial staff of the university newspaper and receive training in print, online and magazine-style journalism. Meets four hours per week for critiques in news reporting, writing, editing and makeup, followed by production. (More than 9 hours laboratory)

472 Advanced Electronic News Production (3)
   Prerequisite: COMM 372. Advanced news writing and production for television, radio and web. Students develop their electronic news production skills by working on "OC News," daily television, radio and web newscasts. (2 hours lecture, 3 hours laboratory) May be repeated once for credit.

480 Persuasive Communications (3)
   Prerequisites: COMM 233 and junior standing. Persuasive communications applied to mass communication. The communicator, audience, message content and structure, and social context in influencing attitudes, beliefs and opinions.

481 Advanced Interactive Media Design (3)
   Prerequisite: COMM 380. Interactive media design for various platforms and design topics such as interactive narratives, experience design, usability and accessibility and productive interaction. Students will learn to use current interactive media protocols to develop projects for interactive audiences. (2 hours lecture, 2 hours laboratory)

495T Mass Media Internship (3)
   Prerequisites: senior standing; communications major; 2.25 GPA overall and in major.; For specific prerequisites for each concentration, visit: communications.fullerton.edu/students/internships.asp. Supervised internship according to concentration. Select from a wide variety of communications media, industries, agencies and nonprofit organizations. See the department section “Internship Requirements” in this catalog or, the internship website. Credit/No Credit Only.
496  Student-to-Student Tutorial (1-3)
Prerequisites: consent of instructor and previous superior performance in a similar or equivalent course. Under faculty supervision, provides tutorial assistance in a communications course. May involve small group demonstrations and discussions, individual tutoring and evaluation of student performance as appropriate. May be repeated for a maximum of four units either separately or in combination with COMM 499.

497T  Event Planning and Management (3)
Prerequisite: COMM 361, 346 or 350, or BUAD 301 or 346. Plan, produce and promote public events to meet communication objectives. Hands-on applications to COMM Week, film festivals or other events. May be repeated once for extra elective units only.

499  Independent Study (1-3)
Prerequisite: consent of department chair. Individually supervised mass media projects and research on campus and in the community. May involve newspaper and magazine publishers, radio and television stations, and public relations agencies. May be repeated up to a maximum of four units either separately or in combination with COMM 496.

500  Theory and Literature of Communications (3)
Prerequisite: conditional classified status. Theories and research on communication processes and effects; source, media, message, audience and content variables; types, sources and uses of communication literature. Graduate seminar.

507  Communications Research Design and Analysis (3)
Pre- or corequisite: COMM 500. Develops a working knowledge of data collection and analysis techniques in both quantitative and qualitative research methods. Material and presentation are developed for practical application to all professional fields of communication.

508  Humanistic Research in Communications (3)
Prerequisites: COMM 410, 500. Humanistic methods of study in communications: historical research and critical analysis applied to problems, issues and creative works in communication. Graduate seminar.

509  Social Science Research in Communications (3)
Prerequisites: COMM 410, 500. Social-scientific research design and analysis and the study of communication processes and effects. Graduate seminar.

515T  Professional Problems in Specialized Fields (3)
Prerequisite: COMM 500. Selected topics and issues in the field of mass communications. Subjects vary each semester. May be repeated with a different topic.

516  Media Audience Behavior (3)
Prerequisite: COMM 500. In-depth analysis of the types, attitudes and behaviors of media audiences. Theories from psychology, marketing, anthropology and communications are integrated for comprehensive understanding of why people consume media and performance. Appropriate for all Communications disciplines.

517  Ethical Problems of the Mass Media (3)
Prerequisite: COMM 500. Criticisms of specific functions of the mass media and public relations. Consists of three sections: history of criticism; problem areas of the media; and practitioner response to criticism. Offered online only.

518  Public Relations Theory (3)
Prerequisite: COMM 500. Cutting-edge communication and organizational theories and vital emerging issues influencing the field of public relations. Special focus on contemporary public relations models and practitioner roles. One or more sections offered online.

520C  Public Relations (3)
Prerequisites: COMM 500, 518 and six units of study plan courses in area of specialization. Under supervision of a faculty member, plan, design, conduct and evaluate a team project in their field of specialization.

525  Advanced Communications Management (3)
Prerequisite: COMM 500. Up-to-date assessment of general management and communications management techniques, and helps equip for management positions in advertising, journalism, public relations and broadcasting.

527  Politics and Mass Media (3)
Prerequisite: COMM 500. Nature of the relationship between the mass media and politics. Particular attention to the role and impact of the mass media in political election campaigns and policy making.

530  Communications Technologies (3)
Prerequisite: COMM 500. Emerging communications technologies that are transforming professional practices associated with various communications industries. Recent technological developments, corporate and government policies affecting their use, and social consequences of current and projected applications. One or more sections offered online.

534  American Media History (3)
Prerequisite: COMM 500. History of American mass media, from McCarthy to the present – a period that marked the birth of television and the maturation of investigative journalism in shaping American attitudes about government and society.
536 International Communications (3)
Prerequisite: COMM 500. Comparative examination of communications policies and practices in different national settings. Provides future practitioners with an understanding of cross-national variations in communication policies and how they shape communication industries and practices.

541 Film Criticism (3)
Prerequisite: COMM 500. Graduate foundation course in screenwriting that examines methods of evaluating and critiquing motion picture screenplays and films for a variety of Hollywood genres.

550 Advertising in Modern Society (3)
Prerequisite: COMM 500. Assessing the impact of advertising on society, the culture and economy. Philosophical rather than technical examinations of critical issues and problems, such as economic and social effects of advertising, effects of value and life styles, ethics and regulation.

560 Socio-Cultural Implications of Tourism and Entertainment (3)
Purpose, devolvement and communication of tourism and travel products and their effects on communities and individuals. Economic, social, cultural and environmental impact on the local, national and global levels. One or more sections offered online.

561 Tourism: Professional Practices and Issues (3)
Legislation, law, ethics and social values and their effects on tourism destinations and attractions. Self-regulation and communication efforts of the industry, as well as specialized legal and ethical requirements. One or more sections offered online.

562 Destination Development and Communications (3)
Strategies that tourist destination organizations use to plan and communicate when working with various entities. Importance of government and industry relationships and how their interactions affect the formation of government policy. One or more sections offered online.

563 Tourism Venues and Attractions (3)
Communication efforts in developing entertainment themes in tourism destinations, venues and attractions to draw attention and audiences. Different public relations and advertising principles used in targeting media and specific publics. One or more sections offered online.

595 Graduate Mass Media Internship (3)
Prerequisites: COMM 500, and COMM 508 or 509, and consent of graduate adviser. Supervised practical work experience with media outlets, advertising and promotion agencies, public relations firms, film companies, etc. Involves cooperative efforts of departmental faculty and employers. Exposure to current and innovative techniques in research, management and creative activities while offering practical experience.

597 Project (3)
Prerequisite: consent of graduate coordinator. Completion of creative project in a sequence beyond regularly offered coursework.

598 Thesis (3 or 6)
Prerequisite: consent of graduate coordinator. Completion of a thesis in a sequence beyond regularly offered coursework.

599 Independent Graduate Research (1-3)
Prerequisite: consent of graduate coordinator. Individually supervised mass media projects or research for graduate students. May be repeated.