TELECOMMUNICATIONS
MAJOR REQUIREMENTS: 34 Credits
BA Degree: 120 Credits
ELECTIVES: 20 Credits
FALL 2012 update

PRESCRIBED COURSES:  (10 credits)

________ COMM 160  Basic News Writing Skills  (1) Grammar, punctuation, spelling, and word usage skills required of journalists.

________ COMM 180  Survey of Electronic Media & Telecommunications: the development of electronic media and telecommunications, emphasizing social, economic, political and global impact.

________ COMM 381  Telecommunications Regulation: overview of the regulation of electronic media.  Prereq: COMM 180; ECON 102 or ECON 014

________ COMM 387  Introduction to Broadcast/Cable Management: introduction to basic principles of management as they apply in electronic media industries.  Prereqs: COMM 180; ECON 102 or ECON 014

ADDITIONAL COURSES:  (24 credits)

SELECT three (3) credits in Economics:

________ ECON 102  Introductory Microeconomic Analysis and Policy

________ ECON 014  Principles of Economics

SELECT fifteen (15) credits (3 must be W writing intensive Professional/Skills courses):

________ COMM 282  Television Field Production: explore the particularities of single camera pre-production and production and analog and digital videotape editing.

________ COMM 283W  Television Studio Production: students will learn the technical aspects of multi-camera studio television production. Prereq: COMM 282

________ COMM 374  Audio Production: theory and practice in studio recording and broadcasting techniques, including continuity/news writing, control room operation and audio production. Prereq: COMM 180 or COMM 251 or COMM 100 or permission of program

________ COMM 383  Production Administration: management, production and analysis of video programming for mass and submass audiences, emphasis on single-camera field production. Prereq: COMM 282

________ COMM 383A  Webcast Production (1.5 credits): explore all aspects of producing a live television show. Final project is streaming a live webcast online. Prereq: COMM 282 or COMM 242

________ COMM 384  Telecommunications Promotion and Sales: principles of marketing services applied to telecommunications and information products/services; models of customer-focused selling and their applications to media time sales. Prereq: COMM 180 or COMM 320

________ COMM 385  Media Programming Strategies: framework, principles, and strategies for the programming of broadcast and cable television, and radio stations. Prereq: COMM 180

________ COMM 386  Telecommunications History: historical development of telecommunications systems in the United States, including telegraph, telephone, radio, television, and the Internet.

________ COMM 479  Telecommunications Economics: economic, regulatory/business issues in the design/operation of large-scale telecommunication networks such as telephone, cable, wireless, and computer networks. Prereq: COMM 180; ECON 102 or 014

________ COMM 483  Wireless Communications Industry: a broad examination of the wireless phone industry including its development, current structure and future. Prereqs: COMM 381 and COMM 387

________ COMM 484  Emerging Telecommunications Technologies: overview of technology of electronic media and related societal issues. Prereq: COMM 180

________ COMM 485  Analysis of Broadcast-Cable Policy: analysis of current policy issues in broadcast/cable. Standards and methods of evaluating telecommunication policy processes and outcomes. Prereq: COMM 381 or COMM 483

________ COMM 486  Telecommunications Ethics: Drawing on normative theory and political philosophy, this course explores problems in ethics and social responsibility in telecommunications. Prereq: COMM 180

________ COMM 487  Advanced Telecommunications Management and Leadership: operation/administration decision-making for broadcasting, broadband, telecommunications, and information firms
including sales, marketing, programming, customer service, technology adoption, finance and capital investment. Prereq: COMM 387

COMM 489W **Media and Information Industries:** the structure, conduct and performance of firms and industries in the electronic media and information sectors. Prereq: COMM 387 or equivalent

COMM 490 **Issues in Electronic Commerce: Policy and Implementation:** analysis of policy, strategic issues, and implications raised by the rapid growth of electronic commerce over the Internet. Prereq: COMM 180 for Telecomm majors; permission of instructor for other majors

COMM 491 **International Telecommunication and Trade Policy:** development in the law, policy, and business of international telecommunications; emphasis on multilateral forums--International Telecommunications Union and World Trade Organization. Prereq: COMM 180

COMM 492 **Internet Law and Policy:** development in the law, policy, and business of Internet-mediated communications and commerce; emphasis on impact on existing legal, regulatory, and economic models. Prereq: COMM 180

COMM 493 **Entrepreneurship in the Information Age: Senior Seminar:** provides students with knowledge/tools to take their innovation/technology idea through the business planning, capital, and operations budgeting processes. Prereq: COMM 387

COMM 495 **Internship** (1-3 credits per semester, 3 credits maximum): supervised practicum with a media or telecommunications related firm. Prereq: continuing student majors in the College of Communications; departmental approval

**SELECT** six (6) credits (Social Aspects):

COMM 205 **Women, Minorities and the Media:** analysis of historical, economic, legal, political, and social implications of the relationship between women, minorities, and the mass media.

COMM 304 **Mass Communications Research:** introduction to research methods in mass communications. Prereq: STAT 200 & 3 credits from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370

COMM 403 **Law of Mass Communications:** nature and theories of law; the Supreme Court and press freedom; legal problems of the mass media.

COMM 405 **Political Economy of Communications:** structure and functions of American & other mass communications systems & their relationship to political and economic systems. Prereq: ECON 002

COMM 409 **News Media Ethics:** ethical problems in the practice of journalism; principal public criticisms of news media; case study approach.

COMM 410 **International Mass Communications:** the role of international media in communication among and between nations and people. Complement to COMM 419. Prereq: Select 3 credits from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370

COMM 411 **Cultural Aspects of the Mass Media:** the mass media as creators & critics of mass culture in American life; relationships between the media and mass culture. Prereqs: 6 credits in the arts or the humanities and 3 credits selected from COMM 100, 110, 118, 150, 180, 260W, 320 or 370

COMM 413W **The Mass Media and the Public:** social-level & political theories of the relationships between media & public; media influences on public opinion; social pressure on the media; political communications. Prereqs: Select 3 credits from COMM 100, 118, 150, 180, 251, 260W, 320 or 370 and select 3 credits from the following: COMM 304, COMM 420

COMM 417 **Ethics & Regulation in Advertising and Public Relations:** ethical issues in the practice of advertising and public relations; legal & regulatory issues; case studies. Prereq: COMM 320 or 370

COMM 418 **Media Effects: Theory & Research:** investigation of social & psychological effects of media messages and technologies via theories and empirical evidence pertaining to processes of effects. Prereqs: COMM 118 and 304 or equivalent

COMM 419 **World Media Systems:** comparative study of modern media systems of mass communications in selected foreign countries. Prereqs: 6 credits in the arts or the humanities and 3 credits selected from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370

COMM 496 **Independent Studies**

COMM 497 **Special Topics** (1-9 credits): formal courses given infrequently to explore, in depth, a comparatively narrow subject which may be topical or of special interest.

**STUDENTS MUST SELECT AT LEAST 80 CREDITS IN NON-COMMUNICATIONS COURSES, INCLUDING AT LEAST 65 IN THE LIBERAL ARTS AND SCIENCES.**

*Updated 07/31/2012*