

J. William and Mary Diederich College of Communication

Students in the J. William and Mary Diederich College of Communication develop knowledge and skills that lead to professional careers in communication and performing arts. The University Core of Common Studies provides Diederich College of Communication students with general knowledge about human behavior, faith and culture. This broad-based learning is necessary for responsible citizenship in a constantly changing world.

The college stresses the integration of theory with practice through student work opportunities in various Student Media outlets and through professional internships. Our many clubs and student activities provide students with the opportunity to develop leadership skills that will provide the foundation for continued intellectual and professional development. The college emphasis on community service and ethical learning helps to prepare our graduates to serve the cause of social justice throughout their careers.

DEGREES OFFERED

Marquette University confers the degree of bachelor of arts on those students who have satisfactorily completed one or more of the following majors: advertising, broadcast and electronic communication, communication studies, corporate communication, journalism, public relations, and theatre arts. Students enrolled in the Honors Program who successfully complete that program may receive an honors bachelor of arts.

The Diederich College of Communication offers programs leading to the master of arts degree. Students may choose to focus their program in advertising and public relations; broadcast and electronic communication; communication studies; journalism; mass communication; or science, health and environmental communication. The college also offers certificate programs in digital storytelling and professional communication. For information regarding the master's degree or the certificate, please see the *Graduate Bulletin*.

MAJORS/MINORS OFFERED

Majors offered by the Diederich College of Communication are: advertising, broadcast and electronic communication, communication studies, corporate communication, journalism, public relations, and theatre arts. The available minors are: advertising, art history, broadcast and electronic communication, communication studies, film, music, public relations, studio art and theatre arts. Students majoring or minoring in the mass communication areas (advertising, broadcast and electronic communication, journalism and public relations), cannot take more than 48 credits in the mass communication areas and are required to take 80 credits outside of the mass communication areas with at least 65 credits in the liberal arts. No more than 15 credits used to fulfill one major may be used to complete another major and no more than 9 credits used to fulfill one minor may be used to complete another minor. Students who major in one

mass communication area (advertising, broadcast and electronic communication, journalism or public relations) may not major or minor in a second mass communication area. Students who major in corporate communication may not major or minor in communication studies or public relations.

ACCREDITATION

The college's academic areas of advertising and public relations, broadcast and electronic communication and journalism have been accredited by the Accrediting Council on Education in Journalism and Mass Communication.

ADMISSION REQUIREMENTS

Freshman Admission: Freshmen applicants to the Diederich College of Communication are expected to fulfill the admission requirements listed in the University section of this bulletin.

Admission with Advanced Standing: Applicants who have been enrolled or registered in an institution of higher learning since high school graduation, including Marquette University, need a minimum average of a 2.500 (based on a four-point system) in previous college work for consideration. Students wishing to major in advertising or public relations need a 3.000 in their previous college work to be considered for admission. An applicant's entire academic performance will be evaluated in making an admission decision.

GRADUATION REQUIREMENTS

AMOUNT AND QUALITY OF WORK

Candidates for a degree must earn a minimum of 128 credit hours. Candidates must also earn a minimum number of quality points equal to twice the number of credit hours attempted at Marquette (2.000 grade point average). Lower division courses are numbered 1000 to 2999; upper division courses are numbered 3000 to 4999. Thirty-two hours of credit in upper-division courses must be earned by candidates for a degree. Students majoring in advertising, broadcast and electronic communication, journalism and public relations may not exceed 48 credits in any combinations of those courses and are required to take 80 credits outside of mass communication with at least 65 of the 80 credits in the liberal arts. A student taking more than 48 credits in those areas will have to add a similar number of credits beyond the 128 needed to graduate.

Students may be required to submit a portfolio or take part in some other non-credit activity to satisfy Diederich College of Communication or departmental assessment requirements.

Applications for graduation are to be submitted to the College Records office by the last day of advising week in the term prior to the term of graduation (November for May and August graduates; March for December graduates).

It is the responsibility of students to know and fulfill all university and college requirements.

GENERAL DEGREE REQUIREMENTS

Candidates for the baccalaureate degree must complete a minimum of 128 credit hours including the following requirements:

<i>Area</i>	<i>Credit Hours</i>
University Core of Common Studies	36
Diederich College of Communication Curriculum	21-23
Communication	15
Foreign Language/Diverse Culture	6-8
Major	33-41
Minor (or Second Major)	18-24

UNIVERSITY CORE OF COMMON STUDIES (UCCS) 36 CREDITS

See the University Core of Common Studies section of this bulletin.

EXAMINING THE WORLD:

- 6 cr Rhetoric (R)
- 3 cr Mathematical Reasoning (MR)

ENGAGING THE WORLD

- 3 cr Diverse Cultures (DC)
- 3 cr Histories of Cultures and Societies (HCS)
- 3 cr Individual and Social Behavior (ISB)
- 3 cr Literature/Performing Arts (LPA)
- 3 cr Science and Nature (SN)

EVALUATING THE WORLD

- 6 cr Human Nature and Ethics (HNE)
- 6 cr Theology (T)

(Note: Please consult the Core of Common Studies Web site at www.marquette.edu/core for an updated list of approved core courses.)

DIEDERICH COLLEGE OF COMMUNICATION CURRICULUM 21-23 CREDITS

The Diederich College of Communication builds on the foundational educational experience provided by Marquette's Core of Common Studies. It does this through a college curriculum that amplifies and deepens the knowledge, skills, and values imparted to students in the nine knowledge areas of the Common Core, and by offering students the opportunity to develop specialized knowledge and skills in a variety of undergraduate majors and minors. The Diederich College of Communication thereby extends the student's core of common studies experiences, and focuses further learning in pursuit of a specialized degree. Communication students are required to take the following courses:

- 3 cr CMST 1000 Introduction to Communication
- 3 cr COMM 1100 Contemporary Presentation
- 3 cr COMM 1200 Media in Society
- 3 cr COMM 2100 Introduction to Visual Communication
- 3 cr COMM 2500 Introduction to Communication Research Methods
- 6-8 cr Foreign Language or Diverse Cultures

COMMUNICATION REQUIREMENT

All students must complete CMST 1000 – Introduction to Communication, COMM 1100 – Contemporary Presentation, COMM 1200 – Media in Society, COMM 2100 – Introduction to Visual Communication and COMM 2500 – Introduction to Communication Research Methods. COMM 2100 cannot also be used to fulfill the University Core of Common Studies Literature and Performing Arts requirement.

FOREIGN LANGUAGE/DIVERSE CULTURE REQUIREMENT

Students must complete either two semesters of foreign language or two UCCS approved Diverse Cultures courses. These courses cannot also be used to fulfill any UCCS requirements. Students who have never studied a foreign language or who wish to pursue a new language must take levels 1 and 2 to complete this requirement. Students who wish to continue studying the same language begun in high school must complete the Foreign Language Placement Exam. On the basis of this exam, students will be placed in the appropriate language course. For further details on the placement exam in French, German and Spanish see the University section on "Placement in Foreign Languages" or visit the Department of Foreign Languages and Literatures Web site at www.marquette.edu/fola.

MINOR REQUIREMENT

Communication students must complete a minor or a second major. More information regarding minors is contained in the curricula information section of this bulletin.

MAJOR

See the individual list of majors following this section. Some majors may require specific courses to fulfill the University Core of Common Studies or the college's curriculum.

ACADEMIC REGULATIONS

Students in the Diederich College of Communication are expected to comply with the academic requirements and regulations listed in the University section of this bulletin and must fulfill the graduation requirements stated in the *bulletin issued the year they entered Marquette*. Students who have not enrolled for one or more years must normally follow the requirements in effect at the time of their return. (Exception is made for students who interrupted their enrollment to serve in the Armed Forces).

ACADEMIC DISHONESTY

The college adheres to the university policy on academic dishonesty found in the University section of this bulletin. Ethical behavior is essential to any communication professional and it is expected of students in the Diederich College of Communication. Cheating, plagiarism, unapproved collaboration, or falsifying work in whole or in part are infractions that can result in failure in the assignment or course or even dismissal from the college.

ADVISERS

Each student in the college is assigned a faculty adviser with whom the student should confer at least once each term. Among other duties, the faculty advisers assist students in planning and accomplishing their programs of study. However, it is wholly each student's responsibility to know and fulfill the requirements for graduation specified for his or her selected program.

ATTENDANCE

Courses in this college often include performance under the guidelines and supervision of faculty and staff in classroom, theatre, studio, laboratory as well as on- and off-campus professional situations. Students are expected to attend all meetings of the courses in which they are registered. Any absence, regardless of the reason, will prevent the student from getting the full benefit of the course and can result in university censure. When a student is reported to have been excessively absent from class, the penalty of being withdrawn from the class with a grade of WA — withdrawal due to excessive absences — may be imposed. After the WA grade has been issued, the student may not apply for a grade of W. Majors in this college are bound by these expectations in each course they take, in each college in which they take courses.

Attendance policies will be announced by individual teachers in their syllabi and in their first class meetings. Each student is responsible for understanding the absence regulations in effect in each course and is bound by the regulations and policies for that course and/or college. As a general norm, a student may, for serious reasons, be excused from up to four 75-minute periods or six 50-minute periods in a three-credit course or four 50-minute periods in a two-credit course or eight 50-minute periods in a four-credit course.

TRANSFER CREDIT POLICY

Students planning to take course work at other institutions should obtain college approval before enrolling. Approval will be based on a review of course descriptions in the current bulletin of the college or university at which the courses will be taken. The student should present a bulletin or Web site address with such information at the time approval is sought. If prior approval is not obtained, there is no guarantee that credits earned will be accepted by Marquette University. Approval forms may be obtained at the college records office.

In accordance with the University Transfer Credit Policy, the Diederich College of Communication will grant credit for courses taken for a grade and completed at a C or better. Only credits will transfer, not grades. Courses completed in a quarter-hour system will be converted to semester credits, therefore reducing the total credits accepted by one-third. A Marquette equivalent will be specified for each transferable course. Some transferable courses, for which there is no discernible Marquette equivalent, will be awarded credit using "generic" numbers such as 9290-9299 and 9390-9399. These credits will count toward the degree and may fulfill college core, major or minor requirements. However, they will not fulfill any requirement where a specific course number (i.e. PHIL 1001 or THEO 1001) has been indicated. Contact the director of student records with any questions or concerns regarding transfer credits.

CD AND D GRADES

CD grades in courses offered by the Diederich College of Communication will be accepted toward majors and minors offered by the Diederich College of Communication provided that the student has a 2.000 grade point average in the major or minor. Grades of D do not normally fulfill the credit hour requirement for a major or minor in the Diederich College of Communication. Students who receive a D in a Diederich College of Communication major or minor course should contact the department chair who will make a recommendation as to whether the course can be accepted in the major/minor, if the course should be repeated or if a substitute course should be taken. Likewise, if a student receives a grade of CD or D in a major or minor course offered by another college on campus, that department chair must be consulted. Credit will be given only once for courses that are repeated. See the University section of this bulletin for additional information regarding repeated courses.

REQUIREMENT TO WITHDRAW FOR ACADEMIC REASONS

Students admitted to the Diederich College of Communication are expected to meet college academic standards. Academic performance is monitored carefully by the college, and students who fail to maintain steady progress or demonstrate adequate achievement will be required to withdraw from the college.

The bases for review are grade point deficiency, inadequate progress, grades of WA or UW, and the violation of special conditions. Special conditions may be prescribed in writing at the time of the student's admission, readmission, or transfer into the college. Conditions may also be prescribed in writing in the case of a student whose course performance or failure to follow academic advice warrants such action. *Registration is interpreted as the student's agreement to the specified conditions.* All students to whom conditions have been specified will be subject to review and academic dismissal should they fail to fulfill the terms specified.

A student can be dismissed for academic reasons even though the student's cumulative GPA exceeds 2.000. Students concerned about their academic progress should consult the college office. Students required to withdraw for academic reasons will be notified by e-mail and letter of the college's decision and of the appeal process.

PROFESSIONAL STANDARDS

All papers produced by students in all classes under the jurisdiction of the Diederich College of Communication are expected to conform to professional standards of lucidity, coherence, grammar, spelling, and punctuation. All oral presentations produced by students in all classes under the jurisdiction of the college are expected to conform to professional standards of lucidity, coherence, and grammar. All instructors in all classes under the jurisdiction of the college will consider the factors listed above, as well as substance, in grading written and oral presentations.

STUDENT MEDIA

BROADCAST OPERATIONS

MUTV is a student-run, cable television station which serves the campus community. The station is a co-curricular activity in the Diederich College of Communication. Student volunteers from all fields of study find experience in production, sales, promotion, management, news, sports, entertainment, and virtually every aspect of television. MUTV uses excellent facilities including two digital color studios and a computerized newsroom.

Marquette Radio, a student-run radio station, is webcast worldwide and broadcast on Time-Warner into residence halls, the Alumni Memorial Union and other campus buildings. Marquette Radio is a co-curricular activity in the Diederich College of Communication but it is staffed and managed by students representing many academic fields.

Students who participate in Marquette Radio gain experience in news production, announcing, public relations, advertising sales, management, record company relations and virtually every aspect of radio. The station broadcasts seven days a week during the academic year from its studios in Johnston Hall. The studios include a main broadcast studio, a news/production studio, and a computerized newsroom.

A faculty adviser provides advice and assistance to students who participate in MUTV and Marquette Radio.

PRINT OPERATIONS

The two student publications are run by students with advice and assistance from the publication adviser. The publications provide opportunities for students to participate in advertising, circulation, and production functions.

The *Marquette Tribune*, published Tuesdays and Thursdays, is the university student newspaper. Its purpose is to publish the news of the university, to aid in the formation of opinion and to afford the students an opportunity for extended practice in newspaper editorial responsibility.

The *Marquette Journal* is the student magazine that aims to: 1) serve as a publication for the expression of the undergraduates intellectual concerns, both artistic and scientific; 2) foster effective expression and encourage initiative and responsibility among undergraduate students; and 3) afford students the opportunity for practice in magazine editing, writing, and production.

ADVERTISING OPERATIONS

Students sell advertising for all student media under the supervision of the advertising adviser.

FACILITIES/LABORATORIES

STUDENT LOUNGE

The student lounge, located in the lower level of Johnston Hall, provides students a quiet, comfortable and easily accessible area to work, meet or just relax between classes.

STUDENT ORGANIZATIONS OFFICE

The student organizations office, located in the lower level of Johnston Hall, provides work space, computers and storage for the leaders of the college's student organizations.

LABORATORIES

Several laboratories are available to students in the Diederich College of Communication. These facilities include:

ADVANCED DIGITAL LABORATORY

The J. William and Mary K. Diederich Advanced Digital Laboratory is a computing laboratory emphasizing design and visual communication. Each of the eighteen Macintosh lab stations has its own scanner and a full complement of software for visual production.

CONVERGED BROADCAST NEWS LABORATORY

The Kay and Don McNeill Broadcast News Laboratory provides students with real-world resources to hone their broadcast writing, reporting and producing skills. The Associated Press News Wire and EZ News are used extensively for class-related and co-curricular activities including live news broadcasts by MUTV and Marquette Radio.

GRAPHICS LABORATORIES

Students use Apple Macintosh workstations in two labs equipped with professional production software for publication editing, design and desktop publishing courses.

MULTIMEDIA AND BROADCAST LABORATORIES

In-studio work employs two fully-equipped, digital color studios, video editing suites, audio studios, extensive computer graphics platforms (including facilities for animation), digital video effects, advanced interactive digital equipment, both audio and video field equipment, a radio station (Marquette Radio) and a TV station (MUTV) on campus. Mobile equipment is used to broadcast sporting events.

REPORTING LABORATORIES

Two reporting laboratories are equipped with personal computers, standard newsroom reference materials and Internet access.

THEATRE AND DANCE LABORATORIES

The Evan P. and Marion Helfaer Theatre provides an excellent theatre/teaching facility on campus. The structure includes a 226-seat theatre, with additional audience seating for the disabled; a proscenium stage; a scenery shop on stage level; multipurpose room for acting, directing and dance instruction; and production rooms: costume, light lab, make-up and dressing rooms. The 89-seat Straz Theatre provides additional classroom and performance space.

WAKERLY TECHNOLOGY TRAINING CENTER

The Wakerly Technology Training Center provides a laboratory of up-to-date digital hardware, software and workspace appropriate for training as well as the development of multimedia projects. Individual students and teams typically work on class and community service projects. Web design, graphic layout, video, and advertising campaign development are typical areas of project focus

CENTERS FOR COMMUNICATION RESEARCH

Marquette University Centers for Communication Research is an umbrella organization that coordinates and fosters the growth of interdisciplinary communication research and research-related teaching and outreach activities among the associated faculty and centers throughout the university. The mission of the CCR is:

- To enhance the development of collaborative and interdisciplinary communication research programs at Marquette University;

- To advance the development of theoretically-based communication research and its integration with the important teaching and service activities of the university;

- To maintain an environment that encourages, respects and rewards faculty and student communication research efforts;

- To enhance the potential to identify and develop present and future research opportunities that blend theoretical, social and professional applications;

- To provide broad, centralized support for the centers and faculty associated with the CCR.

CENTER FOR MASS MEDIA RESEARCH

As part of the graduate program, the college operates the Center for Mass Media Research. Limited opportunities exist for juniors and seniors to participate in the work of the center as research clerks. Assistantships are reserved for students in the graduate program.

STUDENT ORGANIZATIONS

ADVERTISING CLUB

The purpose of the Marquette University Advertising Club is to promote better understanding of the functions of advertising, sales promotion and marketing communication; to stimulate and encourage advertising professionalism across the Marquette community through advertising education; to promote career possibilities in advertising; to apply the skills, creativity and energy of advertising in helping to solve social problems; and to promote fellowship and the free exchange of ideas. The club is affiliated with the American Advertising Federation and the Business Marketing Association. Membership is open to all students interested in advertising, communication and marketing.

COLLEGE STUDENT COUNCIL

The Diederich College of Communication Student Council integrates social and academic student activities across the college. The council provides opportunities in a wide variety of leadership positions.

DEBATE TEAM

Debate is open to all interested undergraduate students and accommodates students with little or no academic debate experience as well as those with sufficient ability and experience to step immediately into national caliber competition. Debate is designed as an outlet for students who are interested in developing research and argumentation skills in a competitive environment. The debate team competes in tournaments on college and university campuses across the country.

LAMBDA PI ETA

Lambda Pi Eta is an honorary society that also serves as a service organization to the college and local community. It is sponsored by the National Communication Association and honors outstanding full-time undergraduate students in communication studies. For eligibility, students are required to achieve a 3.250 GPA in their communication studies major or minor, a 3.000 overall GPA and have completed 12 credit hours in the major or minor. Benefits include the possibility of attending/participating in a regional communication conference and/or in the annual National Communication Association conference, as well as the privilege of being a member of the society.

KAPPA TAU ALPHA

A Marquette chapter of Kappa Tau Alpha, the national honor society for journalism and mass communication, was established at Marquette in 1929. Undergraduate students majoring in advertising, broadcast and electronic communication, journalism and public relations who are in the upper ten percent scholastically in their junior or senior year are eligible for membership. Graduate students in the upper ten percent scholastically in their group who have completed 12 hours in journalism or mass communication are also eligible for membership. Selections are made annually.

MARQUETTE UNIVERSITY PLAYERS

The Marquette University Players invites participation by students from across the campus, regardless of major. Student members participate in studio productions each academic year.

PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA

The Marquette University Public Relations Student Society of America chapter provides students with a better understanding of public relations in a corporate as well as non-profit setting. The club receives the professional guidance offered by the Wisconsin Chapter of PRSA. As members of the PRSSA, students are able to actively participate within the professional ranks through field trips and attendance at PRSA functions. Membership is open to all students interested in public relations.

SOCIETY OF PROFESSIONAL JOURNALISTS

The Marquette Chapter of the Society of Professional Journalists is affiliated with the national organization of SPJ and assists members in establishing professional journalism contacts, participating in professional meetings and activities and maintaining awareness of crucial issues in professional journalism.

BACKGROUND CHECKS, DRUG TESTING

Some degrees, majors and/or courses may require a student to submit to a criminal background check and/or drug testing. The results of those checks and/or tests may affect the student's eligibility to continue in that degree, major and/or course.

CURRICULA INFORMATION

MAJOR AND MINOR REQUIREMENTS

MAJORS

The Diederich College of Communication offers majors in advertising, broadcast and electronic communication, communication studies, corporate communication, journalism, public relations, and theatre arts. Students majoring in advertising, broadcast and electronic communication, journalism, and public relations cannot take more than 48 credits in these areas and are required to take 80 credits outside of the mass communication areas with at least 65 credits in the liberal arts. No more than 15 credits used to fulfill one major can be used to complete another. Students who major in one mass communication area (advertising, broadcast and electronic communication, journalism or public relations) cannot select another major or minor in a second mass communication area. Students majoring in corporate communication cannot select a double major or minor in either communication studies or public relations. Specific major requirements and typical four-year programs are listed at the end of this section.

Students for whom particular interests may be better served by a flexible grouping of courses from several areas can pursue an interdisciplinary major. Such students should consult a faculty adviser in their area. With this adviser, the student will write a proposal explaining the relationship between educational objectives and the choice of an interdisciplinary major, a listing of courses to be included, and the sequence in which they will be taken. The proposal, as well as any subsequent modifications, is subject to the approval of the Diederich College of Communication undergraduate curriculum committee and the associate dean.

Students with interdisciplinary interest in electronic communication may pursue a flexible program of study through an interdisciplinary major in electronic communication studies. Such students should consult the chairperson of the Department of Broadcast and Electronic Communication who will refer them to a faculty adviser in their area of interest.

Students who have not chosen their major at the time of admission to the college should do so no later than the second term of the sophomore year. Students who enter the Diederich College of Communication as first semester freshman may change majors during the freshman and sophomore year regardless of grade point average. However, after the second semester of the sophomore year, students wishing to declare a major in Advertising or Public Relations will need a 3.000 grade point average. Students who transfer into the Diederich College of Communication may change majors, however, they will need a 3.000 grade point average to declare a major in Advertising or Public Relations at any time. Students outside the Diederich College of Communication may declare a major in Advertising or Public Relations only with a 3.000 or higher grade point average. Advisers are assigned to students based on the major. Students can declare their major in the college Records Office.

MINORS

Students in the Diederich College of Communication are required to complete a minor or second major. Minors are offered by most disciplines in the Klingler College of Arts and Sciences and the requirements are listed in the Course Description sections of this bulletin. The College of Business Administration offers minors in marketing, human resources and business administration. See the College of Business Administration section of this bulletin for these requirements.

Students can also complete an *interdisciplinary minor* composed of a minimum of 18 hours of course work complementary to the major. Courses which comprise the interdisciplinary minor are selected by the student, approved by the adviser and subject to the approval of the Diederich College of Communication undergraduate curriculum committee and the associate dean.

The following minors are available to any Marquette University student. Students majoring in advertising, broadcast and electronic communication, journalism or public relations cannot minor in any of these mass communication majors. Students majoring in corporate communication cannot minor in communication studies or public relations. No more than 9 credits used to fulfill one minor can be used to complete another minor.

Advertising Minor: 18 credits including ADPR 1400, 2200 and four courses from ADPR 2400, 3200, 3400, 4100, 4200, 4300, 4400, 4500, 4600, 4700, 4953 and ADVE 4997.

Art History Minor: See Fine Arts (FIAR) section below.

Broadcast and Electronic Communication Minor: 20 credits including BREC 1964, 2205, COMM 1200, 4400 and courses selected in consultation with a BREC adviser.

Communication Studies Minor: 18 credits including CMST 1000, 2100 and (2310 or 3300) plus CMST electives.

Film Minor: 18 credits from any FILM courses and any other related courses offered (i.e. MUSI 2420, ENGL 4780 or FREN 3600).

Music Minor: 19 credits including MUSI 2410, 2500 and 3500; two courses chosen from the following: MUSI 1610, 2420, 2440, 2460, 2610, 2910, 3610 and HIST 3165. Students must also participate in at least four semesters of one-credit, approved ensembles including MUSI 1100, 1200 or 1300.

Public Relations Minor: 18 credits including ADPR 1800, 2200 and four courses from ADPR 2400, 3200, 3600, 4200, 4300, 4500, 4600, 4700, 4953 and PURE 4997.

Studio Art Minor: See Fine Arts (FIAR) section below.

Theatre Arts Minor: 18 credits as follows: 2 credits of PEAR 2964; THAR 1100, 1300, 1310, 1320, 1330, 2600 and 4200.

FINE ARTS (FIAR)

Marquette has developed a unique cross-registration program with nearby Milwaukee Institute of Art and Design (MIAD). The choice of two minors, Studio Art and Art History, give you the opportunity to enhance your skills as an artist, increase your knowledge of the arts, and fulfill your desire to create. The number of credit hours required to fulfill these minors varies between 18-21 credits. It is recommended that you declare your intention to minor in art at the start of the sophomore year by completing a Declaration of Art Minor form in your college office. Further information about these two minors can be obtained by contacting either the Diederich College of Communication or Klingler College of Arts and Sciences.

If you cannot complete a minor, you may take any of the MU/MIAD courses listed below as electives in either the Bachelor of Arts or Bachelor of Science curricula. Students must be enrolled at Marquette with full-time status in order to register for FIAR courses. As a full-time student you are eligible to register for a maximum of six credits of Fine Arts courses in each semester. However, you must be able to meet any prerequisites before registering for a course. Prerequisites may change after the printing of the bulletin. Please consult the schedule of classes at the time of registration.

The tuition cost of enrolling in FIAR courses is included in your Marquette full-time student tuition rate. There are other nominal course material fees that you will need to pay directly to MIAD before the start of classes.

(Asterisk courses [*] noted below indicate courses taken at Marquette University. All other courses are offered at MIAD, 273 East Erie Street.)

MINOR IN STUDIO ART:

PROGRAM ONE

(Recommended for Advertising Majors)

* HIST 1201 History of Western Art 1

* HIST 1202 History of Western Art 2

FIAR 1100 Visual Dynamics 1: Concept, Process and Composition

FIAR 2900 Communication Design 1

FIAR 2910 Communication Design 2

* ADPR 3200 Marketing Communications Design and Production

PROGRAM TWO

(Recommended for Theatre Arts Majors)

* HIST 1201 History of Western Art 1

* HIST 1202 History of Western Art 2

FIAR 1000 Observational Drawing and FIAR 1100 Visual Dynamics 1: Concept, Process & Composition

FIAR 1300 Space, Form and Materials

And TWO courses listed here:

FIAR 2220 Painting 1: Direct Methods

FIAR 2230 Painting 2: Indirect Methods

FIAR 2520 Figure Sculpture 1

FIAR 2530 Figure Sculpture 2

PROGRAM THREE

(Recommended for any major)

- * HIST 1201 History of Western Art 1
- * HIST 1202 History of Western Art 2
- FIAR 1000 Observational Drawing and FIAR 1100 Visual Dynamics 1: Concept, Process & Composition
- And TWO courses (in sequence) from a single MIAD fine arts discipline listed below:
 - Drawing (FIAR 2000, 2010)
 - Painting (FIAR 2220, 2230)
 - Figure Sculpture (FIAR 2520, 2530)
 - Photography (FIAR 2800, 2810)
 - Printmaking (FIAR 2300, 2310; 2600, 2610; 2700, 2710)

PROGRAM FOUR

(Recommended for any major)

- * HIST 1201 History of Western Art 1
- * HIST 1202 History of Western Art 2
- FIAR 1000 Observational Drawing or FIAR 1100 Visual Dynamics 1: Concept, Process & Composition
- FIAR 1300 Space, Form and Materials
- FIAR 2500 Sculpture: Carving and Casting
- FIAR 2510 Sculpture: Construction: Metal and Wood

MINOR IN ART HISTORY:

- * HIST 1201 History of Western Art 1
 - * HIST 1202 History of Western Art 2
 - * PHIL 3370 Philosophy of Art and Beauty
- Plus three art history course offerings at MIAD

ADVERTISING MAJOR REQUIREMENTS

General Information: The major in advertising is designed to give students the knowledge and skills to be an effective marketing communicator. The program integrates content from both advertising and public relations to give majors maximum flexibility in the types of careers that can be pursued after graduation. Such opportunities exist in advertising agencies, corporate advertising departments, graphic design firms and media sales. Internships are emphasized, taking advantage of the thriving local advertising community.

Requirements for a Major: A total of 33 credits of course work must be completed for the major in advertising. Majors in advertising cannot take more than 48 credits in the mass communication areas (ADPR, BREC, COMM and JOUR) and are required to take 80 credits outside of mass communication areas with at least 65 credits in the liberal arts. The following courses must be completed toward the 33 credits:

<i>Course</i>	<i>Credit</i>
ADPR 1400 Advertising Principles	3
ADPR 1800 Public Relations Principles	3
ADPR 2200 Media Writing	3
ADPR 2400 Strategic Research for Advertising and Public Relations	3
ADPR 3400 Advertising Copywriting	3
ADPR 4100 Advertising Media Planning	3
ADVE 4997 Advertising Campaigns	3
COMM 3800 Media Law	3
COMM 3900 Ethical Problems of Mass Communication.	3
ADPR/BREC/CMST/JOUR Electives.	6

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The following courses are also required but do not count as hours in the major: CMST 3200 or 3300, ECON 2003, MARK 3001, PSYC 1001, and one of the following courses, MATH 1700, PSYC 2001 or MANA 2028.

The typical program for advertising majors appears at the end of this section.

BROADCAST AND ELECTRONIC COMMUNICATION MAJOR REQUIREMENTS

General Information: The major in broadcast and electronic communication is designed to provide students with the knowledge and skills necessary for effective communication through the electronic media. Such opportunities exist in commercial radio and television, public broadcasting, corporate media, cable communication and associated industries. Courses emphasize the creative extension and application of mass communication theory in the development of news and entertainment programs for the electronic media. Programs of study appropriate for careers in broadcast journalism, production, writing, programming, management, audience research, sales, promotion, or alternative media can be selected.

Requirements for a Major: A total of 36 credits of course work must be completed for the major in broadcast and electronic communication. Majors in broadcast and electronic communication cannot take more than 48 credits in the mass communication areas (ADPR, BREC, COMM, JOUR) and are required to take 80 credits outside of mass communication areas with at least 65 credits in the liberal arts.

	<i>Required Courses</i>	<i>Credits</i>
BREC 1964	Practicum in Student Broadcasting	1
BREC 2205	Production Techniques	3
BREC 2335 or 2445	Script and Continuity or Multimedia News I	3
BREC 4997	Senior Capstone	2
COMM 1200	Media in Society	3
COMM 3800	Media Law	3
COMM 3900	Ethical Problems of Mass Communication	3
COMM 4400	Mass Communication Theory and Research	3
BREC	BREC electives	*15
<i>Total</i>		36

* 5-7 of these credits can be from ADPR/JOUR/COMM with departmental consent

BREC majors must complete PSYC 1001 and one of the following: MATH 1700, PSYC 2001, SOCI 2060. BREC majors may complete a maximum of three credits in BREC 3986 and a maximum of six credits in BREC 4995. They are allowed no more than six credits in or a combination of BREC 4961 and BREC 4953.

Students should consult their advisers for information regarding courses appropriate to various career goals. For example, students interested in multimedia news are advised to select courses such as BREC 2250, 2445, 4440, 4450 and 4460. These choices emphasize writing and reporting while providing sufficient background in critical areas. In contrast, students wishing to emphasize production might select BREC 2250, 2335, 2555, 2610, 2710, 4275, 4615, 4620, 4850, 4910 and 4920. Other combinations and/or emphases are possible. Some courses under the headings of ADPR, COMM and JOUR may be counted as BREC electives with the approval of the student's adviser and the chair of BREC.

Although BREC students are not required to complete a departmental minor, students are advised to consider minors in one of the following areas: business, marketing, political science, history, psychology, sociology, communication studies or theatre arts.

MULTIMEDIA NEWS

Students should pursue their major in the Department of Broadcast and Electronic Communication. Related coursework should emphasize broadcast newswriting and reporting, history, law and ethics, and it should begin no later than the sophomore year. Multimedia news students are encouraged to be actively involved with Marquette's student radio and television newscasts and complete one or more broadcast news internships before graduating.

ELECTRONIC COMMUNICATION STUDIES

Students with specialized interests in corporations and institutions which need graduates with skills in multimedia and electronic communication may pursue one of the programs suggested below. Students with such interests should consult with the chair of broadcast and electronic communication who will refer them to an appropriate faculty adviser.

Business Studies: Introduction to the development, use and evaluation of electronic communication in business settings. Requires 52 hours of course work, 31 hours from communication and 21 hours from business.

Economics and Policy Studies: Introduction of electronic communication theories, techniques and practices as well as the political processes and economic systems that shape the practice of mediated communication in public and private organizations. Requires 58 hours of course work, 31 hours from communication and 27 hours from economics and policy.

Education Studies: Theories and practices of developing, using and evaluating electronic communication in educational and business settings. Does not count toward teacher certification. Requires 52 hours of course work, 31 hours from communication and 21 hours from education.

Health Studies: Introduction to the development, use and evaluation of electronic communication in health care settings. Requires 58 hours of course work, 31 hours from communication and 27 hours from health sciences.

The typical program for broadcast and electronic communications majors appears at the end of this section.

COMMUNICATION STUDIES MAJOR REQUIREMENTS

General Information: Our ability to communicate defines what it means to be human and is a central feature of our existence. People communicate in a variety of contexts: interpersonal, group, organizational, public and intercultural. This major examines the theories, concepts, and skills related to human interaction and gives students the opportunity to develop personal communication skills. The focus of the major is the development of the ability to understand and critique communication practices.

The communication studies major explores organizational and managerial communication, family communication, gender and interpersonal communication, multicultural and international communication, and argumentation and persuasion. Students have the flexibility to choose a specific area of focus or to combine several in ways that best meet their interests and career plans. Communication studies majors will be prepared for careers in a variety of fields including corporations, politics, family and social service agencies, multinational organizations, law, nonprofit organizations, and education.

Requirements for the Major: A total of 33 credits of course work must be completed for the major in communication studies.

<i>Course</i>	<i>Credit</i>
CMST 1000 Introduction to Communication	3
CMST 2100 Interpersonal Communication	3
CMST 2310 Argumentation	3
CMST 2600 Foundations of Communication Studies	3
CMST 3200 Organizational Communication	3
CMST 3300 Persuasion	3
CMST 4997 Communication and Contemporary Issues	3
CMST CMST electives	12

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WISCONSIN TEACHING LICENSURE IN SPEECH COMMUNICATION (MIDDLE CHILDHOOD/EARLY ADOLESCENCE)

In addition to completing all requirements as specified by the College of Education, students must also complete all requirements listed under the communication studies major.

WISCONSIN TEACHING LICENSURE IN SPEECH COMMUNICATION (EARLY ADOLESCENCE/ADOLESCENCE)

In addition to completing all requirements as specified by the College of Education as well as those listed under the communication studies major, students seeking Wisconsin teaching licensure in speech communication at the early adolescence/adolescence level must also complete COMM 1200 (Media in Society), CMST 4810 (Directing Speech Activities) and CMST 4400 (Cross Cultural Communication in the United States). The latter two will count toward required electives in the communication studies major.

The typical program for communication studies majors appears at the end of this section.

CORPORATE COMMUNICATION MAJOR REQUIREMENTS

General Information: Work in the corporate environment will require students to accurately assess internal and external corporate communication needs and frame strategic responses that are appropriate to multiple contexts and audiences. Students will also need to understand the role of the corporation within our contemporary global society as well as the way in which communication helps shape, maintain and ultimately transform various aspects of corporate identity, culture and vision.

The corporate communication major is designed to address these needs by providing a broad-based curriculum that draws from both theory and practice. After successfully completing this major, students will be able to think critically about the role of the corporation, understand the intersection of corporate and communication practice and develop skills that can be applied across various corporate contexts.

Requirements for the Major: A total of 41 credits of course work are required for completion of the major in corporate communication.

Course	Credit
CCOM 2000	Issues in Corporate Communication 3
CCOM 3250	Corporate Writing 3
CCOM 3750	Corporate Rhetoric 3
CCOM 4750	Corporate Social Responsibility. 3
ADPR 1800	Public Relations Principles 3
ADPR 2200	Media Writing 3
BUAD 2005	Business Foundations 2
CMST 3200	Organizational Communication 3
CMST 4600	Communication Consulting 3
ECON 1001	Introduction to Economics* 3
MATH 1700	Statistics* 3

Students must select three courses from the list below:

ADPR 3200	Marketing Communications Design and Production. 3
BREC 2555	Corporate Media 3
BULA 3001	Legal Environment of Business 3
CCOM 4953	Special Topics in Corporate Communication 3
CCOM 4986	Corporate Communication Internship* 3
CMST 4260	New Communication Technologies in the Workplace. 3
CMST 4270	Communicating in Multinational Organizations 3
HURE 3001	Management of Human Resources 3
MANA 3001	Behavior and Organization 3
MARK 3001	Introduction to Marketing. 3
PHIL 4330	Business Ethics. 3

* ECON 2003 may be substituted.

* PSYC 2001, SOCI 2060 or MANA 2028 may be substituted.

* Up to 3 internship credits may be counted toward the major.

The typical program for corporate communication majors appears at the end of this section.

JOURNALISM MAJOR REQUIREMENTS

General Information: The major in journalism is focused on teaching students to gather, synthesize and produce news and information in a form appropriate to the medium and audience. Majors, grounded in the liberal arts, learn about those areas of law, history, ethics and social science that relate to the information media and its functions in society and acquire the professional expertise necessary to pursue careers in journalism itself as well as related fields such as law, business and government. Writing is emphasized.

Requirements for a Major: A total of 37 credits of course work must be completed for the major in journalism. Majors in journalism cannot take more than 48 credits in the mass communication areas (ADPR, BREC, COMM and JOUR) and are required to take 80 credits outside of the mass communication areas with at least 65 credits in the liberal arts. The following courses must be completed toward the 37 credits:

<i>Course</i>	<i>Credit</i>
JOUR 1100 News Media Writing	3
JOUR 1550 Introduction to Digital Story Telling Technology	3
JOUR 1964 Practicum in Student Publications	1
JOUR 2100 Reporting	3
JOUR 4200 Publications Editing	3
JOUR 4600 History of American News Media	3
COMM 3800 Media Law	3
COMM 3900 Ethical Problems of Mass Communication	3
One theory/research course:	3
COMM 4100 Mass Media and the American Family	
COMM 4200 International Communication	
COMM 4300 Introduction to Survey Research in the Communications Media	
COMM 4400 Mass Communication Theory and Research	
COMM 4500 Race and Gender Issues in Mass Media	
Two writing courses:	6
JOUR 4110 Persuasive Writing	
JOUR 4120 Feature Writing	
JOUR 4130 Critical Writing	
JOUR 4140 Depth Reporting	
JOUR 4150 Investigative Reporting	
JOUR 4160 Narrative Nonfiction Reporting	
JOUR 4310 Communication of Urban Issues	
JOUR 4320 Religious Journalism	
JOUR 4330 Health, Science and Environmental Communication	
JOUR 4340 Business and Economic Journalism	
One design/editing course:	3
JOUR 4500 Newspaper Design	
JOUR 4510 Magazine Design	
Journalism Elective*	3

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*Maximum of three credits in JOUR 3986; with consent of adviser, student may choose appropriate ADPR/BREC/COMM/FILM courses.

The following courses also are required but do not count as hours in the major: ECON 1001, POSC 2201, plus one of the following: MATH 1700 or PSYC 2001 or SOCI 2060. One course in U.S. history. Two courses chosen from: PSYC 1001, SOCI 1001 or ANTH 1001, plus one advanced course in the same subject.

**WISCONSIN TEACHING LICENSURE IN JOURNALISM
(MIDDLE CHILDHOOD/EARLY ADOLESCENCE)**

In addition to completing all requirements as specified by the College of Education, students must also complete all requirements listed under the journalism major.

**WISCONSIN TEACHING LICENSURE IN JOURNALISM
(EARLY ADOLESCENCE/ADOLESCENCE)**

In addition to completing all requirements as specified by the College of Education, students seeking Wisconsin teaching licensure in journalism at the early adolescence/adolescence level must also complete 34 hours including JOUR 1964, 1100, 2100, 4120, or 4140; 4200, 4500 or 4510; 4600, 4800; COMM 1200, 3800, 3900 and one course from 4100, 4200, 4400 or 4500.

The typical program for journalism majors appears at the end of this section.

PUBLIC RELATIONS MAJOR REQUIREMENTS

PUBLIC RELATIONS REQUIREMENTS

General Information: The major in public relations is designed to give students the knowledge and skills to be an effective marketing communicator. The program integrates content from both public relations and advertising to give majors maximum flexibility in the types of careers that can be pursued after graduation. Such opportunities exist in public relations agencies, corporate communication departments, government and non-profit organizations. Internships are emphasized, taking advantage of the numerous public relations needs of local organizations.

Requirements for a Major: A total of 33 credits of course work must be completed for the major in public relations. Majors in public relations cannot take more than 48 credits in the mass communication areas (ADPR, BREC, COMM and JOUR) and are required to take 80 credits outside of the mass communication areas with at least 65 credits in the liberal arts. The following courses must be completed toward the 33 credits

<i>Course</i>	<i>Credit</i>
ADPR 1400 Advertising Principles	3
ADPR 1800 Public Relations Principles	3
ADPR 2200 Media Writing	3
ADPR 2400 Strategic Research for Advertising and Public Relations	3
ADPR 3200 Marketing Communications Design and Production	3
ADPR 3600 Public Relations Writing	3
ADPR 3986 Internship in ADPR	3
COMM 3800 Media Law	3
COMM 3900 Ethical Problems of Mass Communication	3
PURE 4997 Public Relations Campaigns	3
ADPR/BREC/CMST/JOUR electives	3
	33

The following courses are also required but do not count as hours in the major: ECON 2003, MARK 3001, PSYC 1001 and either MATH 1700, PSYC 2001, or MANA 2028. Public relations majors must also choose one course from the following: CMST 3200 or CMST 3300.

The typical program for public relations majors appears at the end of this section.

THEATRE ARTS MAJOR REQUIREMENTS

General Information: The Marquette theatre arts major has its focus upon those theatre students who wish to realize and develop their talent while at the same time relating it to broader knowledge.

At Marquette, the program in theatre arts offers intensive training in performance and/or production within a liberal arts foundation. Theatre arts students may select a minor from within the Diederich College of Communication such as advertising, broadcasting, public relations, or communication studies. Or they may select a minor from the College of Business Administration (i.e. marketing) or the Klingler College of Arts and Sciences where they often elect a minor such as English, foreign language, psychology or political science.

Theatre arts majors have also found it beneficial to double major in any of the areas listed above, thereby obtaining a broad range of connections between the performing arts and other disciplines.

In addition to the major and minor in theatre arts, the Department of Performing Arts offers an interdisciplinary minor in dance. These interdisciplinary minors are declared in the sophomore or junior years. Your adviser will assist you in selecting classes for these interdisciplinary minors.

Requirements for a Major: A total of 41 credits of course work must be completed for the major in theatre arts:

<i>Course</i>	<i>Credit</i>
PEAR 2964 Performing Arts Practicum	3
THAR 1100 Acting I – Fundamental Technique	3
THAR 1300 Stagecraft	3
THAR 1310 Stagecraft Practicum	0.5
THAR 1320 Basic Costume Technology	3
THAR 1330 Basic Costume Technology Practicum	0.5
THAR 2140 Voice and Movement for Stage	3
THAR 2400 Aspects of Theatrical Design	3
THAR 2600 Play Analysis	3
THAR 3953 Career and Preparation Studies Seminar	1
THAR 4200 History of Theatre	3
THAR 4210 Contemporary Theatre	3
THAR 4240 History of Period Styles	3
	32
Theatre Arts electives (to reach 41 credits)	9
	41

The following courses are also required but do not count as hours in the major. Please choose two courses from the following: ENGL 2720, ENGL 4630 and ENGL 4760.

In addition to the required sequence, the following courses are strongly recommended for those students who wish to concentrate in a specific discipline within the performing arts.

Performance: PEAR 2964*, THAR 1100*, 1120, 1300*, 1320*, 1340, 2100, 2140*, 2160, 2500, 2600*, 3100, 3953*, 4100, 4200*, DANC 2320, 2340, 2500, 3100. THAR 2140* and 2160 are required for performance track.

Directing: PEAR 2964*, THAR 1100*, 1120, 1300*, 1320*, 2140* or 2320, 2400*, 2500, 2600*, 3953*, 4200*, 4360, 4500.

Design/Technical: PEAR 2964*, THAR 1100*, 1300*, 1320*, 2320, 2400*, 2500, 2600*, 3953*, 4200*, 4360, 4380, 4400, 4420, 4440.

*required courses

Participation in Theatre Productions: All theatre arts majors and minors are required to audition for theatre productions and participate in a technical, design, or management capacity. All university students are invited to audition for theatre productions or participate in a technical, design, or management capacity. Students must have a minimum 2.000 GPA to participate in any production.

WISCONSIN TEACHING LICENSURE IN THEATRE ARTS (MIDDLE CHILDHOOD/EARLY ADOLESCENCE)

In addition to completing all requirements as specified by the College of Education, students must also complete all requirements listed under the theatre arts major.

WISCONSIN TEACHING LICENSURE IN THEATRE ARTS (EARLY ADOLESCENCE/ADOLESCENCE)

In addition to completing all requirements as specified by the College of Education as well as those listed under the theatre arts major, students seeking Wisconsin teaching licensure in speech communication at the early adolescence/adolescence level must also complete THAR 2500 (Play Direction) and THAR 4360 (Theatre Management) both of which will count toward required electives in the theatre arts major.

The typical program for theatre arts majors appears at the end of this section.

TYPICAL PROGRAM FOR ADVERTISING MAJORS

Freshman

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CMST 1000	3	COMM 1200	3
UCCS (R-ENGL 1001)	3	UCCS (R-COMM 1100)	3
UCCS (HCS)	3	ADPR 1400	3
Foreign language or UCCS (DC)	3-4	Foreign language or UCCS (DC)	3-4
UCCS (T-THEO 1001)	3	UCCS (HNE-PHIL 1001)	3
	<hr/> 15-16		<hr/> 15-16

Sophomore

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (ISB-PSYC 1001) or elective	3	ECON 2003	3
UCCS (DC) or COMM 2100*	3	UCCS (DC) or COMM 2100*	3
UCCS (MR-MATH 1700) or (SN)	3-4	UCCS (MR-MATH 1700) or (SN)	3-4
ADPR 2200	3	COMM 2500	3
UCCS (LPA)	3	ADPR 1800	3
	<hr/> 15-16		<hr/> 15-16

Junior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CMST 3200 or 3300	3	COMM 3900	3
MARK 3001	3	ADPR 3986 or elective	3
UCCS (HNE-PHIL 2310)	3	Minor/electives	12
ADPR 2400	3		
ADPR 3400	3		
ADPR elective	3		
	<hr/> 18		<hr/> 18

Senior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (T)	3	ADVE 4997	3
ADPR 4100	3	Major/minor electives	15
COMM 3800	3		
Minor/electives	6		
ADPR elective	3		
	<hr/> 18		<hr/> 18

University Core of Common Studies (UCCS)

Diverse Cultures (DC)

Histories of Cultures and Societies (HCS)

Human Nature and Ethics (HNE)

Individual and Social Behavior (ISB)

Literature/Performing Arts (LPA)

Mathematical Reasoning (MR)

Rhetoric (R)

Science and Nature (SN)

Theology (T)

See the listing of approved UCCS courses

* COMM 2100 Introduction to Visual Communication cannot be used to fulfill the UCCS Literature/Performing Arts requirement.

**TYPICAL PROGRAM FOR
BROADCAST AND ELECTRONIC COMMUNICATION MAJORS**

Freshman

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CMST 1000	3	COMM 1200	3
UCCS (R-ENGL 1001)	3	UCCS (ISB-PSYC 1001) or (T-THEO 1001)	3
UCCS (HCS)	3	Elective	3
Foreign language or UCCS (DC)	3-4	Foreign language or UCCS (DC)	3-4
BREC 1964	1	BREC 2205 or 2335/2445	3
UCCS (ISB-PSYC 1001) or (T-THEO 1001)	3		
	16-17		15-16

Sophomore

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (R-COMM 1100)	3	Elective	3
UCCS (DC) or COMM 2100*	3	UCCS (DC) or COMM 2100*	3
COMM 2500	3	UCCS (MR-MATH 1700) or (SN)	3-4
UCCS (HNE-PHIL 1001)	3	UCCS (LPA)	3
BREC 2205 or 2335/2445	3	Major/minor elective	3
	15		15-16

Junior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (ISB-PSYC 1001) or (T-THEO 1001)	3	UCCS (HNE-PHIL 2310)	3
COMM 4400	3	COMM 3800 or 3900	3
UCCS (MR-MATH 1700) or (SN)	3-4	BREC elective	3
BREC electives	6	Minor/electives	9
	15-16		18

Senior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (T)	3	BREC 4997 or minor/elective	2-3
COMM 3800 or 3900	3	BREC elective	6
BREC 4997 or minor/elective	2-3	Major or minor electives	9
Major or minor electives	9		
	17-18		17-18

- University Core of Common Studies (UCCS)
- Diverse Cultures (DC)
- Histories of Cultures and Societies (HCS)
- Human Nature and Ethics (HNE)
- Individual and Social Behavior (ISB)
- Literature/Performing Arts (LPA)
- Mathematical Reasoning (MR)
- Rhetoric (R)
- Science and Nature (SN)
- Theology (T)
- See the listing of approved UCCS courses

* COMM 2100 Introduction to Visual Communication cannot be used to fulfill the UCCS Literature/Performing Arts requirement.

TYPICAL PROGRAM FOR COMMUNICATION STUDIES MAJORS

Freshman

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CMST 1000	3	COMM 1200	3
UCCS (R-ENGL 1001)	3	CMST 2100 or 2600	3
UCCS (HCS)	3	Foreign language or UCCS (DC)	3-4
Foreign language or UCCS (DC)	3-4	UCCS (MR) or (SN)	3-4
UCCS (ISB) or (T-THEO 1001)	3	UCCS (ISB) or (T-THEO 1001)	3
	15-16		15-17

Sophomore

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (R-COMM 1100)	3	Major electives	6
UCCS (DC) or COMM 2100*	3	UCCS (DC) or COMM 2100*	3
UCCS (MR) or (SN)	3-4	UCCS (LPA)	3
CMST 2100 or 2600	3	COMM 2500	3
CMST 2310	3		
	15-16		15

Junior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (HNE-PHIL 1001)	3	UCCS (HNE-PHIL 2310)	3
CMST 3200	3	CMST 3300	3
Major/minor electives	9-12	Major/minor electives	9-12
	15-18		15-18

Senior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (T)	3	Major/minor electives	12-15
Major/minor electives	9-15	CMST 4997	3
	12-18		15-18

University Core of Common Studies (UCCS)

Diverse Cultures (DC)

Histories of Cultures and Societies (HCS)

Human Nature and Ethics (HNE)

Individual and Social Behavior (ISB)

Literature/Performing Arts (LPA)

Mathematical Reasoning (MR)

Rhetoric (R)

Science and Nature (SN)

Theology (T)

See the listing of approved UCCS courses

* COMM 2100 Introduction to Visual Communication cannot be used to fulfill the UCCS Literature/Performing Arts requirement.

TYPICAL PROGRAM FOR CORPORATE COMMUNICATION MAJORS

Freshman

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CMST 1000	3	UCCS (R-COMM 1100) or COMM 2100*	3
UCCS (R-ENGL 1001)	3	COMM 1200	3
UCCS (HCS)	3	UCCS (ISB-ECON 1001)	3
Foreign language or UCCS (DC)	3-4	Foreign language or UCCS (DC)	3-4
UCCS (T-THEO 1001)	3	UCCS (SN)	3-4
	15-16		15-17

Sophomore

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CCOM 2000	3	ADPR 2200 or BUAD 2005	2-3
UCCS (R-COMM 1100) or COMM 2100*	3	UCCS (LPA)	3
ADPR 2200 or BUAD 2005	2-3	UCCS (HNE-PHIL 1001)	3
COMM 2500	3	ADPR 1800 or CMST 3200	3
ADPR 1800 or CMST 3200	3	UCCS (MR-MATH 1700)	3
	14-15		14-15

Junior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (HNE-PHIL 2310)	3	UCCS (T)	3
CCOM 3250	3	CCOM 3750	3
CMST 4600	3	CCOM elective	3
Minor/elective	6-9	UCCS (DC)	3
	15-18	Minor/elective	6
			18

Senior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CCOM elective	3	CCOM 4750	3
CCOM 4986	1	CCOM elective	3
Minor/elective	3	Minor/elective	6
Major/minor/electives	9	Major/minor/electives	6
	16		18

- University Core of Common Studies (UCCS)
- Diverse Cultures (DC)
- Histories of Cultures and Society (HCS)
- Human Nature and Ethics (HNE)
- Individual and Social Behavior (ISB)
- Literature/Performing Arts (LPA)
- Mathematical Reasoning (MR)
- Rhetoric (R)
- Science and Nature (SN)
- Theology (T)
- See the listing of approved UCCS courses

*COMM 2100 Introduction to Visual Communication cannot be used to fulfill the UCCS Literature/Performing Arts requirement.

TYPICAL PROGRAM FOR JOURNALISM MAJORS

Freshman

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CMST 1000	3	COMM 1200	3
UCCS (R-ENGL 1001)	3	PSYC 1001 or SOCI 1001	3
UCCS (HCS-HIST 1101)	3	UCCS (HNE-PHIL 1001)	3
Foreign language or UCCS (DC)	3-4	Foreign language or UCCS (DC)	3-4
UCCS (T-THEO 1001)	3	JOUR 1100	3
JOUR 1964	1		
	<hr/> 16-17		<hr/> 15-16

Sophomore

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (R-COMM 1100)	3	JOUR 2100	3
UCCS (DC-ANTH 1001)		UCCS (DC-ANTH 1001)	
or COMM 2100*	3	or COMM 2100*	3
UCCS (MR-MATH 1700) or (SN)	3-4	UCCS (MR-MATH 1700) or (SN)	3-4
JOUR 1550	3	UCCS (LPA)	3
COMM 2500	3	UCCS (ISB-ECON 1001 or POSC 2201)	3
	<hr/> 15-16		<hr/> 15-16

Junior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (ISB-ECON 1001 or POSC 2201)	3	UCCS (HNE-PHIL 2310)	3
JOUR 4600	3	Upper division ANTH or PSYC or SOCI	3
JOUR 4200 or JOUR (writing elective)	3	JOUR 4200 or JOUR (writing elective)	3
JOUR elective or theory/research	3	JOUR design or theory/research	3
Minor/elective	3-6	Minor/elective	0-3
	<hr/> 15-18		<hr/> 15-18

Senior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (T)	3	COMM 3800 or 3900	3
COMM 3800 or 3900	3	Minor/electives	9-15
JOUR design or elective	3		
JOUR elective	3		
Minor/electives	3-6		
	<hr/> 15-18		<hr/> 12-15

University Core of Common Studies (UCCS)

Diverse Cultures (DC)

Histories of Cultures and Societies (HCS)

Human Nature and Ethics (HNE)

Individual and Social Behavior (ISB)

Literature/Performing Arts (LPA)

Mathematical Reasoning (MR)

Rhetoric (R)

Science and Nature (SN)

Theology (T)

See the listing of approved UCCS courses

* COMM 2100 Introduction to Visual Communication cannot be used to fulfill the UCCS Literature/Performing Arts requirement.

TYPICAL PROGRAM FOR PUBLIC RELATIONS MAJORS

Freshman

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CMST 1000	3	COMM 1200	3
UCCS (R-ENGL 1001)	3	UCCS (R-COMM 1100)	3
UCCS (HCS)	3	ADPR 1800	3
Foreign language or UCCS (DC)	3-4	Foreign language or UCCS (DC)	3-4
UCCS (T-THEO 1001)	3	UCCS (HNE-PHIL 1001)	3
	15-16		15-16

Sophomore

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (ISB-PSYC 1001) or elective	3	ECON 2003	3
UCCS (DC) or COMM 2100*	3	UCCS (DC) or COMM 2100*	3
UCCS (MR-MATH 1700) or (SN)	3-4	UCCS (MR-MATH 1700) or (SN)	3-4
ADPR 2200	3	UCCS (LPA)	3
ADPR 1400	3	COMM 2500	3
	15-16		15-16

Junior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CMST 3200 or CMST 3300	3	Major/minor electives	3-6
MARK 3001	3	UCCS (HNE-PHIL 2310)	3
ADPR 2400 or 3200	3	ADPR 2400 or ADPR 3200	3
ADPR 3600	3	ADPR 3986	3
Minor/electives	3-6	Elective	3
	15-18		15-18

Senior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (T)	3	ADPR elective	3
PURE 4997	3	COMM 3800	3
COMM 3900	3	Minor/electives	6-9
Minor/electives	6-9		
	15-18		12-15

- University Core of Common Studies (UCCS)
- Diverse Cultures (DC)
- Histories of Cultures and Societies (HCS)
- Human Nature and Ethics (HNE)
- Individual and Social Behavior (ISB)
- Literature/Performing Arts (LPA)
- Mathematical Reasoning (MR)
- Rhetoric (R)
- Science and Nature (SN)
- Theology (T)
- See the listing of approved UCCS courses

* COMM 2100 Introduction to Visual Communication cannot be used to fulfill the UCCS Literature/Performing Arts requirement.

TYPICAL PROGRAM FOR THEATRE ARTS MAJORS

Freshman

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
CMST 1000	3	COMM 1200	3
UCCS (R-ENGL 1001)	3	Foreign Language or UCCS (DC)	3-4
Foreign language or UCCS (DC)	3-4	THAR 1120	3
THAR 1100	3	THAR 1300/1310 or 1320/1330	3.5
THAR 1300/1310 or 1320/1330	3.5	Elective	3
	<hr/> 15.5-16.5		<hr/> 15.5-16.5

Sophomore

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (R-COMM 1100)	3	Major elective	3
UCCS (DC) or COMM 2100*	3	UCCS (DC) or COMM 2100*	3
UCCS (HCS)	3	UCCS (MR) or (SN)	3-4
PEAR 2964	0.5	UCCS (LPA)	3
THAR 2140	3	COMM 2500	3
THAR 2400	3	PEAR 2964	0.5
	<hr/> 15.5		<hr/> 15.5-16.5

Junior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (HNE-PHIL 1001)	3	UCCS (HNE-PHIL 2310)	3
UCCS (ISB) or (T-THEO 1001)	3	UCCS (ISB) or (T-THEO 1001)	3
THAR 4240 or elective	3	THAR 4240 or elective	3
PEAR 2964	0.5	PEAR 2964	0.5
THAR 2600	3	THAR 4200	3
THAR 3953	1	THAR 4210 or elective	3
Minor/electives	2-5	Minor/electives	3-6
	<hr/> 15.5-18.5		<hr/> 15.5-18.5

Senior

FIRST TERM	SEM. HRS.	SECOND TERM	SEM. HRS.
UCCS (T)	3	PEAR 2964	0.5
PEAR 2964	0.5	Minor/electives	9-15
Minor/electives	6-9	THAR 4210 or elective	3
UCCS (MR) or (SN)	3-4	THAR 4997	3
	<hr/> 12.5-16.5		<hr/> 12.5-18.5

University Core of Common Studies (UCCS)
 Diverse Cultures (DC)
 Histories of Cultures and Societies (HCS)
 Human Nature and Ethics (HNE)
 Individual and Social Behavior (ISB)
 Literature/Performing Arts (LPA)
 Mathematical Reasoning (MR)
 Rhetoric (R)
 Science and Nature (SN)
 Theology (T)
 See the listing of approved UCCS courses

* COMM 2100 Introduction to Visual Communication cannot be used to fulfill the UCCS Literature/Performing Arts requirement.

COURSE DESCRIPTIONS

ADVERTISING AND PUBLIC RELATIONS (ADPR)

Professor: Badaracco

Associate Professor: Baxter (Emeritus), Crowley (Emeritus), Ekachai, Grow, Pokrywczynski, Wolburg

Assistant Professor: Berg,

Professional in Residence: Menck

Lecturer: Altstiel, Barnes, Branigan, Cary, Ericksen, Gaudynski, Ingles, Janviere, Lewis, Matthews, McClellan, Northey, Vogt, Vollrath, Whitehead, Whitney, Williams,

ADPR 1400. Advertising Principles 3 sem. hrs. An overview of advertising as it relates to marketing and mass media. The course examines the advertising industry, including advertisers, advertising media and ad agencies, advertising history, its social and economic effects, advertising law and ethical standards. Students are introduced to the advertising planning process: product, market and consumer research, creative and media strategy, production of messages and evaluation of advertising effectiveness.

ADPR 1800. Public Relations Principles 3 sem. hrs.

Principles, history, theory and practice of public relations in business, organizations and agencies. Analyses of public relations programs; the responsibility of the public relations practitioner to management and to relevant publics; ethics of public relations practice; the future of the field and career opportunities.

ADPR 2200. Media Writing 3 sem. hrs. Factual and persuasive writing for the mass media. Introduction to and practice in news writing, public relations writing and advertising copywriting. Basic information gathering. In-class writing exercises require use of computers. Offered every term. *Prereq:* ENGL 1001 and COMM 1100 or equiv.

ADPR 2400. Strategic Research for Advertising and Public Relations 3 sem. hrs.

Introduction to fundamental standards and practices of advertising and public relations research, focusing on audiences, messages, media, public opinion and issues management. Students learn to use research and to evaluate the quality of information for strategic planning based on validity, consistency, and reliability. Provides an opportunity for critique and practice of professional communication research. *Prereq:* ADPR 1400; or ADPR 1800; and restricted to declared CCOM majors and declared ADPR majors and minors.

ADPR 3200. Marketing Communications Design and Production 3 sem. hrs.

Fundamentals of marketing communications design focusing on advertisements, newsletters, brochures and posters. Students learn basic concepts and develop basic skills through planning, executing and evaluating effective designs. *Prereq:* ADPR 1400 or ADPR 1800; and restricted to declared CCOM majors and declared ADPR majors and minors.

ADPR 3400. Advertising Copywriting 3 sem. hrs.

Rigorous study and practice in planning and preparation of advertising messages. Emphasis on writing for all media. Artistic and scientific aspects of advertising creativity. Principles of creative strategy including: product/service research, target audience analysis, and selection of persuasive appeals and creative approaches. Evaluation of advertising effectiveness. Lecture/lab format. Offered every term. *Prereq:* ADPR 1400 and ADPR 2200 or JOUR 1100; and restricted to declared to ADPR majors and minors.

ADPR 3600. Public Relations Writing 3 sem. hrs.

The course covers the basics of public relations writing, including the principles of effective professional writing, finding and generating newsworthy information for print, electronic and "new" media. Topics covered include: news releases, fact sheets, brochures, online public relations, media kits, speech writing, crisis communication, and spokesperson training. Writing portfolios are assembled for purposes of future internships and employment. All classes held in a computerized writing laboratory. *Prereq:* ADPR 1800 and ADPR 2200 or JOUR 1100; and restricted to declared CCOM majors and declared ADPR majors and minors.

ADPR 3986. Internship in Advertising and Public Relations 0-3 sem. hrs.

Work experience in advertising or public relations in specific organizational settings, supervised by an approved professional coupled with related academic work assigned. Approval of departmental internship director required in advance of internship. May be taken more than once to a maximum of three total credits. Offered every term. *Prereq:* ADPR 2200 and ADPR 1400 and cons. of dept. ch.; or ADPR 1400 and JOUR 1100 and cons. of dept. ch.; or ADPR 2200 and ADPR 1800 and cons. of dept. ch.; or ADPR 1800 and JOUR 1100 and cons. of dept. ch. 0 credit will be SNC/UNC grade assessment; 1-3 credits will be S/U grade assessment.

ADPR 4100. Advertising Media Planning 3 sem. hrs.

Provides the skills for evaluating traditional and non-traditional media to strategically reach and influence target audiences and to fulfill specific advertising objectives. Also provides a foundation for understanding the motivations and behavior of consumers, given the various cultural, psychological, and social influences that affect them. Students develop media plans that not only apply the principles of scheduling and buying but also incorporate the findings from primary and secondary research. Additional topics are discussed including ethical forms of targeting, economic trends, etc. *Prereq:* ADPR 1400 and ADPR 2400; or cons. of instr; and restricted to declared ADPR majors and minors.

ADPR 4200. Business to Business Marketing Communication 3 sem. hrs.

Study of how businesses promote their goods and services to other businesses. Examines products, markets, objectives, strategies, media techniques and evaluation. Covers advertising, public relations, direct marketing and sales promotion. Includes case studies, outside speakers and field trips. *Prereq:* ADPR 1400; or ADPR 1800; or cons. of instr; and restricted to declared ADPR majors and minors.

ADPR 4300. Emerging Media in a Dynamic Marketplace 3 sem. hrs.

Expands students' knowledge of emerging media and their application to advertising and public relations challenges in order to find more strategic and effective ways to communicate with clients, public, target markets, and other stakeholders. Specifically, examines the strategic uses, impact, and implications of emerging media such as social media, advergames, mobile communication, search engine optimization, and other web-based technologies. Also addresses the need to adapt to digital, networked marketplace in which change is the rule rather than the exception. *Prereq:* ADPR 1400 or ADPR 1800; or cons. of instr; and restricted to declared ADPR majors and minors.

ADPR 4400. Advanced Advertising Copywriting 3 sem. hrs.

A continuation of ADPR 3400. Emphasis on formulating strategy and producing executions for coordinated, multi-media campaigns. Each student will create a portfolio which will showcase his or her talent and ability to work as a professional copywriter. *Prereq:* ADPR 3400; or cons. of instr; and restricted to declared ADPR majors and minors.

ADPR 4500. Advertising and Public Relations Account Management 3 sem. hrs.

The fundamentals of management in both the client and agency environments. Analyzes client and agency structures and functions. Explores project estimating, budgeting and time management. Examines account profitability maintenance and account team productivity. Reviews techniques for agency and supplier selection. Special emphasis on the ethical aspects of account work. *Prereq:* ADPR 1400 or ADPR 1800; or cons. of instr; and restricted to declared ADPR majors and minors.

▲ADPR 4600. Multicultural and International Advertising and Public Relations 3 sem. hrs.

This course develops knowledge and enhances skills necessary for advertising and public relations professionals for communication with diverse audiences. Topics include the role of culture, unique characteristics of groups, and effective strategies when communicating with multicultural audiences within the U.S. Students also learn to navigate the cultural, regulatory, and media environment for effective communication with audiences in countries outside the U.S. *Prereq:* ADPR 1400 or ADPR 1800 or cons. of instr.

▲ Indicates UCCS courses

▲ADPR 4700. Cultural Identity, Media and World Religions 3 sem. hrs.

Framed through a media lens, this seminar studies the diversity of ethnic and spiritual beliefs that make America multicultural and religiously pluralistic. The course examines manifestations of religion in print and electronic news, advertising and public relations, the uses of media by religious groups, and bias and prejudice about religion in the secular media, and bias about secularism in religious media. The course deconstructs consumer and material culture, and offers a critique of cultural consumption based on philosophies embedded in world religions. A variety of media will be used in instruction.

Prereq: Soph. stndg.

ADPR 4953. Seminar in Advertising and Public Relations 1-3 sem. hrs.

Specific subjects of seminars to be announced in the *Schedule of Classes*. Variable topics. *Prereq: Restricted to declared ADPR majors and minors.*

ADPR 4961. Special Institute/Workshop/Project 1-3 sem. hrs.

Prereq: Restricted to declared ADPR majors and minors.

ADPR 4995. Independent Study in Advertising and Public Relations

1-3 sem. hrs.

Offered every term. S/U grade assessment.

Prereq: Cons. of dept. ch.

ADPR 4999. Senior Thesis 1-3 sem. hrs.

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Offered every term.

Prereq: Cons. of dept. ch.

ADVE 4997. Advertising Campaigns 3 sem. hrs.

Senior capstone course in integrated advertising campaign planning. Students working in groups, plan and develop advertising campaigns for real world advertisers. Campaigns include research, objective setting, strategy, media selection, message preparation, sales promotion and public relations, and budgets. Project culminates in formal, competitive presentations. Offered spring term.

Prereq: ADPR 3400 and ADPR 4100; or cons. of instr.; and restricted to declared ADPR majors and minors.

PURE 4997. Public Relations Campaigns

3 sem. hrs.

Senior capstone course in public relations issues management for corporations, government and non-profit groups. Working in teams, students design a public communication campaign involving media management, community relations, educational outreach or other methods of advocacy in the public forum for achieving social justice goals using public relations strategies and tactics. Students design public communication campaign proposals for local or national clients. Student campaign designs are read and responded to by industry professionals, the client and the instructor. Students conduct field research, analyze results and incorporate findings in their action plans.

Prereq: ADPR 2400 and ADPR 3600; or cons. of instr.; and restricted to declared ADPR majors and minors.

BROADCAST AND ELECTRONIC COMMUNICATION (BREC)

Associate Professor: Grams, Havice, Slattery
Assistant Professor: Chattopadhyay, Ugland
Adjunct Instructor: Volbrecht (Broadcast Media Adviser)

Instructor: Held

Lecturer: Fantle, Newton, Pray, Rosene, Teich

BREC 1964. Practicum in Student Broadcasting 1 sem. hr.

Students receive hands-on experience at the student-run radio and television stations, MUR and MUTV. Guided by their interests, students will be able to experience one or more departments including news, production, promotion, programming, etc. Students are also introduced to career options within the electronic media industries and are expected to perform critical analyses of new media formats, including the Web. Offered fall and spring terms. S/U grade assessment.

BREC 2205. Production Techniques 3 sem. hrs.

Basic audio and video production techniques as utilized in radio, television, cable, education, and corporate communications. Lecture/lab format.

BREC 2250. Television Production 3 sem. hrs.

Practical application of the theories of television production. Emphasis on studio and field productions, development of basic directing skills, single camera video techniques, video editing. Production of short programs. Offered every spring.

Prereq: BREC 2205 and BREC 2335; or BREC 2205 and BREC 2445.

BREC 2335. Script and Continuity 3 sem. hrs.

Students learn to write in the proper script style for a variety of broadcast, video, Web and film formats. Practice in aural writing techniques with an emphasis on form and content. Offered every term.

Prereq: ENGL 1001 and COMM 1100 or equiv.

BREC 2445. Multimedia News 1 3 sem. hrs.

Students learn to write news stories for distribution across a range of media outlets and are introduced to the process of creating digital still photography. Students learn to gather, analyze and report news information. These practices are situated within the contexts of civic affairs and socially responsible journalism.

Prereq: ENGL 1001 and COMM 1100 or equiv.

BREC 2555. Corporate Media 3 sem. hrs.

Analysis and practice in the development, acquisition and utilization of electronic media in the corporate world. Emphasis on problems of budget, audience, objectives, evaluation and production as encountered in corporate media communication. Offered fall term.

BREC 2610. Program Development 3 sem. hrs.

Planning and development of programs for specialized audience and objectives. Preparation of program layouts for television, cable, and corporate systems.

BREC 2710. Sound Design 3 sem. hrs.

Aesthetics of audio mixing in various program genres (drama, commercial, documentary, interviewing, feature, etc.) utilizing stereo and multi-track consoles and digital effects devices and workstations. *Prereq: BREC 2250; or cons. of instr.*

BREC 3460. Multimedia News 2 3 sem. hrs.

Students practice writing news stories for distribution across a range of media outlets and learn the process of gathering, editing and reporting in an audio format, as well as basic Web design. These practices are situated within the contexts of civic affairs and socially responsible journalism.

Prereq: BREC 2205 and BREC 2445.

BREC 3510. Broadcast Sales and Promotion 3 sem. hrs.

Methods, organization, compensation, and administration of sales and promotion activities. Motivational and organizational techniques; methods of selling and alternative approaches to market, product, and media analysis. Case study approach.

BREC 3900. Public Policy in Telecommunications 3 sem. hrs.

Analysis of the public policy process and its impact on the development of media and telecommunications systems. Emphasis on current policy issues relating to content, economics, technological change, and social effects. Offered fall term.

BREC 3986. Internship in Broadcast and Electronic Communication 0-1 sem. hrs.

Observation, participation, and experience in a radio, television, cable, or corporate setting. Augmented with selected readings, papers or conferences with adviser. 0 credit will be SNC/UNC grade assessment; 1 credit will be S/U grade assessment.

Prereq: Cons. of dept. ch.

BREC 4240. Television Performance 3 sem. hrs.

Application of performance techniques to the television medium. Extensive in-studio practice. Concentration on performance in television commercials, news anchoring, interviewing, and possible role-playing in comedy and dramatic scripts. Offered spring term.

BREC 4275. Advanced Television Production and Direction 3 sem. hrs.

Development of program-length dramatic and non-dramatic productions for television, cable, educational, and corporate distribution. Particular attention to the integration of the various media used in television production and to legal and financial considerations. Offered fall term. *Prereq: BREC 2250.*

BREC 4345. Advanced Scriptwriting

3 sem. hrs.

Development and writing of full-length scripts for entertainment television or feature film. Includes development of concepts for new television series, miniseries, and movies-for-television, and study of their specific writing requirements, as well as writing for current television series. Writing workshop approach. Offered spring term in even-numbered years.

BREC 4440. Multimedia News 3 3 sem. hrs.

Students learn the process of shooting and editing video for use in news stories. Students practice writing news stories for a variety of media distribution outlets. Students gather, analyze and report news within the context of socially responsible journalism. *Prereq: BREC 2205 and BREC 3460.*

BREC 4615. Radio Programming 3 sem. hrs.

Examination and case study analysis of the contemporary radio industry. Emphasis on music formats, news, talk, sports, syndication, and other sources of program material. Audience demographics, profiles, ratings, and promotions. Practical experience in applying for FCC license. Offered spring term.

BREC 4620. Television Programming

3 sem. hrs.

Analysis of television programming theories. Includes data-based criticisms of different programming strategies. Primary emphasis on prime-time network entertainment programming; includes consideration of effective programming for other "day parts" and news. Students will program their own network on the basis of theories and data provided.

BREC 4810. American Television:**1946–Present** 3 sem. hrs.

Historical, cultural and commercial growth of American television, with special emphasis on programming, from pre-commercial beginnings to the present. Key genres, persons, issues and trends in the development of American prime-time television. Offered spring term.

BREC 4830. Early History of Broadcasting

3 sem. hrs.

History of the American system of broadcasting from its inception to approximately 1950. Examination of the technological, social, cultural, economic and political forces which shaped the industry. Emphasis on the roles of the broadcasters as agencies of information and entertainment by an analysis of trends in radio and early television programming. Offered fall term.

BREC 4850. Television Criticism 3 sem. hrs.

Examination of the major critical approaches which have historically been applied to television programming. Study of major television critics whose work appears in academic publications and the mass media. Offered fall term.

BREC 4855. Communication and Social Issues of the Internet 3 sem. hrs.

Examines the ways in which online communication impacts the daily lives of our society and its individual members. Particular attention is given to the use of online communication to build community and social life and to the ways in which online communication is similar to or different from other forms of mediated communication. Culminates with the presentation of a major original research project. Offered spring term.

BREC 4910. Technology and Learning

3 sem. hrs.

Learning theories applied to design, use and evaluation of electronic communication technologies in instructional settings. Offered fall term. *Prereq: Jr. stndg. and BREC 2205 and BREC 2335; or Jr. stndg. and BREC 2205 and BREC 2445; or cons. of instr.*

BREC 4920. Multi-Media Authoring 3 sem. hrs.

Study of electronic media within the context of training/learning systems. Multi-media authoring software used to design, produce and evaluate instructional lessons. Offered spring term. *Prereq: Jr. stndg. and BREC 4910; or cons. of instr.*

BREC 4931. Topics in Broadcast and Electronic Communication 1-3 sem. hrs.

Various topics in broadcast and electronic communication to be announced in the *Schedule of Classes*. Includes extensive screening and/or other activities. Lecture/lab format.

BREC 4953. Seminar in Broadcast and Electronic Communication 1-3 sem. hrs.

Special subjects of seminar to be announced in the *Schedule of Classes*. Variable topics.

BREC 4961. Special Institute/Workshop/Project 1-3 sem. hrs.**BREC 4995. Independent Study in Broadcast and Electronic Communication**

1-3 sem. hrs.

*Prereq: Cons. of dept. ch.***BREC 4997. Senior Capstone** 2 sem. hrs.

In order to demonstrate professional proficiency, students will create a media project designed to meet a community need. They will prepare a case study evaluating relevant scholarly research, ethical and legal implications. Discussion of career alternatives and preparation of resume and supporting materials. *Prereq: BREC major, Sr. stndg.*

BREC 4999. Senior Thesis 1-3 sem. hrs.

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. *Prereq: Cons. of dept. ch.*

COMMUNICATION (COMM)

*Professor and Gretchen and**Cyril Colnick Chair in Communication: Solely**Lecturer: Joset, Leichtfuss, Muckerheide, Newton, Smith***▲COMM 1100. Contemporary Presentation** 3 sem. hrs.

Principles and extended practice of rhetorical elements of written and oral presentation. Individual work in various essay and oral forms; group presentation; and use of presentation software. Essays of definition, comparison and contrast, process, and summary; oral presentation in introductory, expository, persuasive and ceremonial forms. Offered every term. 3 hrs. lec., disc. *Prereq: ENGL 1001.*

COMM 1200. Media in Society 3 sem. hrs.

Surveys the historical, economic and cultural development of the mass media in America. Introduces the theoretic approaches utilized to understand the media's role in society. Offered spring term.

▲COMM 2100. Introduction to Visual Communication 3 sem. hrs.

Broad in scope, this course is an introduction to visual communication. Not discipline-oriented, the course focuses on the principles and elements of visual communication. Through application of language and principles, students learn to analyze and address 2D and 3D visual communication problems. Offered every term. 3 hrs. lec., disc.

COMM 2500. Introduction to Communication Research Methods 3 sem. hrs.

Introduces students to the systematic process of asking and answering questions associated with communication inquiry. Various quantitative and qualitative research methodologies will be explored which will enable students to design, conduct, interpret and evaluate research more critically. *Prereq: CMST 1000, COMM 1200 and Soph. stndg. or cons. of instr.*

COMM 3800. Media Law 3 sem. hrs.

Legal standards/doctrines governing libel, privacy and other areas of law directly affecting the media. Special consideration of legal problems in advertising, broadcast and electronic communication, journalism and public relations. Emphasis on the consti-

tutional protection of freedom of expression and the media. Analysis of how these standards, doctrines and constitutional procedures affect the work of media professionals. Offered every term. *Prereq: Jr. stndg.*

COMM 3900. Ethical Problems of Mass Communications 3 sem. hrs.

The practice of journalism and mass communications as ordered by moral principles. Offered every term. *Prereq: Jr. stndg. and PHIL 2310.*

COMM 4100. Mass Media and the American Family 3 sem. hrs.

The impact of the mass media on family communication patterns, familial value structures, development of children, and orientation to news media. Examination of news, advertising, and entertainment content from educational, cultural and economic perspectives. Emphasis on empirical social science research which examines relationships between media and families. Offered spring term. *Prereq: Jr. stndg.*

COMM 4200. International Communication 3 sem. hrs.

History of the comparison among present structures of national media systems and the role of journalism within them. Principles of international news flow, gatekeeping, impact of technology, and the relationship between developing countries. Exploration of various models of press-government relationships. Offered annually. *Prereq: Jr. stndg.*

COMM 4300. Introduction to Survey Research in the Communications Media 3 sem. hrs.

How to conduct and understand the results of political polls and other forms of sample surveys in the communications media. Includes a discussion of ethical considerations in survey research, an introduction to principles and techniques of sampling, questionnaire construction and interviewing, practice in data analysis and related reasoning, and the presentation of results for various audiences. Offered spring term in even-numbered years. *Prereq: Jr. stndg.; MATH 1700 or SOCI 2060 or PSYC 2001 recommended but not required as prerequisites.*

COMM 4400. Mass Communication Theory and Research 3 sem. hrs.

Theoretical and methodological considerations involved in mass media research. Examines quantitative and qualitative approaches within the context of the media as social institutions. Offered fall term. *Prereq: Jr. stndg; or cons. of instr.*

COMM 4500. Race and Gender Issues in Mass Media 3 sem. hrs.

Surveys the past and present relationship between women and racial and ethnic minorities in the United States and the mass media. Specifically, the issues of how women and people of color are portrayed in the news and entertainment media, the role of ownership, employment and access to the media institutions will be studied. Women's Studies elective. Offered annually. *Prereq: Jr. stndg.*

COMM 4600. Media Management 3 sem. hrs.

Staffing, organization, economics, salaries, law, labor negotiations and community relations as involved in the mass media. Theoretical and practical approaches to the problems of management. Offered spring term.

COMM 4700. Media and Politics 3 sem. hrs.
How the news media cover politics and how politicians deal with news coverage. Emphasis is on recent presidential campaigns, with special attention to ethical issues, the impact of new media, campaign advertising and strategies used by politicians and journalists. Offered fall term in even-numbered years. *Prereq: Jr. stndg. and POSC 2201.*

COMM 4951. Marquette Led Travel and Study Abroad 3 sem. hrs.

Course taught in an international setting by Marquette professors and where students earn Marquette credit. Study Abroad expenses apply.

COMM 4953. Seminar in Communication 1-3 sem. hrs.

Special topics of seminar to be announced in the *Schedule of Classes*. Variable topics.

COMM 4961. Special Institute/Workshop/Project 0-3 sem. hrs.

0 credit will be SNC/UNC grade assessment; 1-3 credits will be graded.

COMM 4986. Internship in Communication 0-3 sem. hrs.

Provides students with the opportunity to apply theories, skills, and techniques in communication. *Prereq: Cons. of dept. ch.; cons. of associate dean. 0 credit will be SNC/UNC grade assessment; 1-3 credits will be S/U grade assessment.*

COMM 4995. Independent Study in Communications 1-3 sem. hrs.

Prereq: Cons. of dept. ch.

COMM 4999. Senior Thesis 1-3 sem. hrs.

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Offered every term.

Prereq: Cons. of dept. ch.

COMMUNICATION STUDIES (CMST)

Professor: Goldzwig, Meyer, Shuter, Turner
Assistant Professor: D'Urso, Feldner
Lecturer: Carey, Egdorf, Gibson, Kempf, Laughland, Ryan, Schultz, Wendt

CMST 1000. Introduction to Communication 3 sem. hrs.

A survey of communication principles and processes as they relate to interpersonal communication, small group communication, culture and communication, persuasion, communication in organizations, and mediated communication.

CMST 1300. Public Speaking 2 sem. hrs.

Examines theory and practice of effective public speaking. The course includes informative, persuasive, and occasional speaking. Criticism and critical listening skills will also be emphasized.

CMST 2000. Introduction to Small Group Communication 3 sem. hrs.

Examines theories, principles and methods of small group communication. The course will focus on such topics as: leadership, problem solving, roles, norms, and climate. The class takes a systems approach to groups and students will have hands-on experience in a decision making group. Offered every term.

CMST 2010. Communication Approaches to Interviewing 3 sem. hrs.

Stresses communication theory and current research related to interviewing. Provides in-class practice with interchanging roles as interviewer/interviewee in several types of interviews. Current research in interviewing techniques, assistance in resume preparation and legal guidelines for questions are among the topics for discussion. Offered annually.

CMST 2100. Interpersonal Communication 3 sem. hrs.

Examines person-to-person communication with a focus on such topics as social roles, conflict management, relationship development, perception, communication effectiveness and relevant theories. *Prereq: CMST 1000.*

CMST 2300. Business Communication 2 sem. hrs.

Provides students with the opportunity to explore and develop the presentation skills necessary for success within the context of business through a study of communication and theory. Includes informative, persuasive, and small group presentations, as well as an emphasis on critical thinking, listening, non-verbal and technological presentation skills. Students may not receive credit for both CMST 2300 and CMST 1300. *Prereq: Soph. Stndg. and enrolled in College of Business.*

CMST 2310. Argumentation 3 sem. hrs.

Explores the role of argument in contemporary society. Includes analysis and application of various theories of public argumentation. Areas include identification of fallacies, refutation, forms of argument, and formal and informal logic. Offered every term.

CMST 2600. Foundations of Communication Studies 3 sem. hrs.

Surveys major theoretical approaches to communication studies, reviews the history of the discipline and introduces students to basic research methods in the field. Offered every term.

CMST 2800. Debate/Forensic Practicum 1-2 sem. hrs.

Students participate in intercollegiate debate and/or individual events and travel to various tournaments. A maximum of 2 credits can apply towards graduation.

CMST 3100. Communication and Conflict 3 sem. hrs.

Communication and conflict explores theoretical and experiential avenues to conflict management, resolution, and regulation through communication styles and methods. The communicative contexts for investigation are interpersonal and organizational (profit and non-profit). Exercises and case studies provide an opportunity to implement theoretical learning from the course. Offered every other year.

CMST 3200. Organizational Communication 3 sem. hrs.

Presents historical and current perspectives on the origins and usefulness of organizational theories as they relate to communication issues. Emphasizes the relationship between organizational life and communication principles. Ultimate goals, assumptions, and cases relating to organizational communication theories are developed and discussed. Offered every term.

CMST 3210. Business and Professional Presentations 3 sem. hrs.

Explores and offers practice in the types of oral communication faced in organizational settings. The emphasis is on creation, development, and delivery of professional presentations building on persuasion and informative speaking skills. Offered annually.

CMST 3240. Diffusion of Innovations: The Role of Communication in Technological Change 3 sem. hrs.

Introduces the role communication plays in the spread of new ideas through social systems. By investigating the variables that influence the diffusion process, students will learn how to assess and proactively affect change processes.

CMST 3300. Persuasion 3 sem. hrs.

Surveys theories, principles, and practices of persuasion. Special emphasis on the social, psychological and cultural study of influence. Offered every term. *Prereq: CMST 1000.*

CMST 3310. Ethics in Human Communication 3 sem. hrs.

Explores theoretical and practical ethical questions of importance to responsible communicators in personal and public contexts. Discussion of ethical theories in communication studies will provide an opportunity to explore case studies and contemporary communication dilemmas critically, while heightening personal sensitivity to the underlying ethical implications of human communication.

CMST 3340. Classical Rhetorical Theory 3 sem. hrs.

Analyzes Greek and Roman rhetorical theory from the rise of the early sophists in Greece to rhetoric's decline in the early Christian era. Special emphasis on Plato, Aristotle, Cicero, and Quintilian.

Prereq: CMST 1000 and CMST 3300; or cons. of instr.

CMST 3350. Modern Rhetorical Theory and Criticism 3 sem. hrs.

Discusses contemporary theoretical and critical approaches to the description, analysis, interpretation, and evaluation of public discourse. Examines and applies principles established by such theorists as Kenneth Burke, Ernest G. Bormann, Chaïm Perelman, and Stephen Toulmin, among others.

Prereq: CMST 1000 and CMST 3300; or cons. of instr.

CMST 3410. Intercultural Communication 3 sem. hrs.

Examines the influence of culture on communication within Europe, Asia, Latin America, and Africa. International in scope, the course also analyzes communication between people from different national cultures and provides an analytical framework for dissecting intercultural exchanges. Offered annually.

CMST 3800. Communication and the Legal Process 3 sem. hrs.

This course focuses on the role of communication in the American legal system. The course is designed to acquaint students with the various dimensions of communication in the practice of law with a particular emphasis on the trial process.

CMST 4110. Family Communication 3 sem. hrs.

Introduces communication phenomena in the family setting. Examines how communication affects the development, maintenance, and enhancement of family relations. Offered annually.

CMST 4120. Gender and Communication

3 sem. hrs.

Examines the relationship between gender and communication. Includes discussion of verbal and nonverbal communication patterns of males and females, various explanations for these patterns, perceptions of gender differences and the implications these perceptions have for people in several contexts (public, interpersonal, and organizational). Offered annually.

CMST 4130. Communication and Urban Families 3 sem. hrs.

This course investigates communication about urban families, the communication links between urban families and institutions, and communication practices within urban families. The course emphasizes the diversity among urban families as well as the stressors and strengths found in the urban context. *Prereq: CMST 1000.*

CMST 4220. Communication Approaches to Training and Development 3 sem. hrs.

Emphasizes development of training sessions within organizations. Diagnostic methods for assessing needs and determining the utility of specific training are explored. Roles of consultant, in-house human resource trainer, and liaison with subject matter experts are differentiated. Students develop training modules for communication skills training. Offered annually.

CMST 4230. Managerial Communication

3 sem. hrs.

The communication relationship between managers and employees involves a set of circumstances not often found in everyday communication with friends and colleagues. The differences in power, knowledge, job description, and life experiences create many unique and challenging interactions. This course looks in-depth at the circumstances which affect communication between managers and their employees as well as at a number of theories and strategies for improving communication in the workplace.

CMST 4250. Leadership and Communication

3 sem. hrs.

Explores communication variables involved when leaders attempt to influence members to achieve a goal. Topics include: power, credibility, motivation, research on leader traits, styles and situations, and current models of leadership such as transactional, transformational, charismatic, and functional approaches. The different leadership challenges posed by community and institutional settings will also be explored.

Prereq: CMST 3200 or cons. of instr.

CMST 4260. New Communication**Technologies in the Workplace** 3 sem. hrs.

Presents a historical and theoretical review of the impact of new communication technologies on organizations and their membership. Course focuses on the organizational, social and communicative implications of new communication technologies across a broad range of contexts in the organizational setting, including: interpersonal, groups and teams, management, and technological innovations. Course includes some special topics particularly relevant to new communication technologies including: anonymity, privacy and surveillance, and technology apprehension. Offered annually.

Prereq: CMST 3200 or cons. of instr.

CMST 4270. Communicating in**Multinational Organizations** 3 sem. hrs.

Examines the influence of culture on communication in organizations. Global comparisons in organizational communication are offered including analysis of European, Asian, and Latin American corporate cultures. Intercultural communication in U.S. organizations is also explored.

CMST 4320. Philosophy of Communication

3 sem. hrs.

This course outlines foundational theories and concepts regarding rhetoric's contribution to our understanding of reality, knowledge, truth, and certainty. Topics include: the role of rhetoric in the construction of our knowledge of science, politics, ethics, religion, law, gender, and culture.

CMST 4330. Freedom of Speech 3 sem. hrs.

Examines definitions, issues, problems, and requirements for protecting or curbing free expression of speech in areas such as defamation and invasion of privacy; religious-moral heresy; provocation to anger; commercial speech; time, place, manner and institutional constraints; and prior restraint. Analysis of landmark cases and contemporary public arguments.

CMST 4360. Rhetoric of Social Movements

3 sem. hrs.

Examines the rhetoric of social change and methodologies for analysis and appraisal of social movement discourse. Rhetorical strategies will be traced through contemporary movements including: civil rights, feminism, Native American, anti-nuclear, abortion, gun control, Ku Klux Klan, and others.

Prereq: CMST 1000 and CMST 3300; or cons. of instr.

CMST 4400. Cross-Cultural Communication in the United States 3 sem. hrs.

Explores the dynamics of cross-cultural communication in the U.S. and obstacles to effective interaction across American co-cultures. Examines the interpersonal patterns of selected ethnic groups, races, religions, and social classes in the U.S. with the aim of improving cross-cultural understanding and communication. Offered annually.

CMST 4500. Health Communication

3 sem. hrs.

Provides an introduction to the field of health communication. This course examines the role of communication in health care with a focus on provider training and the provider-patient relationship. Theoretical models for developing effective health communication programs are discussed and applied within a variety of health care settings.

CMST 4600. Communication Consulting

3 sem. hrs.

Students are introduced to communication consulting and the design implementation of communication audits for corporate and non-profit settings. Surveys various models of consulting. Students learn to design and implement a communication audit that includes needs assessment, interpretation, and recommendations. Methods of audits include survey design, interviews and focus groups. Offered fall term.

Prereq: CMST 1000, and CMST 3200; or cons. of instr.

CMST 4810. Directing Speech Activities

3 sem. hrs.

Theory and practice in the organization and management of co-curricular speech activities in high school and college.

CMST 4953. Seminar in Communication Studies 1-3 sem. hrs.

Special subjects of seminar to be announced in the *Schedule of Classes*. Variable topics.

CMST 4961. Special Institute/Workshop/Project in Communication Studies

1-3 sem. hrs.

CMST 4986. Internship in Communication Studies 1-3 sem. hrs.

Internship in Communication Studies provides students with the opportunity to apply theories, skills, and techniques in communication as believed appropriate within specific organizational settings. S/U grade assessment. *Prereq: CMST 1000 and CMST 2000 and CMST 2310 and cons. of dept. ch.; plus three upper division CMST credits.*

CMST 4995. Independent Study in Communication Studies 1-3 sem. hrs.

Prereq: Cons. of dept. ch.

CMST 4997. Communication and Contemporary Issues 3 sem. hrs.

A capstone experience for Communication Studies majors. Examines communication theories and principles in the context of contemporary events and social issues. Students conduct original communication research and apply theories to specific communication contexts and practices.

Prereq: Must have completed at least 24 credit hours in the CMST major.

CMST 4999. Senior Thesis 1-3 sem. hrs.

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Offered every term.

Prereq: Cons. of dept. ch.

CORPORATE COMMUNICATION (CCOM)

Professor: Meyer
Assistant Professor: Berg, D'Urso, Feldner
Lecturer: Lewander

CCOM 2000. Issues in Corporate Communication 3 sem. hrs.

Offers an introduction to contemporary issues in corporate communication. Traces the history of the corporation and examines its relationship to contemporary issues in society. Explores concepts such as corporate voice, corporate identity construction, mission and branding. Considers the way in which communication is vital to both the day-to-day operations of the corporation and the corporation's ability to achieve its overall mission. Offered fall term.

CCOM 3250. Corporate Writing 3 sem. hrs. Takes a practical and analytical approach to the development of content and style in corporate communication. Emphasis on the development of effective writing skills for clear, concise and audience-centered business documents. Additional focus on correct communication in corporate practice as related to corporate image and identity. Offered fall term.
Prereq: CCOM 2000 and ADPR 2200; or cons. of instr.

CCOM 3750. Corporate Rhetoric 3 sem. hrs. Emphasizes the development of messages that target multiple stakeholder groups by making strategic choices of available communication media and channels. Includes a focus on audience analysis and selection of appropriate media. Students will learn to design messages that help corporations enact specific strategies to meet corporate objectives. Offered spring term. *Prereq:* CCOM 2000.

CCOM 4750. Corporate Social Responsibility 3 sem. hrs.

Analyzes the range of public debates about the social responsibilities of corporations. Key questions explored in this integrative, capstone-type course include the following: What sorts of public communication practices are commonly taken to hinder or promote corporate social responsibility? What are the ethical implications for civic life of corporations' internal communication practices? How do corporations manage their ethical relations with communities, nongovernmental organizations and other stakeholders? What sorts of groups have historically participated in public controversies over corporate social responsibility? Offered spring term. *Prereq:* CCOM 2000; SR. stndg. or cons. of dept. chair.

CCOM 4931. Topics in Corporate Communication 3 sem. hrs.

Focuses on a specific topic in Corporate Communication each term. *Prereq:* CCOM 2000.

CCOM 4986. Corporate Communication Internship 0-3 sem. hrs.

Provides students with the opportunity to apply theories, skills and techniques in a real-world corporate communication setting. 0 credit will be SNC/UNC grade assessment; 1-3 credits will be S/U grade assessment.
Prereq: CCOM 2000 and cons. of dept. chair.

CCOM 4995. Independent Study in Corporate Communication 1-3 sem. hrs. Independent study with a faculty member centered on a particular topic in corporate communication.
Prereq: CCOM 2000, CCOM 3250.

FINE ARTS (FIAR)

FIAR 1000. Observational Drawing 1 3 sem. hrs.

A one-term course in which students meet twice weekly and will be introduced to the visual language of drawing. How the parts of the drawing relate to each other and to the composition as a whole is explored while each student strives to develop skills using traditional black-and-white media. One-half of the course places primary emphasis on depicting the human form; the other half places emphasis on depicting objects in space. *Prereq:* Cons. of dept. *Fee paid to MIAD.* MIAD # [F100].

FIAR 1100. Visual Dynamics 1: Concept, Process and Composition 3 sem. hrs.

Visual Dynamics 1 is a problem solving course in which the student investigates the dynamic visual forces involved in composing on a two-dimensional plane. Students explore the interrelationships of composition, process, perception and intention. The course broadens the student's skill level in idea development, research strategies, and technique through the understanding and application of concepts, processes and the visual language. One-third of the semester is spent in a digital environment introducing the student to the computer lab and digital imaging. *Prereq:* Cons. of dept. *Fee paid to MIAD.* MIAD # [F110].

FIAR 1110. Visual Dynamics 2: Color, Light and Time 3 sem. hrs.

Visual Dynamics 2 is a problem-solving course that builds on the visual exploration begun in FIAR 1100 with a concentration on issues of color and time. Color and light are explored as a visual phenomenon, as a perceptual occurrence, as pigment with specific mixing properties, and as an element with powerful expressive and symbolic potential. Time, the fourth dimension, is investigated through problems dealing with simultaneity and sequentiality. The range of tools includes traditional materials/mediums and digital imaging. One-third of the semester is spent working in a digital environment. *Prereq:* FIAR 1100; Cons of dept. *Fee paid to MIAD.* MIAD # [F111].

FIAR 1300. Space, Form and Materials 3 sem. hrs.

Space, Form and Materials investigates three-dimensional visual experiences and the application of design principles to the creation of vital and expressive forms. Three-dimensional design techniques are studied through projects dealing with the development of ideas via handmade forms. Within the course, students receive an orientation to MIAD's 3-D lab which includes instruction in the proper and safe use of simple hand tools and power equipment. *Prereq:* Cons. of dept. *Fee paid to MIAD.* MIAD # [F130].

FIAR 1500. Visual Statement 1.5 sem. hrs.

In Visual Statement courses students examine the means of visual communication and artistic expression. Each course emphasizes concept, process and creativity — exploiting subject matter and media as a means of obtaining conceptual goals. Students are made aware of the interconnections which link the visual arts. *Prereq:* FIAR 1300; cons. of dept. *Fee paid to MIAD.* MIAD # [F150-159].

FIAR 2000. Drawing 1 3 sem. hrs.

Drawing 1 challenges the student with various complicated compositional problems. Technical proficiency and diversity are enriched through the use of familiar drawing media as well as aggressive experimentation with new media and manners of working. Additionally, the drawing experience is broadened by confronting a wide variety of drawing subjects. *Prereq:* FIAR 1 and FIAR 11; cons. of dept. *Fee paid to MIAD.* MIAD # [FA200].

FIAR 2010. Drawing 2 3 sem. hrs.

Drawing 2 presents open-ended involvements which require students to determine their own artistic reactions, concerns and pursuits. In addition, anatomy of the head and neck is studied as an integral component to the expressive and inventive aspects of the portrait and the self-portrait. *Prereq:* FIAR 2000; cons. of dept. *Fee paid to MIAD.* MIAD # [FA201].

FIAR 2120. History of Modernism: Art 3 sem. hrs.

Primarily an object-driven course, FIAR 2120 provides an in-depth study of modern and contemporary art makers and movements in the context of the critical, cultural and social issues surrounding them. Through intensive reading, writing, research, and oral assignments, students have the opportunity to study key figures, movements and theories. The course begins with a review of major trends in art since the end of the 19th century and follows with a close examination of art from the 1950s through the present day. *Prereq:* HIST 1201 and HIST 1202; cons of dept. *Fee paid to MIAD.* MIAD # [AH212].

FIAR 2130. History of Modernism: Design 3 sem. hrs.

Primarily an object driven course, FIAR 2130 outlines major styles and trends in communication design, illustration, industrial design, architecture and interior architecture and design from the beginning of the industrial period to the present. Through intensive reading, writing, research and oral assignments, students have the opportunity to study the philosophical, social, cultural and commercial concerns of such primary movements as Arts and Crafts, Art Nouveau, Art Deco, and Post-Modernism within Europe, the United States, and Japan. *Prereq:* HIST 1201 and HIST 1202; cons. of dept. *Fee paid to MIAD.* MIAD # [AH213].

FIAR 2220. Painting: Direct Methods 3 sem. hrs.

Direct painting materials, techniques, and practices are introduced in acrylic and oil media. Working from direct observation, students are introduced to the formal visual principles emphasizing composition and color as elements of a stable pictorial space. Demonstrations, slide lectures and critiques support studio assignments and instruction in traditional and contemporary formats. *Prereq:* FIAR 1000 and FIAR 1100; cons. of dept. *Fee paid to MIAD.* MIAD # [F220].

FIAR 2230. Painting: Indirect Methods 3 sem. hrs.

Indirect painting and glaze medium and techniques are introduced and practiced within traditional and contemporary painting philosophies. Transparent color theories, perception and formal principles provide the basis for directly observed studio assignments. Slide lectures, demonstrations and critiques assist in developing an expanded visual vocabulary. *Prereq:* FIAR 1000, FIAR 1100 and cons. of dept. *Fee paid to MIAD.* MIAD # [F 221].

FIAR 2300. Principles of Screenprinting

3 sem. hrs.

Covers a wide range of screenprinting techniques using water-based inks. Various methods of creating an image on the screen will be covered, including photographic, block out digitally created stencils. While learning the proper screen preparation and competent use of the equipment, the course will focus on presenting important visual and conceptual problems relevant to the screenprinting process. *Prereq: FIAR 1000 and FIAR 1100; cons. of dept. Fee paid to MIAD. MIAD # [FA230].*

FIAR 2310. Principles of Relief Print

3 sem. hrs.

Covers monochromatic and color relief-printing techniques using wood and linoleum. The students will learn the proper use of tools and equipment. The course will focus on presenting important visual and conceptual problems relevant to the relief process. Both traditional and contemporary approaches will be covered. *Prereq: FIAR 1000 and FIAR 1100; cons. of dept. Fee paid to MIAD. MIAD # [FA 231].*

FIAR 2400. Computer Studio 1

3 sem. hrs.

This course introduces students to the general structure of the Macintosh computing platform and engages them in an intensive tool — and function-based experience with the current versions of QuarkXPress and Adobe Illustrator. Digital pre-press fundamentals are also introduced. *Prereq: Jr. stndg; cons of dept. Fee paid to MIAD. MIAD # [DS230].*

FIAR 2410. Computer Studio 2

3 sem. hrs.

An introduction to the fundamental workings of the tools and functions inherent in the current version of Adobe Photoshop. Additional challenges include interfacing between QuarkXPress, Adobe Illustrator and Adobe Photoshop to create more complex documents, and advanced aspects of the digital pre-press. *Prereq: Jr. stndg. and FIAR 2400; cons of dept. Fee paid to MIAD. MIAD # [DS231].*

FIAR 2500. Sculpture: Casting & Carving

3 sem. hrs.

Sculpture: Carving and Casting investigates specific sculpture techniques, methods, philosophical concerns, and ways of seeing/working that give personal expression to material form. The shaping of permanent materials such as wood and stone by reductive approaches conceptually contrasts and complements problems in introductory casting of metals and other materials. Demonstrations, lectures, field trips, readings and critiques will develop the student's awareness of historical precedents and contemporary sculpture issues. Consideration of the interrelationships among form, material, technique and content will hone student's ability to analyze their own and others work in critiques. *Prereq: FIAR 1300; cons. of dept. Fee paid to MIAD. MIAD # [FA 250].*

FIAR 2510. Sculpture: Construction Metal and Wood

3 sem. hrs.

Sculpture: Construction, Metal and Wood focuses on material meaning discovered through thoughtful and skillful additive approaches. Structural and spatial possibilities in wood and steel are explored for their expressive potential. Intermediate woodworking — joining, bending, shaping, finishing — are introduced in conjunction with metal fabrication and construction. Welding as a direct fluid medium of unique capabilities, from literally drawing in space to architectural strength, are explored through oxy-acetylene and ARC, and MIG techniques. Students further critique skills by examining and questioning the interplay of form, material, technique and content. *Prereq: Cons. of dept. Fee paid to MIAD. MIAD # [FA 251].*

FIAR 2520. Figure Sculpture 1

3 sem. hrs.

To understand human form in three dimensions, students begin by mastering manual/perceptual skills of direct rendering in clay from live models. A foundation of figurative realism will be gained by learning anatomy, proportion, structure, pose and gesture with an awareness of historical precedents. Clay plasticity can facilitate a dynamic liveliness. Basic methods of hand building such as coil, slab construction, and modeling are explored, followed by firing and finishing. The course includes using armatures, mold-making and casting. Weekly investigations of materials, techniques and content will be engaged through demonstrations, slide lectures, discussions, and critiques. *Prereq: FIAR 1000 and FIAR 1300; or FIAR 1100 and FIAR 1300; cons. of dept. Fee paid to MIAD. MIAD # [FA 252].*

FIAR 2530. Figure Sculpture 2

3 sem. hrs.

Figure Sculpture 2 progresses from the skills developed in the first sculpture course toward more content-based work with concern for context. Diverse ways of interpreting the figure's planes, volumes, mass, structure, and movement initiate ideas about the figure as clear representation, abstract form, or metaphor. Assignments include a large body of work in clay, armatures, direct plaster modeling, multiples, body casting, mixed media and kinetics. Attention to surface, texture and finish is measured against questions of credibility. Serious research evidenced in work, discussions and critiques is emphasized. *Prereq: FIAR 2520; cons. of dept. Fee paid to MIAD. MIAD # [FA 253].*

FIAR 2600. Principles of Etching

3 sem. hrs.

An introductory course to the following etching techniques: hard ground, soft ground, aquatint and drypoint. Covers the preparation, etching and printing from copper and steel plates. A wide range of visual concepts will be addressed, that pertain to particular characteristics of different etching techniques. Issues of composition, space, tone, texture and value will be emphasized. Students will be encouraged to discover their personal voice while learning principles of etching. *Prereq: Cons. of dept. Fee paid to MIAD. MIAD # [FA260].*

FIAR 2610. Non-traditional Intaglio

3 sem. hrs.

Explores a technique of collagraph, a non-etch intaglio technique where image is constructed using various textured materials and the plate is printed either as intaglio or relief. This innovative method allows creating unique surfaces, use of cut plates, working in large format and combined intaglio and relief printing. Issues of composition, space, tone, texture and value will be addressed, with a focus on large format prints. Students will be encouraged to discover their personal voice while learning the principles of collagraph. *Prereq: Cons. of dept. Fee paid to MIAD. MIAD # [FA261].*

FIAR 2700. Principles of Stone Lithography

3 sem. hrs.

Examines the basic methods and techniques of fine art lithography. All aspects of preparing a stone for drawing, as well as the printing process and editioning will be covered. Students will work using various drawing and lithographic tools. There is a strong emphasis on drawing, exploring a wide range of visual issues including composition, handling of materials and the investigation of spatial tonal and textural relationships. Students will be encouraged to seek and develop a personal voice, while learning rudimentary concepts of drawing and printmaking. *Prereq: Cons. of dept. Fee paid to MIAD. MIAD # [FA270].*

FIAR 2710. Principles of Photo and Plate Lithography

3 sem. hrs.

This course is a continuation of Stone Lithography and Artist's Book. The students further their knowledge of stone, learning about color lithography, registration and editioning. The students will examine various traditional and contemporary approaches in digital imaging and computer application. *Prereq: Cons of dept. Fee paid to MIAD. MIAD # [FA271].*

FIAR 2800. Principles of Photography

3 sem. hrs.

Introduction to photography. This course covers basic principles of all forms of photography, with an emphasis on black and white photography and using the 4x5 view camera. Projects encompass camera handling, film exposure and development, darkroom procedures, print finishing, and evaluation. Students investigate depth of field, motion, burning, dodging, spotting and print presentation. The history of photography from its invention to 1950 is covered in this introductory course. One hour of history lecture is required each week. Students must have a 35mm camera with adjustable aperture and shutter speed controls and a light meter. *Prereq: FIAR 2810; cons. of dept. Fee paid to MIAD. MIAD # [FA 280].*

FIAR 2810. Elements of Digital Photography

3 sem. hrs.

Computer-based class for photographers. Beginning with the basics of image acquisition, manipulation and output, the course will progress to an in-depth exploration of image manipulation software and aesthetics specific to electronic photographs. The course provides essential skills for those anticipating a career in photography, and provides an opportunity to use the computer as a fine art tool. Individual creative pursuits are emphasized. *Prereq: cons. of dept. Fee paid to MIAD. MIAD # [FA281].*

FIAR 2900. Communication Design 1

3 sem. hrs.

Fundamentals of communication design are introduced to the student with theoretical and applied studies in design, problem solving, communication, and verbal and visual presentation. *Prereq: FIAR 1100; cons. of dept. Fee paid to MIAD. MIAD # [DS200].*

FIAR 2910. Communication Design 2

3 sem. hrs.

Fundamentals of communication design are introduced to the student with theoretical and applied studies in design, problem solving, communication, and verbal and visual presentation. *Prereq: FIAR 2900; cons. of dept. Fee paid to MIAD. MIAD # [DS201].*

FIAR 2931. Topics in Fine Art 1

1-3 sem. hrs.

*Prereq: Cons. of dept.***FIAR 3931. Topics in Fine Art 2**

1-3 sem. hrs.

Prereq: Cons. of dept.

JOURNALISM (JOUR)

Lucius W. Nieman Professor: Brennen Griffin, Pauly

Lucius W. Nieman Professor: Leonard (Emeritus) Associate Professor: Garner, Scotton, Thorn Assistant Professor: Byers (Student Media Adviser) Lecturer: Berger, Blaesing, Franzen, Klein, Perlick, Rummier, Salsini, Umhoefer, Weber

JOUR 1100. News Media Writing 3 sem. hrs. Principles and extensive practice in writing various forms and types of news for print and broadcast media based on sets of facts, documents, printed speeches, press releases and the like. Information sources and fact verification. News selection, newsroom organization, reportorial responsibilities. Readings in outstanding reportage. Offered every term. *Prereq:* ENGL 1001 or equiv.

JOUR 1200. Basic Photography 3 sem. hrs. Introduction to basic photography using traditional and digital methods, including the 35mm camera, lenses, films, natural and artificial lighting, and control of motion. Lab work is devoted to digital output using negative scanners, Photoshop, and color printers. Emphasis on visual communication. Lecture/lab format. Offered every term. Camera rental optional.

JOUR 1550. Introduction to Digital Story Telling Technology 3 sem. hrs. Principles and extensive practice in producing stories in basic digital formats for page layout with text and photos as well as for a Web site with text, photographs, audio and video using contemporary software. Strategies and practice in applying journalism principles to building stories in varied formats. Developing news packages with multiple story forms. Reportorial strategies and responsibilities for accuracy, balance and fairness in developing and presenting story packages. *Prereq:* JOUR 1100.

JOUR 1964. Practicum in Student Publications 1 sem. hr. Under faculty direction, students work in Student Publications. Assignments in writing, editing, and production. Guest speakers from mass communication fields. S/U grade assessment.

JOUR 2100. Reporting 3 sem. hrs. Principles and extensive practice in gathering and writing news from a beat and from live events such as meetings, speeches, and trials. Interviewing, verification of information, multiple sources, and backgrounding. Reporting strategies and techniques. Responsibilities of the journalist. Readings in outstanding reportage. Offered every term. *Prereq:* ADPR 2200; or JOUR 1100.

JOUR 3986. Internship in Journalism 0-3 sem. hrs. Work experience in an area related to major supervised by an approved professional coupled with related academic work assigned. Approval of adviser and Internship Program Director required in advance of internship. May not substitute for a Journalism writing requirement. May be taken more than once to a maximum of three credits. *Prereq:* Jr. stndg.; JOUR major; and cons. of dept. ch. 0 credit will be SNC/UNC grade assessment; 1-3 credits will be S/U grade assessment.

JOUR 4110. Persuasive Writing 3 sem. hrs. An advanced writing course giving the student directed practice in the work of moving readers to assents and to acts according to the principles of Aristotle's rhetoric as they apply to the instruments and techniques of journalism. Offered fall term. *Prereq:* Jr. stndg. and JOUR 2100 or equiv.

JOUR 4120. Feature Writing 3 sem. hrs. Writing a range of features for newspapers and magazines, from short stories to profiles, using narrative nonfiction and literary journalism techniques. *Prereq:* Jr. stndg. and JOUR 2100 or equiv.

JOUR 4130. Critical Writing 3 sem. hrs. An advanced writing course giving the students understanding and directed practice in the arts criticism function in the mass media. Reviewing books, plays, films, television, music, restaurants primarily for print media. Development of critical theories for evaluation of the arts. Offered spring term. *Prereq:* Jr. stndg. and JOUR 2100 or equiv.

JOUR 4140. Depth Reporting 3 sem. hrs. In-depth research, analysis and reporting on a problem, issue or situation in the political, public, administrative, financial, educational, social or welfare aspects of a community. Use of public records, interviews, and observations. Building a news series, creating a package of news and editorial material. Offered fall term. *Prereq:* Jr. stndg. and JOUR 2100; or cons. of instr.

JOUR 4150. Investigative Reporting 3 sem. hrs. Identification and development of a story or series or events exploring a problem in a public institution. Use of computer data bases, printed records and interviews to analyze a current situation. Developing a series which presents the problem and the perspectives of individuals involved and affected. Offered spring term. *Prereq:* JOUR 2100 or cons. of instr.

JOUR 4160. Narrative Nonfiction Reporting 3 sem. hrs. Emphasizes longform journalism, stresses strong reporting, immersion in a single subject over the course of a semester, in-depth interviews and detailed observation. Students work individually, turning in portions of their work weekly. Produce a publishable 10,000 to 15,000 word article as the final project. *Prereq:* JOUR 2100 or equiv., cons. of instr.

JOUR 4200. Publications Editing 3 sem. hrs. Editing principles and practices for print and online news publications. Editing copy, photos, charts and graphs; verification of information; writing headlines and captions. News judgment, wire services, back-pack journalism, digital newsroom; digital production software. *Prereq:* JOUR 2100; or ADPR 1800; or ENGL 3210; or cons. of dept. ch.

JOUR 4310. Communication of Urban Issues 3 sem. hrs. Study and practice of communicating urban issues with public with an emphasis on reporting in various forms of media. Scope and types of media in the modern metropolis. Media interaction with political and social forces in the urban environment. Audience use of news media and other sources of information about urban issues.

JOUR 4320. Religious Journalism 3 sem. hrs. Study of, and practice in, mass media coverage of contemporary religion with an emphasis on the Catholic Church. Purposes and practices of religious publications; religion coverage in the secular media.

JOUR 4330. Health, Science and Environmental Communication 3 sem. hrs. Study of and practice in communication of health, science, environmental, and risk information with the public and other non-experts, especially through mass, specialized and new media. Includes overview of some current issues. Available for graduate credit. Usually offered spring term of odd-numbered calendar years.

JOUR 4340. Business and Economic Journalism 3 sem. hrs. Study of, and practice in, mass media coverage of business and economic issues. Survey of business publications and business reporting; economic publications and economic reporting. Corporate reports, forecasting, market information, and other publicized data. Management, labor, and other corporate problem areas.

JOUR 4500. Newspaper Design and Production 3 sem. hrs. Fundamentals of design and production for print and online newspapers. Students develop skills in working with separate and integrated print and online delivery systems. Introduction to digital forms of news content for online news publications: audio, video, slide shows and podcasts. Digital production software. Offered fall term. *Prereq:* JOUR 4200 or cons. of instr.

JOUR 4510. Magazine Design and Production 3 sem. hrs. Fundamentals of magazine design and production. Students develop understanding of basic elements of publication design and critical skills through analysis of various design problems. Offered spring term. *Prereq:* JOUR 4200; computer workshop or demonstrated proficiency on the Macintosh computer with current design software.

JOUR 4520. Online Editing and Design 3 sem. hrs. Fundamental principles of processing and managing information in verbal and visual forms for Web publication. An emphasis on special editing and design issues created by the online environment and internet technology. Legal and ethical issues on the Internet. Offered annually. *Prereq:* JOUR 4200; computer workshop or demonstrated proficiency on the Macintosh computer with current design software.

JOUR 4600. History of American News Media 3 sem. hrs. The origin and development of journalism in the United States considered in relation to American political, social and economic history. Consideration of newspapers, magazines, the electronic media, and important figures within each field. Offered fall term. *Prereq:* Jr. stndg.

JOUR 4700. News Media and Foreign Policy 3 sem. hrs. Examines how media affect the design and implementation of foreign policy. Analyzes history of this process and issues of professional responsibility in relation to news coverage and humanitarian emergencies.

JOUR 4800. School Publications 3 sem. hrs.
The special nature and functions of school publications. Their educational value. Projects in planning publications to fit their nature and functions. The role of the publication adviser. Lecture/lab format. Journalism credit will be allowed for this course for all majors. *Prereq:* Jr. stndg. and JOUR 2100; or Jr. stndg. and BREC 2445 or equiv.

JOUR 4931. Topics in Journalism 3 sem. hrs.
Study of, and practice in, various areas of specialized work such as regional, small community, union, organization journalism, and the special interest press. *Prereq:* Jr. stndg.

JOUR 4953. Seminar in Journalism
1-3 sem. hrs.

Specific subjects of seminars to be announced in the *Schedule of Classes*. Variable topics. *Prereq:* Jr. stndg.

JOUR 4995. Independent Study in Journalism 1-3 sem. hrs.

Prereq: Jr. stndg. and cons. of dept. ch.

JOUR 4999. Senior Thesis 1-3 sem. hrs.

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Offered every term.

Prereq: Jr. stndg. and cons. of dept. ch.

PERFORMING ARTS (PEAR)

Associate Professor Emeritus: Price

Artistic Associate Professor: Krajec, Ravel

Artistic Assistant Professor: Hudson-Mairet,

Loeffler-Bell, Petersen

Lecturer: Brinkman-Sustache, Carpenter, Eubanks,

Janners, Johnson, Kess, Kilmurry, Konewko, Kramer,

Ladd, McGilligan, Salsini, Schneider,

PEAR 2964. Performing Arts Practicum
0.5 sem. hrs.

Students will learn through practical application the basic elements of theatrical production. The purpose is to educate and train artists of the theatre and to provide for its students a foundation of professionalism and dedication to their art within a climate of diversity, discovery and risk. Practical application of stage craft, state properties, costumes, stage lighting, etc. by participation in acting and technical crews. Crew assignments will be a discretion of the faculty. Offered every term.

Dance (DANC)

DANC 1100. Disciplines of Movement
2 sem. hrs.

Introduction to movement disciplines like Alexander, Feldenkrais, and Tai Chi for performers. Training geared toward relaxation, loss of inhibition, and ease of flexibility.

Prereq: THAR major or THAR minor or cons. of instr.

DANC 2020. Ballet 1 3 sem. hrs.

Emphasis placed on beginning ballet and classical dance techniques. No previous dance experience required. Offered fall term.

DANC 2040. Ballet 2 3 sem. hrs.

Emphasis will be placed on intermediate ballet dance techniques. Explores the influence of ballet and classical dance techniques on a range of other dance forms. Offered spring term.

Prereq: DANC 2020 or cons. of instr.

DANC 2120. Modern Dance 1 3 sem. hrs.

Emphasis will be placed on fundamental modern dance techniques. No previous dance needed. Offered fall term.

DANC 2140. Modern Dance 2 3 sem. hrs.

Emphasis will be placed on intermediate modern dance techniques. Explores influences of other dance forms as used in modern dance. Also explores the influence of modern dance techniques on a range of other dance techniques. Offered spring term. *Prereq:* DANC 2120 or cons. of instr.

DANC 2220. African Dance 1 3 sem. hrs.

Emphasis will be placed on fundamental African Dance techniques. No previous dance needed. Offered fall term.

DANC 2240. African Dance 2 3 sem. hrs.

Emphasis will be placed on Intermediate African Dance techniques. Continues exploration of dance forms in the tradition of the African Diaspora.

Explores the use of live drummer interaction with dance form. Offered spring term.

Prereq: DANC 2220 or cons. of instr.

DANC 2420. Tap Dance 1 3 sem. hrs.

Emphasis will be placed on fundamental tap dance techniques. No previous tap dance needed. Offered fall term.

DANC 2440. Tap Dance 2 3 sem. hrs.

Continuation of DANC 2420.

Prereq: DANC 2420 or equiv.

DANC 2500. Composition and Choreography
3 sem. hrs.

The examination of the composition of dance forms and structures from a dance/movement perspective. Introduces choreography techniques.

Prereq: DANC 2020, or DANC 2120, or DANC 2220 or DANC 2420; or cons. of instr.

DANC 3100. Theatre Dance 3 sem. hrs.

Basic musical theatre dance techniques for actors and dancers. Movement and dance training geared toward developing an individual's movement potential to its fullest ideal. A study of various techniques of musical comedy dance and traditional dance forms. Offered spring term.

DANC 4500. Dance History 3 sem. hrs.

Survey of dance history with particular emphasis paid to development of major styles of dance and dance achievements. Class includes movement and technique component. *Prereq:* DANC 2020, or DANC 2120, or DANC 2220 or DANC 2420; or cons. of instr.

DANC 4953. Seminar in Dance 1-3 sem. hrs.

Specific subjects of seminars to be announced in the *Schedule of Classes*. Variable topics.

DANC 4995. Independent Study in Dance

1-3 sem. hrs.

Prereq: Cons. of dept. ch.

DANC 4999. Senior Thesis 1-3 sem. hrs.

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Offered every term.

Prereq: Cons. of dept. ch.

Film (FILM)

FILM 1931. Topics in Film Studies 3 sem. hrs.

Intensive examination of a topical issue in film. Specialized focus changes but may include issues such as women in film, minorities in film, regional or national films, auteur studies, genre studies, etc. Topics announced in *Schedule of Classes*.

FILM 2240. Film as Communication
3 sem. hrs.

Nature and characteristics of the film medium as a means of conveying information, ideas and attitudes. The interpretation of film messages. Offered alternate spring terms.

FILM 2260. Film as Art 3 sem. hrs.

Study and evaluation of film as an art-form. The various theories of cinematic excellence and aesthetics. A critical approach to film in all its contemporary forms and genres. Offered alternate spring terms.

FILM 2280. Film and Popular Culture
3 sem. hrs.

Study of popular culture and its varied categories (myths, stereotypes, icons, heroes, etc.) applied to contemporary American movies and to some other popular entertainment, including television, radio, music and print. Impact of popular media on society, culture and values.

FILM 2290. Economic and Social Aspects of Film 3 sem. hrs.

Examines the economic structure of the film industry, the effect that this structure has on the making and content of motion pictures, and the affect of motion picture content on viewers, particularly children and young adults.

FILM 2310. Film Production 3 sem. hrs.

Basic techniques in how to make a film. Emphasis on preproduction (script analysis, story-boarding, casting, rehearsing), directing, editing and postproduction of short narrative films. Utilizes the creative use of camcorders, microphones, and the Avid editing system. Lecture/lab format. Offered fall term.

Prereq: BREC 2205 and BREC 2335.

FILM 2620. History of Film 3 sem. hrs.

Traces the development of film as a distinctive mode of communication and an important art form within societal and theoretical contexts. Particular emphasis on films and the film industries of the United States and Europe. Offered annually.

FILM 4953. Seminar in Film 1-3 sem. hrs.

Specific subjects of seminars to be announced in the *Schedule of Classes*. Variable topics.

FILM 4995. Independent Study in Film

1-3 sem. hrs.

Prereq: Cons. of dept. ch.

FILM 4999. Senior Thesis 1-3 sem. hrs.

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Offered every term.

Prereq: Cons. of dept. ch.

Music (MUSI)

▲MUSI 1020. Appreciation of Music 3 sem. hrs.

An introductory course designed for the non-music major who wishes to develop musical perception through the development of more acute listening techniques, and structured to emphasize elements of musical style and their development in an historical context. Offered every term.

MUSI 1100. University Chorus 0-1 sem. hrs.

The University Chorus meets twice weekly and presents at least two major performances per term. The choir is comprised of three major components offering a singing opportunity to ALL interested singers. Literature encompassing a large variety of styles and genres is performed. Placement interviews are held the first three days of each new term. New singers to the program are asked to be registered in either the 0 credit or 1 credit section prior to their placement interview. Returning singers are not required to do an additional placement interview and are asked to be registered in either the 0 or 1 credit section prior to the first rehearsal. Rehearsals begin the first Thursday of each term. Offered annually. 0 credit will be SNC/UNC grade assessment; 1 credit will be graded on A-F scale.

MUSI 1120. Liturgical Choir 0-1 sem. hrs.

Choir members concentrate on Liturgical music in rehearsals and concert performances. 0 credit will be SNC/UNC grade assessment; 1 credit will be graded on A-F scale. *Prereq: Cons. of Instr.*

MUSI 1140. Chamber Choir 0 sem. hrs.

Chamber Choir is an auditioned choir of women who meet twice weekly. The choir performs regularly with other ensembles on campus and does at least two performances per term. The choir performs a large variety of styles and genres. Auditions are held during the first three days of the fall and spring term. SNC/UNC grade assessment.

MUSI 1160. Gospel Choir 0-1 sem. hrs.

Open to all students who qualify through audition held during fall registration week. Offered annually. Audition. 0 credit will be SNC/UNC grade assessment; 1 credit will be graded on A-F scale.

MUSI 1200. Symphonic Band 0-1 sem. hrs.

Open to all students interested in continuing their musical pursuits. All symphonic band instrumentation and skill levels are welcome. Pep band members will be recruited from the symphonic band. Performances will include all home basketball games (for pep band) and at least one formal concert each term (for symphonic band). Literature for symphonic band will be selected from all periods of music history while pep band literature will include appropriate high energy arrangements representing all areas of pop, rock and jazz. There are also possibilities of organizing ensembles for more playing experience, depending on interest and time. Some university owned instruments are available. Offered every term. Annual fall audition is held for chair placement only. No one is denied admission. 0 credit will be SNC/UNC grade assessment; 1 credit will be graded.

MUSI 1210. Wind Ensemble 0-1 sem. hrs.

The Wind Ensemble is Marquette's advanced wind and percussion group. The wind ensemble performs high-level wind and band music from all historical eras at high level of musicianship and artistry. The wind ensemble performs two concerts per semester.

Offered every term. 0 credit will be SNC/UNC grade assessment; 1 credit will be graded on an A-F scale. *Prereq: An audition for placement within the wind ensemble is required.*

MUSI 1220. Jazz Ensemble 0-1 sem. hrs.

Open to all interested students. Literature to include hits from the big band swing era through current jazz standards. Performances include at least one formal concert per term. Offered every term. 0 credit will be SNC/UNC grade assessment; 1 credit will be graded on A-F scale.

MUSI 1300. Symphony Orchestra 0-1 sem. hrs.

Open to all students, faculty, and alumni interested in continuing their music pursuits. All orchestra instrumentation and skill levels are welcome. Literature will be selected from all periods of music history. Performance will include at least one formal concert per term. Some university owned instruments are available. Offered every term. 0 credit will be SNC/UNC grade assessment; 1 credit will be graded.

MUSI 1610. Carillon Discovery: An Introduction 3 sem. hrs.

In this introduction to the world of carillon, students explore the history, musical characteristics, bell foundries and carillons worldwide through readings, recordings, the internet and visits to the university carillon. This discovery is designed for a greater appreciation of the carillon for both musicians and non-musicians.

MUSI 2410. Music History 3 sem. hrs.

Survey of the growth and development of Western Art Music from antiquity to the present time. Includes discussion of Medieval and Renaissance music, the Baroque Classical and Romantic periods, twentieth century and twenty-first century music. Offered fall term of odd-numbered years. *Prereq: MUSI 2500 and MUSI 3500.*

▲MUSI 2420. History of the Musical in America 3 sem. hrs.

Origins and development of the musical theatre in America from its early beginnings before The Black Crook (1866) to the production of the current Broadway season. Offered fall term. Credit may be applied towards a Film minor.

MUSI 2440. History of Jazz 3 sem. hrs.

Traces the colorful history of Americas unique contribution to music, jazz, from its roots in African and European music of the nineteenth century to the fully-developed and many-faceted art form it is today. Many recorded musical examples and first-hand interviews highlight the lectures. Offered annually.

MUSI 2460. Wind Band History and Analysis 3 sem. hrs.

History of the wind band in America from the American Revolution to modern times. Deals with early influences on the band as well as with those individuals who popularize this medium of performance. Included will be structural analysis of pieces written specifically for the wind band. Offered every term. *Prereq: MUSI 1200; or cons. of instr.*

MUSI 2500. Music Theory 1 3 sem. hrs.

An introductory course designed for the non-music major who wishes to learn the fundamentals of musical notation, scale construction, intervals, chords, the writing of elementary harmonic progression, and basic techniques of traditional harmony. Offered every term.

MUSI 2910. The Business of Music 3 sem. hrs. Comprehensive overview of the practical aspects of the music industry. Marketing, production and distribution, resume preparation, economics of the music business and issues of taxation.

MUSI 3500. Music Theory 2 3 sem. hrs.

Study of more advanced concepts of music theory, including modulation, chromaticism, altered chords, modal mixture, atonality, 12-tone composition, and other modernistic compositional techniques. Offered spring term. *Prereq: MUSI 2500.*

MUSI 3610. Conducting 3 sem. hrs.

Class instruction in the basic skills of the art of conducting. Covers the manual technique of conducting, including patterns, style, fermatas, accents and expressive techniques. Includes concepts of score study interpretation, and leadership. *Prereq: MUSI 2410.*

MUSI 4953. Seminar in Music 1-3 sem. hrs.

Specific subjects of seminars to be announced in the *Schedule of Classes*. Variable topics.

MUSI 4995. Independent Study in Music 1-3 sem. hrs.

Prereq: Cons. of dept. ch.

MUSI 4999. Senior Thesis 1-3 sem. hrs.

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Offered every term. *Prereq: Cons. of dept. ch.*

Theatre Arts (THAR)

▲THAR 1020. Theatre Appreciation 3 sem. hrs.

Introduces the student to the experience of theatre and seeks to give an understanding of theatrical history and practices, and a deepening appreciation of theatre as an art. Offered every term.

THAR 1100. Acting 1 — Fundamental Technique 3 sem. hrs.

Basic stage technique for the beginning actor, including blocking, use of the setting, and analysis and illustration of units. Introduction to the terminology of the modern actor and the concepts of Constantin Stanislavsky. Offered fall term. Lab required.

Prereq: THAR major or THAR minor; or cons. of instr.

THAR 1120. Acting 2 — Characterization 3 sem. hrs.

A continuation of the work begun in THAR 1100; refinement of the script analysis and research for the actor as well as exploration of the physical self in creating and developing a character for the stage through scene and monologues. Offered spring term of even-numbered years. Lab required.

Prereq: THAR 1100.

THAR 1150. Acting for Non-Theatre Majors 3 sem. hrs.

Developing individual skills through the use of theatre games, improvisation, and scene study. Development of critical knowledge of and appreciation for the theatrical performer. Offered every term.

THAR 1300. Stagecraft 3 sem. hrs.

The basic techniques of stagecrafts including construction of scenery and props, painting and rigging, lighting and running of shows. Offered fall term.

Prereq: THAR 1310 must be taken concurrently.

THAR 1310. Stagecraft Practicum
0.5 sem. hrs.

Stagecraft practicum provides hands-on training of basic techniques of stagecraft in construction of scenery and props, painting and rigging, lighting and running of shows. S/U grade assessment. Offered every term.

Prereq: Must be concurrently enrolled in THAR 1300.

THAR 1320. Basic Costume Technology
3 sem. hrs.

Primary costuming techniques. Emphasis on obtaining a working knowledge of skills necessary to construct theatrical costumes. Includes hand and machine sewing as well as some costume crafts. Students apply skills to mainstage productions. Offered every term.

Prereq: THAR 1330 must be taken concurrently.

THAR 1330. Basic Costume Technology Practicum 0.5 sem. hrs.

Basic Costume Technology Practicum provides hands-on training for primary costuming techniques including hand and machine sewing. S/U grade assessment. Offered every term.

Prereq: Must be concurrently enrolled in THAR 1320.

THAR 1340. Make-Up 3 sem. hrs.

The fundamental techniques of stage makeup through using a variety of materials and exercises. Offered fall term.

THAR 2100. Acting 3: Advanced Scene Study
3 sem. hrs.

The application of acting fundamentals to text work through study and performance of scenes from realistic drama. Emphasis is on creating a personal process through which the actor can come to understand the character and, through creative use of self, bring that character to a full life of the stage. Areas of study include research and text analysis, developing a vocabulary of method related terminology, and familiarity with a variety of rehearsal techniques as tools to clarifying the objectives, obstacles, and actions of the character within the context of a play. Offered every term. Lab required.

Prereq: THAR 1120.

THAR 2140. Voice and Movement for Stage
3 sem. hrs.

Study of the foundational aspects of voice production through movement; linking of the actor's vocal, physical and emotional resources through text and sound. Movement exercises to free, develop and strengthen the voice; study and practice of relaxation, projection and resonance, breath control, variety and vibration. Offered every term.

Prereq: THAR 1100.

THAR 2160. Voice and Speech 1 3 sem. hrs.

Continued work on vocal relaxation and production with an added concentration on removing regionalism and substandard sounds and acquiring clear, unaffected vibrant speech for the stage. Offered spring term. *Prereq: THAR 2140.*

THAR 2180. Acting for Camera 3 sem. hrs.
Basic Film/TV technique for the beginning camera actor, including: blocking, use of set/location, and analysis and illustration of scripts. Introduction to terminology and basic technical skills in camera/microphone usage and performance recording. Offered spring term. *Prereq: Theatre majors and minors only; THAR 2100 or cons. of instr.*

THAR 2320. Scenographic Techniques
3 sem. hrs.

A study of rendering and mechanical drawing as it relates to theatrical design. An exploration of color media and perspective. Offered alternate spring terms. *Prereq: THAR 1300; or cons. of instr.*

THAR 2400. Aspects of Theatrical Design
3 sem. hrs.

Collaborative communication techniques for theatre artists. The exploration of the designer/director/performer relationship through development of visual and three-dimensional communication skills. Offered fall term. *Prereq: Soph. stndg. and THAR 1300; or cons. of instr.*

THAR 2500. Play Direction 3 sem. hrs.

The principles of play direction as a creative and interpretative art on the stage. Offered fall term. *Prereq: THAR 1100 and cons. of instr.*

THAR 2600. Play Analysis 1 3 sem. hrs.
Analyzes tragedy and comedy. Emphasis on performance, drama theory, and historical context of plays. Offered fall term.

THAR 3100. Acting 4 — Shakespeare
3 sem. hrs.

Concentrates on the skills needed to perform Shakespearean texts through monologue and scene work. Emphasis on understanding and connecting with the material and then developing the language skills necessary to convey that knowledge to an audience. Exploration of Shakespeare as a product of the Elizabethan world, as well as its universality in modern production. Offered spring term. Lab required.

Prereq: THAR 2140 and THAR 2100; or cons. of instr.

THAR 3953. Career and Preparation Studies Seminar 1 sem. hr.

Emphasis will be on dissemination of information that will prepare the student for pursuing a career in the entertainment industry. Topics include: Professional internships and jobs in the entertainment industry, career planning including graduate school, internships, entry level jobs in performance, design, technical theatre, literary management, stage management, theatre management, portfolios for design and technical theatre, resume and photos for performance, professional unions, equity contracts and organizations. Offered spring term. S/U grade assessment. *Prereq: THAR major.*

THAR 4100. Acting 5 — Professional Auditions and Career Preparation
3 sem. hrs.

Designed to prepare the student for professional auditions. Emphasis is placed on presentation, appropriate material selection, analysis and arrangement of material, and developing a repertoire of audition pieces. In addition to prepared monologues the student will develop skills for other audition situations including improvisation, interviews, cold readings, and callbacks. Offered fall term. Lab required.

Prereq: THAR 2140 and THAR 3100 and cons. of instr.

THAR 4200. History of Theatre 3 sem. hrs.
A chronological survey of theatre history from its origins to 1914. Particular emphasis paid to major periods of theatrical achievement, studying conjectural and documented styles in acting, design and production methods. Offered spring term. *Prereq: Soph. stndg.*

THAR 4210. Contemporary Theatre 3 sem. hrs.
A survey of 20th century theatre practice from modern European theories of the late 19th century through Postmodernism. Special attention given to innovative aspects, such as surrealism and expressionism, epic theatre, the absurd movement, multi-media presentations, environmental theatre and multi-media presentations. Offered spring term of even-numbered years. *Prereq: Soph. stndg.*

THAR 4220. History of Clothing 1 3 sem. hrs.
The study of clothing from historical perspectives. Clothing examined within sociological, artistic, and economic context. Clothing regarded as essential to Western culture, studied for a better understanding of peoples in different cultures and epochs. Offered fall term of odd-numbered years.

THAR 4230. History of Clothing 2 3 sem. hrs.
The study of clothing from historical perspectives. Clothing examined within sociological, artistic, and economic context. Clothing regarded as essential to Western culture, studied for a better understanding of peoples in different cultures and epochs. Offered fall term of even-numbered years.

THAR 4240. History of Period Styles
3 sem. hrs.

Period movements as they relate to period clothing, decorative arts, architecture, music, etc., as they relate to different styles of theatrical performance and apply to actors, directors and designers.

THAR 4320. Crafts for the Theatre 3 sem. hrs.

A techniques course that encompasses traditional and new materials which may be used in special projects often encountered in the creation of props and costumes. Includes casting and molding, thermoplastics, mask making, foam carving, jewelry, armor, etc.

THAR 4340. Advanced Costume Technique
3 sem. hrs.

Course covers advanced methods of costuming such as beginning pattern drafting, basic tailoring techniques, fabric modification through dyeing and painting, millinery, and costume crafts construction. Offered spring term.

Prereq: THAR 1320; or cons. of instr.

THAR 4360. Theatre Management 3 sem. hrs.
Study and practice of theatre management and publicity. Offered fall term. Lab requirement in production and/or stage management.

THAR 4380. Computer Applications for the Theatre 3 sem. hrs.

The study and use of various software packages to support the principles of scenic, lighting, and costume design. An introduction to the development of theatrical design presentation using digital technology. Explores the use of digital tools in drafting, modeling, and rendering skills as a means towards basic theatrical design. Offered spring term of odd-number years.

THAR 4400. Costume Design 3 sem. hrs.
Study of the aesthetic and practical application of costume design and how it relates to the theatrical production process. Includes research, script analysis and costume renderings for in class projects. Offered alternate spring terms. *Prereq: THAR 2400; or cons. of instr.*

THAR 4420. Lighting Design 3 sem. hrs.

The study and practice of theatrical lighting script analysis, research and planning techniques. Culminates in a realized collaboration. Offered spring term. *Prereq: THAR 1300; or cons. of instr.*

THAR 4440. Scenery Design 3 sem. hrs.

Study of the principles and practices of designing scenery for the stage. Offered fall term of even-numbered years. *Prereq: THAR 2400; or cons. of instr.*

THAR 4500. Advanced Play Direction

3 sem. hrs.

Study of interpretative styles of play direction, rehearsal techniques, audience analysis, and contemporary trends. Opportunity to test principles in assigned laboratory productions. Offered spring term. *Prereq: THAR 2500; or cons. of instr.*

THAR 4600. Playwriting 3 sem. hrs.

Study of the structure and execution of dramatic scripts for theatre. Assignments to write and analyze scenes and one act plays. Offered fall term of odd-numbered years.

THAR 4953. Seminar in Theatre Arts

1-3 sem. hrs.

Specific subjects of seminars to be announced in the *Schedule of Classes*. Variable topics.

THAR 4961. Independent Project in Theatre Arts 0-3 sem. hrs.

Offered every term.

Prereq: Cons. of instr. 0 credit will be SNC/UNC grade assessment; 1-3 credits will be graded.

THAR 4986. Internship in Theatre Arts

0-3 sem. hrs.

S/U grade assessment. *Prereq: Cons. of dept ch.*

THAR 4995. Independent Study in Theatre Arts 1-3 sem. hrs.

Prereq: Cons. of dept. ch.; cons. of artistic director.

THAR 4997. Senior Capstone 3 sem. hrs.

In order to demonstrate artistic proficiency, students go beyond what has been learned in the classroom, studio, and stage, and begin to replicate the world students will encounter upon graduation. A capstone project requires student to utilize not only their core skills but to develop new "real world" skills they will need in their profession, such as decision making, presentation, and communication skills. This project incorporates and synthesizes knowledge gained through coursework within the Performing Arts curriculum. Senior Capstone projects normally take place in the spring of the final year of study. *Prereq: THAR major and Sr. stndg.*

THAR 4999. Senior Thesis 1-3 sem. hrs.

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Offered fall term. *Prereq: Cons. of dept ch.*