

TELECOMMUNICATIONS

Revised Curriculum 2005

BA Degree: 120 Credits

MAJOR REQUIREMENTS: 33 Credits

ELECTIVES: 21 Credits

Updated 05/18/06

PRESCRIBED COURSES: (9 credits)

_____ 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 2 or 14
_____ COMM 387	Introduction to Broadcast/Cable Management: introduction to basic principles of management as they apply in electronic media industries. Prereqs: 180; Econ 2 or 14.

ADDITIONAL COURSES: (24 credits)

SELECT three (3) credits in Economics:

_____ ECON 002	Introductory Microeconomic Analysis and Policy
_____ ECON 014	Principles of Economics

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

_____ COMM 283W	Introduction to Audio and Video Communications: intro to audio and video studio procedures and techniques within the context of human communication.
_____ COMM 383	Production Administration: management, production and analysis of video programming for mass and submass audiences, emphasis on single-camera field production. Prereq: Comm 283W
_____ COMM 384	Media 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 320
_____ COMM 385	Broadcast and Cable Programming: 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 Networks: 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 2 or 14
_____ 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
_____ COMM 487	Telecommunications Administration: 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: micro-economic theory and concepts in the context of telecommunications and information markets. Prereq: Comm 387
_____ COMM 490	Issues in Electronic Commerce: 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 Trade and 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: 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: supervised practicum with newspapers, broadcasting stations, public relations, and advertising agencies. 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 403	Law of Mass Communications: nature and theories of law; the Supreme Court and press freedom; legal problems of the mass media.
_____	COMM 304	Mass Communications Research: introduction to research methods in mass communications. Prereq: STAT 200 & 3 credits from COMM 100, 118, 150, 180, 260W, 320 or 370
_____	COMM 405	Political Economy of Communications: structure and functions of American & other mass communications systems & their relationship to political and economic systems. Prerequisite: ECON 002
_____	COMM 408	Cultural Foundations of Communications: examination of oral, scribal, print, industrial, and electronic cultures; analysis of impact of technology on communications and social structure. Select 3 credits from COMM 100, 118, 150, 180, 260W, 320 or 370
_____	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, 118, 150, 180, 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 Prereq: 6 credits in the arts or the humanities & 3 credits selected from COMM 100, 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 Prereq: Select 3 credits from COMM 100, 118, 150, 180, 260W, 320 or 370
_____	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. Prereq: Comm 118 & 304 or equivalent
_____	COMM 419	World Media Systems: comparative study of modern media systems of mass communications in selected foreign countries. Prereq: Select 3 credits from COMM 100, 118, 150, 180, 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.