

# COURSE DESCRIPTIONS

## COURSE NUMBERS

The course-numbering system indicates the college level at which courses are normally taken.

### NUMBERING SYSTEM GUIDE

001-009	precollege course-no credit
010-099	credit granted but not applicable to graduation
100-199	primarily for first-year students
200-299	primarily for second-year students
300-499	primarily for upper division students
500-599	graduate courses
600-799	doctorate courses

At the end of each description, course credits are listed. Courses with variable hours and credits are so indicated.

### SEMESTER SCHEDULE

Notation to the right of the course name indicates when the course is offered. If a notation is not included, the course is offered as needed.

### DEPARTMENTAL OFFERINGS

#### BROADCASTING

##### **BPMM 202 Introduction to Broadcasting**

**3 credits**

A general overview of the broadcasting industry, key historical events and people and study of the existing economic and regulatory forces acting upon it.

##### **BPMM 216 Multi-Camera Video Production and Directing**

**3 credits**

Multi-camera video production and directing concepts and techniques are developed and applied. Students apply fundamentals of all multi-camera production crew positions, organize and direct crew personnel, and adapt multi-camera production skills for video productions.

##### **BPMM 223 Radio Production**

**3 credits**

Study and practical experience at the WPPJ radio studio emphasizing the basic elements of radio program production and direction, including technical aspects, basic programming, scripting and the development of audio materials. Prerequisite: COMM 110.

##### **BPMM 303 Motion Graphics**

**3 credits**

The course introduces fundamental concepts for both motion and static graphics as applied to graphics, titles and promos for screen, including graphics and promos for television networks and film titles and logos for advertising. The focus is on design presentation and development, screen composition, graphic transitions and content for all areas of television and web production. Students will construct graphic elements and typography for use in projects while addressing issues of motion and dynamic relationships. Prerequisite: GRID 103 or COMM 120

##### **BPMM 323 Media Programming, Distribution, and Sales**

**3 credits**

Students will learn the processes and principles behind audio and video programming and distribution. The course will address the current landscape of broadcast and streaming. Students will also learn about economic and business factors, cultural issues, and legal and ethical issues that surround these industries. Prerequisite: BPMM 202. Dual listed with BPMM 523.

**BPMM 329 Professional Video Techniques****3 credits**

Intermediate field video pre-production, production and post-production concepts and techniques are developed and applied. Students combine fundamentals of all three phases of the production to plan, produce and edit videos for non-news purposes. Prerequisites: COMM 215. Dual listed with BPMM 529.

**BPMM 341 Broadcast Copy Writing****3 credits**

The major areas of writing for radio and television that have to do with continuity between programs. Writing assignments include public service announcements, commercials, promotional materials and telespots. Prerequisites: COMM 215. Dual listed as BPMM 541.

**BPMM 423 Advanced Radio Production Workshop****3 credits**

A course for the development of highly creative and talented students who need to refine skills to produce professional quality news, documentaries, features and commercials. Prerequisites: BPMM 223.

**BPMM 442 Advanced Television Production****3 credits**

In this course students will apply producing, directing, videotaping, writing, and editing skills to non-news television programming they create. Programming produced will air on U-View, Point Park University's closed-circuit television channel. Prerequisite: BPMM 216 and COMM 215. Dual listed as BPMM 542.

**BPMM 447 Electronic Media Management****3 credits**

This course will introduce students to the fundamental theories and concepts of management in the media industry. Students will demonstrate their understanding of these concepts through projects, case studies and management simulations. Prerequisites: Junior or Senior Standing. Dual listed with BPMM 547.

**BPMM 295, 395,495: SPECIAL TOPICS****1-6 credits****BPMM 296,396,496: INDEPENDENT STUDY****1-6 credits****COMMUNICATION****COMM 101 Oral Communication****3 credits**

This course included communication theory, as well as speech preparation, delivery, and communication technology. Student learning focuses on researching, composing, and delivering formal and impromptu speeches and presentations. Topics include research, analyzing and adapting audiences, message construction, outlining, delivery of messages and effective use of visual aids and technology. This course will develop each student's ability to communicate effectively with respect to audience and purpose. The major emphasis is on the preparation and delivery of presentations ranging from one-on-one pitches, and small group discussion, to large audience speeches.

**COMM 105 Media & Society****3 credits**

This course is a study of basic communication principles and the emergence of the concept of mass communication. It explores the responsibilities and influence of newspapers, magazines, radio, television, public relations, advertising and Internet sources in the modern social system.

**COMM 110 Media Literacy****3 credits**

This course will help students develop an informed and critical understanding of the structures, functions, and impacts of mass media, traditional and new, with particular attention to news messages. This is a vital skillset, as media messages dramatically influence personal identity, cultural norms, and representations of peoples on a global scale. It is an essential tool for both creators and consumers of mass media – in other words, everyone.

**COMM 115 Media Storytelling****3 credits**

Introduction to the basic skills needed to tell stories effectively through various forms of mass media, including story development; fundamental writing techniques for print journalism, web journalism, broadcast journalism, and public relations; journalistic writing style; proper grammar; story construction methods; and media literacy.

**COMM 120 Visual Storytelling****3 credits**

Introduction to visual storytelling for print and non-video digital platforms. Students will learn to use and apply the basic principles and elements of visual design to create non-video media products used by advertising, public relations

and journalism professionals. Projects will include magazine page design, newsletters, brochures, infographics, specialty photos for social media distribution, and photo essays for print and digital publications.

**COMM 215 Video Storytelling**

**3 credits**

This course provides an introduction to the terminology, technical and creative principles of single-camera video for electronic field production (EFP) and electronic news gathering (ENG). Students learn and apply the basic video production techniques of camera operation, aesthetic composition, sound, lighting and editing to create and produce short-form video productions. Prerequisite: COMM 105.

**COMM 290 Seminar in Media Studies**

**3 credits**

Students in this course will engage in critique and creation in various genres and types of media. The course will focus on aesthetic theory as well as other critique related theory and the application thereof. Students will connect issues represented in media texts with issues in the real world. Students will also learn to view media texts through historical, economic, political, aesthetic, and cultural lenses.

**COMM 300 Career Preparation Seminar**

**1 credit**

A combination lecture, discussion and critique of student work. The goal is to enable students to make educational and professional choices early in their college years. Surveys entry requirements, duties and job-satisfaction in professions of the J&MC concentrations. Topics include recommended electives, internships, networking, resumes, interviewing, portfolios and research sources. Required of majors and planned for the sophomore level.

**COMM 311 Practicum**

**1 credit**

School of Communication majors complete a practicum in a concentration of their choice. The goal is that students gain practical, hands-on experience through working as apprentices for various University media and applicable offices. Faculty supervise all students who complete an agreed-upon list of assignments at sites such as the campus newspaper, broadcast studios, tasks in appropriate school offices and endeavors involving advertising, marketing, sports information, public relations, alumni affairs, or admissions and recruitment. A site supervisor will evaluate the student's minimum 50 hours effort for the semester. The site list is approved by the faculty, and will be expanded or reduced as needed. The practicum should be completed by the junior year to prepare students for internships at outside media, advertising and public relations agencies or appropriate corporate, governmental or community organizations. The practicum is pass/fail only and may be repeated one time.

**COMM 313 Internship I**

**3 credits**

An on-the-job internship of about 150 hours of paid or unpaid work at a newspaper or other publication, a radio or TV station, photography studio or production company, public relations or advertising agency position, or business doing media activities. Prerequisites: Completion of sophomore-level core courses, basic courses relating to the specific field of the internship and permission of appropriate faculty supervisor and department chair. (Note: course numbers for internships determined by number of internships completed, not class standing.)

**COMM 320 Information Graphics**

**3 credits**

Information graphics are the result of using the rules of Information Design (one of the branches of Graphic Design) for telling news stories. They are the best way to convey statistical information, locating a place or explaining complex processes and procedures. Information graphics represents the intersection of graphics, journalism and science. The goal of the graphic is to efficiently communicate information or trends in other words, to help people learn. The focus is usually finding interesting or important patterns in the data and displaying them succinctly.

**COMM 321 Podcasting**

**3 credits**

Students in the Podcasting course will learn the fundamentals of podcasting broadly, as well as specialized scenarios for sports podcasting. The course will address the variety of approaches to covering sports by podcast. Students will be acquainted with technologies for podcasting, from consumer-grade to professional level. Finally, students will develop their own storytelling skills in the creation of a multi-episode sports podcast. Prereq: COMM 105

**COMM 380 Cooperative Education**

**3 credits**

Cooperative education(Co-Op) provides students with paid hands-on experience in the industry. Students gain practical professional experience, enhance skills learned in the classroom, and acquire contacts with professionals in the business. This course requires students to complete a minimum of 384 hours in the field as well as complete complementary coursework that will enhance the co-op experience. Co-Op experiences must be approved by the Chair of the School of Communication prior to beginning work. Credit can only be earned in the semester that the co-op is taking place and no credit will be granted for past co-ops. This is a Pass/Fail course.

**COMM 390 International Media****3 credits**

This course combines classroom preparation and study in an international setting of the media for a designated country. Students will compare and contrast the designated country and U.S. media models, regulations, production, and content. This course may be repeated one time, and only if it is to a different country than the previous one taken by the student. If the course is repeated, the second iteration may only count towards student's General Elective Requirement. Prerequisites: COMM 105 plus one COMM 200 level in the student's major area of concentration and Sophomore Standing.

**COMM 412 Media Ethics and Responsibilities****3 credits**

Examines the ethical issues presented in the modern media, including their historical context and practical ramifications. The course compares and contrasts ethical standards and systems with professional processes and practices and legal principles. Students will write a position paper in which they defend an ethical choice they make and a longer term paper. Prerequisite: 75+ Credits, COMM 105

**COMM 413 Internship II****3 credits**

An on-the-job internship of about 150 hours of paid or unpaid work at a newspaper or other publication, a radio or TV station, photography studio or production company, public relations or advertising agency position, or business doing media activities. Prerequisites: Completion of sophomore-level core courses, basic courses relating to the specific field of the internship and permission of appropriate faculty supervisor and department chair. (Note: course numbers for internships determined by number of internships completed, not class standing.)

**COMM 418 Communication Law and Regulation****3 credits**

Study of contemporary and classic cases related to state and federal law of freedom of the press and freedom of speech. Problems caused by efforts by government to control mass media and freedom of government/public information are also addressed. Students will write a term paper. Prerequisites: COMM 105 and 75+ credits.

**COMM 420 Diversity and Communication****3 credits**

Questions of difference play a fundamental role in the functioning of society. In this class, students will view social groupings through the lens of the mass media, examining the ways in which media creates, resists, and/or reflects these differences

**COMM 470 Technology Mediated Communication****3 credits**

Examination of technology mediated communication with special attention to the role of communication technology in diverse settings ranging from interpersonal to group communication, organizational communication, and business communication. Emphasis is placed on strategies for communication problem solving in mediated contexts. Dual Listed with MULT 516

**COMM 471 Global Communication****3 credits**

The information and communication technologies revolution generates a flow of global communications that transcend national boundaries. This course focuses on the emergence and growth of communication channels and networks that operate on a global scale. Emphasis is placed on the opportunities for human communication brought by globalization, such as opening new communicative spaces, increasing social interconnectedness, adding platforms for participation and challenges associated with the global-local divides. Enables students to improve their ability to communicate and use technology effectively and appropriately in an increasingly globalized world. Dual Listed with JOUR 517.

**COMM 472 Communication, Technology, and Culture****3 credits**

This course is for students who wish to attain a comprehensive vision of communication and broaden their perspectives across the traditional fields. It explores the intersection of communication, technology and culture with a focus on six major areas: information, networking, socialization, identity, entertainment, and globalization. Covers issues such as technological determinism, social shaping of communication technologies, identity formation, cultural transnationalism and globalization. Dual listed with JOUR 545.

**COMM 473 Visual Communication Technology****3 credits**

Application of visual communication theories to the analysis, interpretation, and critical assessment of visual messages. Examines the implications of various means of creating, manipulating, and disseminating visual messages. Course topics include but are not limited to visual language, semiotics, visual rhetoric, visual ethics, and visualization strategies for professional communicators. Enables students to develop a range of visual communication competencies. Dual Listed as MULT 511

**COMM 490 Media Entrepreneurship****3 credits**

Students in this course will learn to identify potential business concepts, assess their viability, and create business plans. In addition, students will learn to analyze the media business marketplace to determine opportunities for growth, whether in their own business or as part of another organization. Prerequisite: COMM 105, COMM 110, and Junior Standing.

**COMM 295, 395,495: SPECIAL TOPICS****1-6 credits****COMM 296,396,496: INDEPENDENT STUDY****1-6 credits****GRAPHIC & INTERACTIVE DESIGN****GRID 103 Graphic Design I****3 credits**

This course introduces students to basic visual design theory and skills, including industry standard illustration, photo-editing, and layout hardware and software. Students will create and revise visual materials to solve a variety of challenges. Students will also learn to effectively present their designs.

**GRID 160 Graphic Design Thinking****3 credits**

This course offers Graphic & Interactive Design students an introduction to problem solving methods used by graphic and interactive designers. Students learn basic problem analysis and idea generation methods that can be applied to graphic and interactive design courses. Through research, reference materials, tutorial exercises and projects, students learn to develop personal and innovative thinking for visual communications. Prerequisite: GRID 103

**GRID 205 Graphic Design Illustration****3 credits**

This course offers students an introduction to drawing and illustration as a graphic designers. Students learn to draw basic forms for thumbnails and roughs that can be applied to other graphic design courses. Techniques and tools for drawing shape, value, plane and volume are explored through gesture, contour and other drawing/illustration styles. Composition and drawing/illustration typography are integral part of the course. This course will explore both hand drawn and vector software methods. Through reference materials, tutorial exercises and projects, students use software tools and menu commands to trace, draw and manipulate Bezier curves, and create illustrations. Students manipulate graphics and typographic forms to create final drawing compositions. Students also control and manipulate visual attributes and work with several color models to create, mix, and apply colors and tint. Prerequisites: GRID 103

**GRID 250 Graphic Design History****3 credits**

This studio course focuses on the history of graphic design. Students will examine historic design and art movements and the thinking behind the work produced in context. Students will learn how designers in history developed, prototyped and used available materials. Emphasis is placed on developing design solutions in relationship to historic movements and designers. Students will learn the history of inventions that changed graphic design, how graphic design was reproduced, applied, and presented to the audience. Prerequisite: GRID 307, 205, and GRID 160.

**GRID 305 Typography I****3 credits**

This course will study the design and use of basic letter forms, the anatomy of type, typographic contrast, hierarchy of information, major type families and characteristics, history of design and typographic grids. Students build skills for the art of typesetting and typographic layout, and for expressive typography and conceptual thinking. In addition to the history and theory of typography, students will learn to create their own personal typeface. Prerequisites: GRID 103

**GRID 307 Graphic Design II****3 credits**

This course serves as a comprehensive study of theory, principles, strategies and tools of graphic design. In this course students learn to apply layout and design concepts to produce a variety of editorial, informational, and business materials for printing and digital distribution. Industry standard graphic design software provides a platform for these projects. Upon completion of this course students will have a variety of graphic design pieces to add to their portfolios. Prerequisite: GRID103. Dual listed with GRID 507.

**GRID 336 Branding and Identity Design****3 credits**

This course will examine the basic principles of corporate identity and develop a clear understanding of how to design brands. Emphasis will be placed on the steps needed for a consistent brand, such as identifying a company's personality; designing a logo; creating the visual elements that support the new brand; and developing and designing its visual voice for a multiple uses including print, packaging, and interactive design. Students will complete design projects that explore a range of applications through exercises, group critiques, research and presentations. Students will conceive, create and produce, using industry standard software and methods. Projects will include identity designs including logos, stationary system(s) and graphic standards for one or more organizations. Students will conceive and create designs for promotional campaigns, including newsletters, brochures, magazine spreads, and marketing collateral. GRID 307. Dual listed with GRID 536.

**GRID 340 Interactive Design I****3 credits**

This studio course focuses on beginning interactive design. Students will begin to learn the similarities and differences when designing and producing work in print, web, and interactive mediums. Emphasis is placed on developing design solutions for web and interactive design. Students will learn industry software at a basic level used to design, produce, and code, web and interactive design. Students will learn about typographic needs and restrictions when designing for the web and interactive design versus print. Prerequisites: GRID 307.

**GRID 355 Magazine and Media Design****3 credits**

This course provide students with advanced planning, design and production techniques for creating and enhancing persuasive editorial design. Students will use industry standard software combined with solid theory in targeting and reaching audiences. Students will conceive and create designs for promotional campaigns, including newsletters, brochures, magazine spreads and marketing collateral. Prerequisite: GRID 307. Dual listed with GRID 520

**GRID 405 Packaging and Retail Design****3 credits**

This studio course focuses on three-dimensional structures for a broad range of products that not only protect package contents but also create an experience for the user. Students examine how messages behave when distributed in three-dimensional space. Conceptual development, prototyping, materials, type, image, layout, design and form are explored to create direct mail, packaging, point of purchase display and environmental designs. Emphasis is placed on developing solutions in relationship to the marketing concepts and objectives. The class will also focus on social, sustainable and environmental issues. Prerequisites: GRID 307.

**GRID 414 Professional Practices in Graphic Design****3 credits**

Students will learn business skills to independently freelance as well as work for corporate clients. Emphasis will be placed on the creation and refinement of a resume, cover letter, business card, social media outlet and a live professional artist website. Students will also learn the business practices associated with creating freelance contracts, pricing hourly and long term commissions and filing of taxes. Students will examine legal and ethical concerns relevant to a freelance career in graphic design. Prerequisites: GRID 103, 307 and 340.

**GRID 415 Typography II****3 credits**

This course will study the advanced use of typography in multi-page documents. Students will learn to create and experiment with typographic forms. Students will strengthen their ability to relate and use type and image all together in design compositions. Students will build advanced skills for typographic layout, expressive typography and conceptual thinking. Students will learn to apply typography in a variety of graphic and interactive mediums. Learn the typographic different need in screen and interactive mediums. Prerequisite: GID 160, GID 205 and GID 307

**GRID 440 Interactive Graphic Design II****3 credits**

This studio course focuses on advanced interactive design. Students will learn these similarities and differences when design and producing in print, web, and interactive mediums. Emphasis is placed on developing design solutions for web and interactive design. Students will learn at an advanced level the industry software used to design, produce, code, web and interactive design. Prerequisites: GRID 160, GRID 205, GRID 307

**GRID 490 Graphic & Interactive Design Capstone****3 credits**

This course will serve as a capstone to those in graphic & interactive design major. The course will be conducted in a workshop format, with students producing a branding package for themselves that includes resume, cover letter, and final print and web portfolio that they can use in their professional job search. Students will also produce a self-directed project that will support their employment goals in an area of graphic design and/or interactive design. Prerequisite: GRID 205, GRID 307, GRID 336, GRID 340. GRID 355, and passing the jr. graphic& interactive design portfolio review.

GRID 295, 395,495: SPECIAL TOPICS  
GRID 296,396,496: INDEPENDENT STUDY

1-6 credits  
1-6 credits

## JOURNALISM

### JOUR 191 Practicum in Media Management

1 credit

Experience in college media under the supervision of a department faculty member, specifically leading student media including magazines, The Globe, WPPJ Radio, or U-View. Must hold a management position. May be taken 3 times, and may only be registered for if the position receives no other credit compensation. Course is offered on a pass/fail basis only. Course may substitute for JOUR 311; otherwise, course may only count towards student's General Electives Requirement.

### JOUR 225 Deconstructing the Story

3 credits

This course is critical-analytic, designed to serve as an introduction to the practice of media literacy through the close reading of media texts. Students will survey the major schools of analytic thought in the cultural-critical tradition and apply them to the popular media in order to be able to identify and discuss major themes depicted in the texts. Each instructor who teaches the course is free to choose the genre of media, as well as the major themes students will identify and discuss. The main framework for media text analysis will remain consistent across all iterations of the course.

### JOUR 257 Feature and Interpretive Writing

3 credits

A lecture-laboratory and personal conference course in the writing of feature stories and analytical perspectives for newspapers, magazines and online, ranging from personality profiles and social trends to interpretive and contextual reporting. Prerequisite: COMM 115.

### JOUR 260 Newsgathering and Reporting

3 credits

This course offers advanced training in reporting techniques, record searches, computer-assisted research and other skills. After students learn how to find interesting stories, they will be schooled in specific writing structures and how to organize, write, and publish stories for a portfolio that will be presented at the end of the semester.

### JOUR 272 Culture & Entertainment Journalism

3 credits

This course will introduce students to the craft of arts and entertainment journalism, including profiles, previews, reviews and critiques, microblogging, long-form pieces, and entertainment features across a variety of entertainment media, including media, film, theater, dance, and fine art, among others. Students will learn to translate these works across a variety of media platforms, including social media. During the course of the semester, students will also explore strategies for establishing media industry contacts to obtain interviews, access to samples, previews, and rehearsals, as well as media content that would accompany their journalistic work. Methodologies for selling work to arts and entertainment markets will also be discussed. Prerequisites: COMM 115, JOUR 260 OR MULT 220, PRAD 321

### JOUR 302 Photojournalism I

3 credits

Photojournalism students will learn the basic skills, theory and history to obtain and report with a camera under deadline conditions. Assignments will be within the university and extend into the community. An emphasis will be placed on students publishing assignments to begin portfolios. Critiques will be an integral part of the course. Prerequisite: PHOT 205, COMM 215, or permission.

### JOUR 304 Broadcast News Reporting

3 credits

This class functions as a multimedia newsroom and produces content for some or all of WPPJ, U-View, the Point Park News Service, and a weekly newscast. Students write and edit broadcast news packages to deadline, record news in the field, refine broadcast presentation skills, and employ reporting and interviewing techniques for a variety of situations in broadcast news. Prerequisites: JOUR 260

### JOUR 312 Advanced Reporting

3 credits

This is an advanced-level writing and reporting and storytelling class for dedicated students. The focus of the class is reporting and writing and communicating in a simulated professional environment, drawing upon all the skills learned in prior required and elective courses. Students will report for the Point Park News Service and create multimedia projects. Content created in this class appears on the news service website under the students' bylines. Their work will be offered for publication in media outlets through the news service. Prerequisites: JOUR 260 or permission of the instructor.

### JOUR 314 Entrepreneurial Reporting

3 credits

Students will learn to work in an ever-changing media environment that has affected traditional media platforms, freelance journalists and communicators, and media entrepreneurs. Students will research new media ventures – including efforts in traditional media outlets and online platforms – and nonprofit journalism. Media pioneers will address the class, explaining their media companies and career paths as well as their utilization of innovative platforms to reach audiences. The class will include a review of copyright, legal and ethical issues, business planning and finance. Students will propose and develop their own media businesses or nonprofit ventures throughout the course. Prerequisite: JOUR 260 or permission of the instructor.

**JOUR 315 Photojournalism II**

**3 credits**

Photojournalism students will refine their photo reporting skills while expanding techniques to include visual storytelling and documenting with emerging technology. Students must be published. An emphasis will be placed on students publishing assignments to further portfolios. Critiques will be an integral part of the course. Prerequisite: PHOT 204, PHOT 205, COMM 215 or permission.

**JOUR 317 On Camera Television Performance**

**3 credits**

Experiential training to develop “on screen” presentation skills through practice of performance techniques in various television formats. Prerequisite: COMM 215 or permission.

**JOUR 324 Broadcast Announcing**

**3 credits**

Practice in the skills of basic performance and broadcast styles with an overview of the responsibilities required for radio and television announcing. Practical performance situations designed to develop proficiency are required.

**JOUR 340 Point Park News Service**

**3 credits**

Students will develop the reporting and writing skills required of professional journalists across all types of media. The course will place students into real-world reporting situations and give them opportunities to identify and incorporate primary sources, analyze complex information, and generate original journalistic content. Students will understand and apply rules of grammar, AP style, journalism ethics across distinct types of story structure to convey fact-based narratives.

**JOUR 406 Public Affairs Reporting**

**3 credits**

Review of functions and structures of government and other public agencies with attention to special problems of obtaining and reporting information in news articles. Prerequisites: JOUR 260. Dual listed as JOUR 506.

**JOUR 409 Specialized Reporting**

**3 credits**

Students will obtain experience in a number of specialized or traditional beat reporting areas by completing reporting assignments under deadline conditions. Range of topics to include business, education, science, sports, etc. Prerequisites: JOUR 260. Dual listed as JOUR 509.

**JOUR 410 Data and Investigative Journalism**

**3 credits**

Practical reporting experience with heavy emphasis on investigative techniques and computer-assisted reporting; development of sources and information; determination of subjects, organization and writing of stories and series for newspaper and online media publication. Students in this course will learn to tell stories that begin with datasets, either locally created or widely available. They will scrape, clean, analyze, and then communicate the information stored in databases through words, images, and interactive modalities. Dual listed as JOUR 510. Prerequisites: JOUR 260 or MULT 220.

**JOUR 414 Multiplatform Magazine Reporting I**

**3 credits**

Students apply management, news writing, feature writing, copy editing, desktop publishing, photography, and advertising skills learned in other School of Communication classes to produce an online magazine. Students will engage in multiplatform journalism, working in multiple media modalities. Prerequisite: JOUR 260 or instructor permission.

**JOUR 415 Multiplatform Magazine Reporting II**

**3 credits**

Students will further develop and apply management, news writing, feature writing, copy editing, desktop publishing, photography, and advertising skills learned in their first semester of multiplatform magazine reporting. Advanced publication and management skills will be expected through serving as Editor, Copy Editor, Photo Editor, Advertising Manager, Designer, or On-line Editor. Students will engage in multiplatform journalism, working in multiple media modalities. Prerequisite: JOUR 414 or instructor permission.

**JOUR 424 Advanced Broadcast Announcing****3 credits**

Designed to meet the needs of those students who desire to pursue careers as on-air talent in broadcasting. The emphasis is on actual performance with every student spending considerable time behind a microphone or in front of a camera. They are shown advanced techniques or “tricks” used by veteran broadcasters. Criticism from the instructor and from professionals is an integral part of the course. Prerequisites: JOUR 324.

**JOUR 445 Editing & Producing the News****3 credits**

Traditional and transitional principles of news value, news selection, and news presentation will be discussed in class. Applying these principles, students will serve as gatekeepers and decision makers (assignment editors, chief photographers, web producers, head writers, segment producers, anchors and program producers) for a weekly newscast and other student multimedia news efforts. The instructor and students will discuss journalistic, ethical, legal, societal and professional perspectives and challenges presented by these real-world journalistic decisions. Prerequisite: JOUR 304.

**JOUR 446 History of Documentary Cinema****3 credits**

In the course students will review the history of documentary film and profile innovative documentary filmmakers. Students will view and analyze major works within the context of major film theories, as well as a wide variety of documentary archetypes, styles, and methods. The films and filmmakers profiled in the course represent a diverse sampling of modern world cultures. This course is cross-listed with CINE 301 and JOUR 546.

**JOUR 465 Mass Communication History****3 credits**

This course details the development of journalism in print, electronic, and digital media from international roots through the developmental history of the profession, primarily in the United States. Business (advertising and subscription), noncommercial and other models of support for news gathering and dissemination will be traced and analyzed. Development of the philosophical construct of free speech will be explored, as will the role and significance of free expression to politics, governance, social systems, cultural expression, diversity, and economic activity

**JOUR 490 Journalism Capstone****3 credits**

Students apply their cumulative skills in the creation of long-form, well researched, multiple-source journalism for web and/or multiplatform delivery. During the course, students work in consultation with the instructor to create their individual projects. Students also finalize their individual portfolios that includes the projects created for this class. Prerequisite: Senior Standing.

**JOUR 194, JOUR 294 Special Topics (CORE)****3 credits****JOUR 295, JOUR 395, JOUR 495 Special Topics I, II, III****1-6 credits**

Courses on subjects currently at issue or of interest to faculty/students and the media. Examples may be trends, experimental topics, integrated fields, new technologies or important areas not covered by previously listed courses, such as multiculturalism, informational graphics or audio-visual techniques. Topics are selected by the department with regard to student/faculty input and current perceived needs.

**JOUR 296, JOUR 396, JOUR 496 Independent Study I, II, III****1-6 credits**

The student independently studies subjects in the field not taught but of special interest to her or him and within the expertise of a supervising faculty member. A well-developed, written proposal from the student and agreement of an appropriate faculty supervisor are needed before registration. A final research paper or project is required. Prerequisite: Permission of faculty supervisor and chair. Special Request Independent Study Fee: \$50 per credit.

**MULTIMEDIA****MULT 220 Writing for Multimedia and the Web****3 credits**

This course will provide students with the skills necessary to write multimedia content for many different media platforms, including advertising, public relations, journalism, photography, and video. This class will cover Web writing skills, including writing for search engine optimization (SEO), social media and blogging. Upon completion of this course, students will have a variety of written assignments spanning multiple disciplines to add to their portfolios. Students must pass with a C- or better to progress in the major if this is a required major course. Prerequisite: COMM 115

**MULT 280 Introduction to Multimedia****3 credits**

This course will provide an introduction to multimedia production, writing and theory. Students will learn the industry from a historical perspective, as well as learn the basics of blogging and promoting content, video and audio for the

Web, slide shows, podcasting, RSS feeds, creating interactive quizzes and timelines, mobile publishing, and other relevant topics. Upon completion of this course students will have a comprehensive technical knowledge of the many opportunities for multimedia production.

**MULT 330 Multimedia Design**

**3 credits**

This course serves as an intermediate study of visual communication design. Students will learn to apply theory, concepts, and technical skills to visual and interactive design in order to create products used by advertising, public relations and journalism professionals. Projects will span print and digital design, and may include page layouts, newsletters, brochures, infographics, social media design, photo essays and more. Prerequisite: COMM 120.

**MULT 365 Web Publishing I**

**3 credits**

This course will provide technical background for those students in the Digital Media field. Students will incorporate Web design theory and technical skills to create a series of Web products, including graphics, animations, and Web pages. Students will learn the current practices of Web publishing, which may include HTML, Flash, PHP coding, and the use of Content Management Systems. Upon completion of this class, students will have a variety of Web design pieces to add to their portfolios. Prerequisite: GRID 103 or COMM 120

**MULT 420 Web Publishing II**

**3 credits**

This course will build upon the skills and theory learned in Web Publishing I. Students will incorporate Web design theory and technical skills to create a series of advanced Web products, which may include Flash, XML, PHP and mobile content coding. Upon completion of this class, students will have a variety of published Web pieces to add to their portfolios. Prerequisites: MULT 365.

**MULT 455 Multimedia Capstone**

**3 credits**

This course will serve as a capstone to those in the Multimedia major. The course will be conducted in a workshop format, with students producing an interactive multimedia project as a final portfolio piece. Components of the project may include text, Web design, video, audio, graphic design and interactive media design. Prerequisite: BPMM 215 or COMM 215, MULT 220, MULT 280, GRID 307 or MULT 330, MULT 365, or permission.

**MULT 470 Documentary Photography**

**3 credits**

Students will work on photo documentary projects based on the established methodology to reduce the fast paced world to a set of still images that convey life and world experiences by creating a distinctive and compelling sense of reason, place and time. Students will gain a basic understanding of documentary photography history and principles through writing reactions to assigned books and films about documentary principles. Students will establish personal methods to focus on the meaning and content of their pictures, the quality of their pictures and the way they observe the world around them. Prerequisites: PHOT 207 or PHOT 208, PHOT 205.

**MULT 295, 395,495: SPECIAL TOPICS**

**1-6 credits**

**MULT 296,396,496: INDEPENDENT STUDY1-6**

**credits**

**PHOTOGRAPHY**

**PHOT 101 Photography for Non-Majors**

**3 credits**

Photography has been constantly changing as technological developments allow for endless experimentation. This class is designed to allow students to become familiar with visual arts and the artistic process using the camera as a tool for personal expression. Photography will be approached through several lenses including smart phones, digital and film SLR's, as well as darkroom processing. Topics will include photojournalism, conceptual photography/art, and studio photography (commercial, portraiture and still life). Students will be encouraged to research photographers and industry styles based on topics supplied by the instructor. Additionally, students will obtain experience in a number of photographic areas and will build an understanding of what kind of careers can be obtained through photography.

**PHOT 110 Foundations of Art & Design I**

**3 credits**

Understanding the Foundations of Art & Design is essential to art and design practices, critical thinking, and the comprehension and application of principles within visual art expression. This course entails hands-on creation while emphasizing creative and critical thinking, perception and observation, problem solving, visual analysis, as well as identifying vocabulary, theory, media, and the techniques of studio practice.

**PHOT 204 Film and Darkroom Photography I**

**3 credits**

In this introductory photography course, students will become familiar with visual arts and the artistic process of using a camera for personal expression. PHOT 204 allows hands-on experience and introduces the technique of an SLR film camera, developing and printing in the darkroom. Students will learn to discuss and analyze photography through structured critiques. Students are encouraged to have their own film SLR cameras for this course (must have adjustable lens openings, shutter speeds and full manual control).

**PHOT 205 Digital Photography**

**3 credits**

A basic digital photography course designed to give photography and photojournalism students proficiency in digital image making and processing. It stresses the importance and uses of digital photography in the current media environment, including terminology, practical exercise, and presentation. Students utilize Adobe Lightroom for editing, and are encouraged to purchase the program and their own digital SLR cameras.

**PHOT 207 History of Photography**

**3 credits**

This course surveys the origins and development phases of photography as invention and visual medium. Students will examine technical innovations with emphasis on historical motivations and changing climates of aesthetic intent, philosophical rationale, and visual experimentation in the history of photography from the early 19th century to the mid-20th century.

**PHOT 209 Body and the Lens**

**3 credits**

Employing photography as an analytical and social tool, this course surveys how the human body is represented through images, both historical and contemporary. Students will investigate and analyze situations where gender, race, class and power became instrumental themes in how we look at and interpret images of others.

**PHOT 309 Film and Darkroom Photography II**

**3 credits**

An intermediate course emphasizing individualized photographic assignments and perfecting darkroom skills by utilizing the zone system and producing quality prints. Students explore theory in greater depth and further develop their skills and ability to analyze and critique photographs. A wider range of film camera formats and photographic materials are introduced. Students must provide their own 35mm SLR cameras. Prerequisite: PHOT 204.

**PHOT 310 View Camera Techniques**

**3 credits**

View Camera Techniques is an intermediate, technically intensive film course emphasizing use of large-format cameras. Students learn how to expose and process 4x5 inch sheet film and produce high-quality, fine-grained negatives, which offer extraordinary clear printing capabilities. The view camera course allows greater pictorial control and investigates technical and aesthetic aspects of the medium. Instant film processing and drum scanning will also be addressed. Cameras, tripods and film holders are provided, but students must supply all additional materials such as film, darkroom paper, and light meters. Prerequisites: PHOT 309.

**PHOT 311 Experimental Photography**

**3 credits**

Experimental Photography is an advanced production course that investigates experimental and nontraditional applications of color and black and white imaging materials and processes. Historical and contemporary experimental work will be examined. Emphasis is on the expressive and visual significance of experimentally generated imagery. Prerequisites: PHOT 309.

**PHOT 316 Studio Lighting**

**3 credits**

This course examines photographic image making through a critical survey of controlled lighting applications. Students are introduced to various professional lighting techniques with an emphasis on the safe handling of studio tools and equipment. Photographic techniques focus on the application and construction for commercial and fine art production. Students will engage with industry standard professional lighting equipment, image capturing software, and develop a working sense of how a professional lighting studio is organized. Prerequisite: PHOT 205.

**PHOT 322 Color Photography**

**3 credits**

Color Photography introduces color photographic materials, both digital and analog, and their implementation into

the image-making practice within the photography major. Throughout the course color materials are explored and researched to develop skills in color photographic practice and create images that communicate your vision. An understanding of color theory and its application in the image making process in tandem with developing carefully considered projects is vital for successful photographic growth. This course continues to expand and build on the visual communication and critical analysis forms addressed in previous courses. Exposure techniques, significance of varied light sources, film characteristics, and presentation methods are explored in the development of projects to enhance and support the intention of the work. Discussions and course work focuses on the balance between these elements of color photography and continued development in visual communications. Prerequisite: PHOT 309.

**PHOT 340 Specialized Photography**

**3 credits**

Students will obtain experience in a number of specialized photographic areas by completing assignments on deadline and creating work to include in their portfolios. Photographic topics vary according to the instructor and the course is repeatable. Prerequisite: JOUR 215, PHOT 204, PHOT 205.

**PHOT 350 Digital Image Editing**

**3 credits**

Students will prepare digital photographs for publication in print and online. Progressing from introductory to intermediate skills in Adobe Photoshop, students will digitally montage/collage imagery to build a portfolio. This course addresses the history of photo editing and the ethics of photo manipulation. Critiques will be an integral part of the course. Prerequisite: PHOT 205. Dual listed as PHOT 501.

**PHOT 351 Digital Printing Methodology**

**3 credits**

Students explore advanced technical controls of the printmaking workflows of digital imaging. Students experience input and output variances that affect the final print and portfolio. Analysis and adjustment is expected in every stage of image production from black-and-white to color printing. Prerequisite(s): PHOT 350.

**PHOT 360 Alternative Photographic Processes I**

**3 credits**

The photographic medium has changed rapidly since its inception. While many photographers have settled into a digitally-orientated workplace, there have been an increasing number of contemporary artists looking back at the medium's history in search of more conceptually-driven forms of output. This has expanded the expressive choices for artists, who often combine processes from the advent of photography with the latest advances in digital media.

**PHOT 361 Alternative Photographic Process II**

**3 credits**

This advanced course continues with the exploration of non-silver photographic printmaking and print-manipulation processes that depart from the more prevalent black-and-white, color and digital approaches. With dual emphasis on developing technical skills and creative application of the medium, students will gain an understanding of both the craft of historic photographic processes and photography's function within contemporary art as they create their own images. Processes covered may include bromoil, kirlian photography and others not previously covered in PHOT 360. Students are expected to sharpen technical proficiency, solve problems and spend longer periods of time on a single process.

**PHOT 365 Experimental Video**

**3 credits**

This course explores video as photographic writing, in particular, through the making of video from idea through realization and display. This will be accomplished through exploring and experimenting with methods, techniques, software and equipment to manipulate the moving image aesthetically and artistically. Students are expected to produce several projects, which emphasize ideas outside the traditional narrative and documentary forms and are encouraged to develop their own form of expression. Students will establish personal methods to focus on the meaning and content of their moving pictures, the quality of their images and the way they observe the world around them. Students show and critique their work in class weekly in preparation for a final project and screenings at the end of the term. Prerequisites: PHOT 205, JOUR 215.

**PHOT 368 Exploring Art Through Prose**

**3 credits**

This writing intensive course explores situated topics in visual arts and photography via self-generated student work, which will include art criticism, artist statements, thesis writing, and aesthetic statements—as well as exposure to the genre of writing as it pertains to art. Through discussions, assigned readings and in-class exercise, students are expected to produce a significant output of original creative work that emphasizes annotation of published authors and artists, and requires modulation of style and rhetoric. The course will also address some aspects of professionalization—exposure and evaluation of artist statements, attendance at art shows in the Pittsburgh area, and workshops in how to place their work. In doing so, students will establish both a creative writing style that is individual to their own artistic background and interests, as well as structure their knowledge of the contemporary artistic field of their choice. Course Prerequisites: ENGL 101.

**PHOT 370 Contemporary Issues in Photography****3 credits**

This course is a survey to various and discursive approaches to contemporary art photographic practices. Because this class is designed for undergraduates interested in working in photography, many of the readings are critical pieces written by artists and scholars whose practice is, in whole or in part, deeply engaged with photography and various cultural debates within the field. In an effort to push beyond conventional ideas of what qualities are considered intrinsic to photography as well as what constitutes photographic meaning, students discuss and rethink a range of traditional photographic art categories in relation to larger issues such as visual culture, art and technology, historical circumstances, political geographies, contemporary art criticism, and interdisciplinary art practices. Prerequisite(s): PHOT 368.

**PHOT 375 Self-Publishing the Photobook****3 credits**

As a continually evolving and expansive outlet for photographers, the photobook has never been more relevant, yet more increasingly difficult to define. Through research, theory, and practice, this course investigates the current aesthetic trends within self-publishing. Photographers will complete a series of publishing assignments, both independently and collaboratively, in and out of class. Photographers will also develop an understanding and mastery of different self-publishing techniques and options as well as build an awareness of exhibition outlets. Upon completion of this course, students will have knowledge and skill set to incorporate self-publishing into their art making practice. Prerequisite(s): Student must have taken or currently enrolled in PHOT 350.

**PHOT 380 Contemporary Portraiture****3 credits**

In this course students will examine portraiture and its contemporary implications and uses. Combining a dual emphasis on proper technical skills and creative application of the photographic medium, students will develop strategies for creating portraits both in the studio and on location. Furthermore, students will gain an appreciation for the myriad ways in which portraits are utilized in the photographic world, such as fashion, editorial, and fine art. Prerequisites: PHOT 205, PHOT 316.

**PHOT 383 Constructed Still Life Photography****3 credits**

This course will explore the genre of the still life, an essential facet of contemporary photography. By focusing on technique as well as the creative possibilities of the photographic art form, this class will instruct students in the art of photographing still life, both in and out of the studio. One of the oldest and most prevalent subjects throughout art history, the still life has commercial, editorial, and fine art applications that will be discussed and explored in this course. Prerequisites: PHOT 316 & PHOT 350.

**PHOT 385 Commercial and Editorial Photography****3 credits**

Throughout this class, students will grow and develop their abilities in the practice and application of commercial and editorial photography. While emphasizing both proper technical skills and the creative application of the medium, students will gain an understanding of the craft of commercial photography as they create their own images. It will prepare students to work with commercial and editorial clients through individual assignments and opportunities for collaborations. Students will also gain an understanding of the business of being a freelance photographer. Prerequisites: PHOT 316 & PHOT 350.

**PHOT 390 Advanced Photography****3 credits**

This advanced level course facilitates discussion of photographic processes within the larger context of contemporary art, photography, film and digital media. The course will emphasize semester-long projects, the process involved in generating a portfolio of images, a coherence body of work based upon a theme, concept, or selected subject matter. The class will discuss topics such as locating an individual voice, refining a working process, considering methods for presentation/distribution of photographs, and reflecting on current issues in contemporary art. Organized around the major activities of criticism (describing, interpreting, evaluating and theorizing), students gain a clear framework and vocabulary necessary for critical skill development. Therefore, students are expected to build upon their artwork weekly. Lectures and demonstrations will include assembling a portfolio of photographs, submitting work for review, and preparing for exhibition. This course is a requirement for photography majors, and is repeatable as a major elective for up to nine additional credits. Course prerequisites: PHOT 205, PHOT 309, & PHOT 322.

**PHOT 400 Photographic Art Marketing****3 credits**

Photographic Art Marketing provides self-motivated students with direction into today's dynamic market for photography. The course focuses on grant writing, networking, navigating gallery shows, developing resumes, CVs, portfolio development and what it means to be a professional artist. Classroom lectures cultivate a broader awareness of career options and professional prospects for photographers seeking to pursue a successful career in the art world. Individual research and projects allow students to explore an area in depth. Students share their research methodology and results with their classmates, fostering growth of peer relationships. Prerequisite: PHOT350.

**PHOT 414 Professional Practices in Photography****3 credits**

The course will expose the student to the essential business, law and marketing principles in the editorial, commercial and fine art areas of the photographic industry. Topics covered include contracts, copyright law, trade organizations, working with non-profits, defining professional grade equipment, the stock photo industry, creating job estimates, negotiation, and the costs of doing business analysis. In addition, financial, legal, organizational, promotional, interpersonal, and ethical practices will be covered. The core assignment spans over the duration of the course, students create an analysis of who they are as photographer/artist by describing their brand, identifying who potential clients would be, and discussing a strategy for reaching those clients. Students must present a unified portfolio as part of the assignment with strategic and tactical marketing applications. Prerequisite: PHOT 350

**PHOT 481 Senior Thesis I****3 credits**

This self-directed senior seminar is designed to bring seniors together to discuss and develop their thesis projects, research paper and exhibition plans. The seminar encourages teamwork on developing an exhibition and the ensuing professional practice in photography, continuing education, pricing strategies, presentation formats, and artist statements. In preparation for their career, students visit local artists' studios and visiting artists provide feedback of work in progress. Prerequisite: ENGL 368, PHOT 310, PHOT 390, PHOT 400 & Passing JR Portfolio Review.

**PHOT 482 Senior Thesis II****3 credits**

A continuation of the work stated in Senior Thesis I, this segment of the course covers all areas of designing, implementing, promoting and installing an exhibition. Support and recommendations provide feedback during the developmental process of the projects for public galleries. In addition to the thesis paper, students will complete public exhibitions and compose artist statements, portfolios, resumes, and CVs in preparation for graduation. Prerequisite: PHOT 481.

**PHOT 490 Interdisciplinary Projects****3 credits**

This is the highest level course offered in the Photography Curriculum; designed as a one-on-one student/professor interaction, geared to prepare the student for real world art practices outside of the University. The purpose is to offer rigorous guidance on developing studio work in an interdisciplinary environment. The emphasis on this course is on studio production and research. Students work independently throughout the semester, and schedule weekly meetings with the instructor to check in on the progress of his/her artwork. Prerequisites: Must have completed at least one PHOT 390 Advanced Photography course and must hold at least a 3.8 GPA in the Photographic Major Electives. Advisor approval is necessary for registration.

**PHOT 194, PHOT 294 Special Topics (CORE)****3 credits****PHOT 295, PHOT 395, PHOT 495 Special Topics I, II, III****1-6 credits**

Courses are on subjects currently at issue or of interest to faculty/students in the photography field. Examples may be trends, experimental topics, integrated fields, and new technologies or important areas not covered by previously listed courses, such as multiculturalism, informational graphics or audio-visual techniques. Topics are selected by the department with regard to student/faculty input and current perceived needs.

**PHOT 296, PHOT 396, PHOT 496 Independent Study I, II, III****1-6 credits**

The student independently studies subjects in the field not taught but of special interest to her or him and within the expertise of a supervising faculty member. A well-developed, written proposal from the student and agreement of an appropriate faculty supervisor are needed before registration. A final research paper or project is required. Prerequisite: Permission of faculty supervisor and chair. Special Request Independent Study Fee: \$50 per credit.

**PUBLIC RELATIONS AND ADVERTISING****PRAD 206 Intro to PR/AD****3 credits**

Students explore the background and fundamentals of how organizations use persuasive communication to reach target audiences. A study of successful case studies and exercises in program writing will build the foundation and basic understanding of how advertising and public relations can advance the mission and growth of organizations in our contemporary society.

**PRAD 239 Research for Ad/PR****3 credits**

Course will explore various secondary research techniques using available government and organizational databases, media coverage/analysis, library resources and other tools. Course will also cover primary research methods, including surveys (planning, methods and analysis), observation, experimentation and focus groups. Students will develop capabilities in planning and designing research objectives, tools and evaluation systems, including survey construction, tabulation and interpretation, as well as focus group management. Prerequisite: PRAD 206.

**PRAD 301 PR/AD Design and Management****3 credits**

This course provides students with planning, design and production techniques for creating and enhancing visual persuasive communications. Students will use public relations and advertising writing skills, theory in targeting and reaching audiences, and knowledge of design programs from previous classes to develop visual print, broadcast and social media ads, direct mail pieces, brochures, social media posts and other vehicles. The use of typography, color, graphics and other design tools, including Adobe InDesign, Illustrator and Photoshop, will be used to develop these messages. Upon completion of this class, each student will have a PR/AD campaign with professional-level designed pieces to add to their portfolio. Prerequisite: COMM 120 or GRID 103, PRAD 206

**PRAD 306 Social Media Practices****3 credits**

This course will provide students with practical knowledge in the use of social media tools and building and maintaining an online community. This course will teach students how to create and maintain a professional presence on social media, including Facebook, Twitter, Linked In, Youtube, Instagram, etc. Students will learn to use social media to enhance and amplify brands and organizations through a host of social strategies and tactics, build their personal brand, and drive traffic to websites. Students will also participate in Hootsuite University and receive a certification for their resume upon graduation from the course at the end of the semester. Dual listed with PRAD 513.

**PRAD 321 PR/AD Writing****3 credits**

This course will cover the techniques of message-based writing strategies used by public relations and advertising practitioners in various communication functions. The course will involve a variety of intensive public relations writing assignments based on strategies spanning major functional areas of professional public relations work. This course will concentrate on intensive work in the preparation of information for newspapers, radio, television, magazines, brochures, newsletters, electronic media, social media and advertisements.. Dual Listed with JOUR 521. Prerequisite: COMM 115 ,PRAD 206 or permission.

**PRAD 326 Integrated Marketing Communication Planning****3 credits**

This course will explore methods of planning integrated communications programs to meet business/organizational strategic objectives. Students will gain the skills of the advertising (communications) planner by learning about target public and market behavior patterns; loyalty rationales of customers, employees and other key stakeholders; message effectiveness and other planning areas. In addition, they will explore various facets of an integrated approach, including, but not limited to, advertising, public relations, social media and influencer marketing, content management, digital components ,media buying/planning, sales promotion and direct marketing. Students will develop a consumer-centric understanding of interpreting and applying research data and strategic objectives to construct creative platforms, inclusive of strategies and tactics. Students will work with real clients to produce a creative brief, strategic communications plan and final pitch presentation. Prerequisites: PRAD 206, 239, 301 and 321

**PRAD 327 Public Relations Issues and Practices****3 credits**

Students will explore the principals involved in public relations with major emphasis on achieving and understanding the issues that public relations professionals face on a regular basis. Focus will be on the in-depth study of theories learned in previous public relations courses at Point Park with emphasis on delving into current issues related to those theories. Students are expected to have a basic understanding of key public relations theories and will use class time to expand on areas of interest while applying their knowledge to resolving situations requiring public relations expertise. Prerequisite: PRAD 206.

**PRAD 348 Sports Media and Marketing****3 credits**

This course is a survey of issues pertaining to sports media and the marketing of sports products and entities. Emphasis is given to the application of strategic marketing planning concepts. The guiding framework for the course is a "5Ps" model of sports marketing developed with the aim of creating exceptional customer experiences. In turn, experiences strengthen relationships between a company or organization and its customers. The course will also substantially review the emerging trends, tactics and platforms of sports media and be a weekly forum for examining analyzing "hot button" issues breaking in the industry.

**PRAD 416 Special Events Planning**

**3 credits**

Students learn the fundamentals of special event planning from a strategic and tactical viewpoint and the role integrated communication plays in the success of any special event. Emphasis will be placed on researching, developing and successfully planning all aspects of a full special event program for a local client.

**PRAD 433 Advertising Competition**

**3 credits**

Students prepare an IMC campaign and present it at the National Student Advertising Competition of the American Advertising Federation. Campaigns have been for a car, credit card company, airline and a magazine publisher, all of which sponsored the annual competition. Students assume job titles and descriptions and produce a comprehensive IMC plan, involving research and all forms of the Integrated Marketing Communications process, including media. Prerequisites: Completion of all School of Communication and PRAD required core courses.

**PRAD 453 Social Media Crisis & Strategic Communications**

**3 credits**

The purpose of this course is to examine strategic communication practices throughout the stages of a crisis event. Special emphasis is placed on crisis planning, media relationships, image restoration, legal and ethical responses, and the use of social media in news reporting, especially during a crisis. Students will examine recent crises and the proper management of information flow. The course will also cover communications impact of crises on employees, communities, shareholders, donors and government publics. Emphasis will be placed on how to effectively handle a social media crisis and use social media to report on a crisis. Students will also learn how to write and implement social media policies, both for employees and users. Dual listed with PRAD 522. Prerequisite: PRAD 306

**PRAD 463 Social Media Analytics & SEO**

**3 credits**

This course will teach students how to prove return on investment (ROI) to clients by understanding and evaluating analytics. In addition, students will learn search engine optimization best practices to further increase a brand's social media ROI. Students will have a deeper understanding of the principles and how to measure and prove the ROI of social media and a working knowledge of various industry-standard analytics tools. Students will write social media reports for clients based on ROI and analytics results. Dual listed with PRAD 564. Prerequisite: PRAD 306.

**PRAD 473 Social Media Campaigns**

**3 credits**

Students will research, write and implement advanced social media concepts including analytics, advertising, activism, influencers and budgets. Social media for journalists will be emphasized. Students will either work directly with business or nonprofit clients to plan and execute a social media campaign or publish an advanced social media journalism project. Dual listed with PRAD 573. Prerequisite; PRAD 306.

**PRAD 497 IMC Agency**

**3 credits**

Students will work in a student-run agency model to plan, research and construct integrated communications campaigns for local nonprofit, business or civic organizations utilizing advertising, public relations, direct communications and promotions. Students will assume agency job titles and descriptions and will demonstrate mastery of communications theory/practice, processes and techniques, and agency management. The course will also serve as a valuable portfolio for employment. The major goal of the course is to put to work learned advertising, public relations and marketing principles and theories with an emphasis on researching, writing and producing solid integrated marketing communications plans and tactics. Prerequisites: Completion of all School of Communication and PRAD required core courses.

**PRAD 295, 395,495: SPECIAL TOPICS**

**1-6 credits**

**PRAD 296,396,496: INDEPENDENT STUDY**

**1-6 credits**

**SPORTS COMMUNICATION**

**SPTS 300 Sports Broadcasting**

**3 credits**

Students in the Sports Broadcasting course will work with Point Park University Athletics to create a regularly scheduled sports show consisting of highlights and weekly features on athletes, facilities, coaches, and personnel. The content from this show may be repurposed for use in newscasts and/or U-View programs. Prereqs: COMM 215

**SPTS 305 Sports Public Relations and Advertising**

**3 credits**

Students will learn basic skills in sports public relations and advertising, as well as specialized scenarios for strategic communication for sports teams and athletes, including both event based and continuous communication. The course will address the broad and diverse aspects of addressing all target publics within the sports industry through case studies and discussion of the theoretical underpinnings of major strategic communication strategies. Prereq: SAEM 303 or PRAD 206

**SPTS 325 Sports Photography and Video**

**3 credits**

Students in Sports Photography and Video course will learn fundamental and advanced techniques in creating single camera sports video and photographs. Key concepts in photojournalism are combined with the unique challenges of covering sports to enable students to effectively shoot and edit sports photo and video. Students will be acquainted with technologies for acquiring video and photos, from consumer-grade to professional level. Students will leave the course with a multimedia portfolio of their work. Prereq: PHOT 205, BPMM 215 or COMM 215

**SPTS 295, 395,495: SPECIAL TOPICS**

**1-6 credits**