

*Start/End Dates**Meeting Days**Meeting Times**Location**Instructor**Course Topic (if applicable)***COMMUNICATION****Communication**

**COMM 110 INTRODUCTION TO HUMAN COMMUNICATION ... A basic course designed to help students increase their effectiveness in public speaking and interpersonal communication through learning current theory and developing skills through actual classroom experiences. A beginning course in principles of oral communication designed to develop confidence and precision through classroom speaking. For information about the waiver examination see the Proficiency/General Studies Requirements section of this Bulletin.**

#3252	Section 01	[units: 3]					
	09/07-12/23	MWF	08:00 AM - 08:50 AM	HE0116	Tammy S French		
	09/07-12/23	MWF	08:00 AM - 08:50 AM	HH2203	Tammy S French		
#3254	Section 02	[units: 3]					
	09/07-12/23	MWF	08:00 AM - 08:50 AM	HE0301	Tammy S French		
	09/07-12/23	MWF	Arranged	ARRANGED	Tammy S French		
#3255	Section 03	[units: 3]					
	09/07-12/23	MWF	08:00 AM - 08:50 AM	HE0314	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3256	Section 04	[units: 3]					
	09/07-12/23	MWF	08:00 AM - 08:50 AM	HE0311	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3257	Section 05	[units: 3]					
	09/07-12/23	MWF	08:00 AM - 08:50 AM	L1205	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3258	Section 06	[units: 3]					
	09/07-12/23	MWF	09:00 AM - 09:50 AM	HE0116	Tammy S French		
	09/07-12/23	MWF	09:00 AM - 09:50 AM	HH2203	Tammy S French		
#3259	Section 07	[units: 3]					
	09/07-12/23	MWF	09:00 AM - 09:50 AM	HE0301	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3260	Section 08	[units: 3]					
	09/07-12/23	MWF	09:00 AM - 09:50 AM	HE0314	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3261	Section 09	[units: 3]					
	09/07-12/23	MWF	09:00 AM - 09:50 AM	HE0311	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3264	Section 10	[units: 3]					
	09/07-12/23	MWF	09:00 AM - 09:50 AM	L1205	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3265	Section 11	[units: 3]					
	09/07-12/23	MWF	10:00 AM - 10:50 AM	HE0116	Tammy S French		
	09/07-12/23	MWF	10:00 AM - 10:50 AM	HH2203	Tammy S French		
#3266	Section 12	[units: 3]					
	09/07-12/23	MWF	10:00 AM - 10:50 AM	HE0301	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3267	Section 13	[units: 3]					
	09/07-12/23	MWF	10:00 AM - 10:50 AM	HE0314	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3268	Section 14	[units: 3]					
	09/07-12/23	MWF	10:00 AM - 10:50 AM	HE0311	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3269	Section 15	[units: 3]					
	09/07-12/23	MWF	10:00 AM - 10:50 AM	L1205	Tammy S French		
	09/07-12/23	Arranged	Arranged	ARRANGED	Tammy S French		
#3270	Section 16	[units: 3]					
	09/07-12/23	MW	03:30 PM - 04:45 PM	HE0116	Anne C Mancl		
#3271	Section 17	[units: 3]					
	09/07-12/23	MW	03:30 PM - 04:45 PM	HE0301	Jennifer R Woodward		
#3272	Section 18	[units: 3]					
	09/07-12/23	MW	05:00 PM - 06:15 PM	HE0113	Kathleen M Yih		
#3273	Section 19	[units: 3]					
	09/07-12/23	MW	06:30 PM - 07:45 PM	HE0113	Kathleen M Yih		
#3274	Section 20	[units: 3]					
	09/07-12/23	MW	05:00 PM - 06:15 PM	HE0301	Yuri Rashkin		

<i>Start/End Dates</i>	<i>Meeting Days</i>	<i>Meeting Times</i>	<i>Location</i>	<i>Instructor</i>	<i>Course Topic (if applicable)</i>
#3275 Section 21 [units: 3]	09/07-12/23	MW	06:30 PM - 07:45 PM	HE0301	Yuri Rashkin
#3276 Section 22 [units: 3]	09/07-12/23	Arranged	Arranged	WEB BASED	Jonathan Wickert
NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.					
#3277 Section 23 [units: 3]	09/07-12/23	TR	11:00 AM - 12:15 PM	WH1001	Kathy J Taylor
#3278 Section 24 [units: 3]	09/07-12/23	TR	12:30 PM - 01:45 PM	HE0311	Michael Betker
#3279 Section 25 [units: 3]	09/07-12/23	TR	05:00 PM - 06:15 PM	HE0311	Kathy J Taylor
#3280 Section 26 [units: 3]	09/07-12/23	TR	06:30 PM - 07:45 PM	HE0311	Kathy J Taylor
#3281 Section 27 [units: 3]	09/07-12/23	TR	08:00 AM - 09:15 AM	HE0301	Angela Marie Alesci
#3282 Section 28 [units: 3]	09/07-12/23	Arranged	Arranged	WEB BASED	Jonathan Wickert
NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.					
#3283 Section 29 [units: 3]	09/07-12/23	Arranged	Arranged	WEB BASED	Jodi Galvan
NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.					
#3284 Section 30 [units: 3]	09/07-12/23	Arranged	Arranged	WEB BASED	Jodi Galvan
NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.					
#4507 Section 31 [units: 3]	09/07-12/23	Arranged	Arranged	WEB BASED	Jodi Galvan
NOTE: This is a hybrid course with meetings both in person and online.					
	09/17	S	09:00 AM - 02:00 PM	HE0112	Jodi Galvan
	10/15	S	09:00 AM - 02:00 PM	HE0112	Jodi Galvan
	11/12	S	09:00 AM - 02:00 PM	HE0112	Jodi Galvan
	12/03	S	09:00 AM - 02:00 PM	HE0112	Jodi Galvan
#4508 Section 32 [units: 3]	09/07-12/23	Arranged	Arranged	WEB BASED	Jodi Galvan
NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.					
#3649 Section 33 [units: 3]	09/07-12/23	MW	11:00 AM - 12:15 PM	HE0311	Michael Betker
#4509 Section 34 [units: 3]	09/07-12/23	Arranged	Arranged	WEB BASED	Jodi Galvan
NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.					
#4741 Section 35 [units: 3]	09/07-12/23	Arranged	Arranged	OFF CAMPUS	Natalie Tolbert
	09/07-12/23	Arranged	Arranged	OFF CAMPUS	S-A Welch
NOTE: Restricted to students in the Waterford High School PIE cohort.					
#4742 Section 36 [units: 3]	09/07-12/23	Arranged	Arranged	OFF CAMPUS	Anne Kuske
	09/07-12/23	Arranged	Arranged	OFF CAMPUS	S-A Welch
NOTE: Restricted to students in the Whitewater High School PIE cohort.					
#4743 Section 37 [units: 3]	09/07-12/23	Arranged	Arranged	OFF CAMPUS	Brenda Burgad
	09/07-12/23	Arranged	Arranged	OFF CAMPUS	S-A Welch
NOTE: Restricted to students in the Whitnall High School PIE cohort.					
#3285 Section 45H [units: 3]	PREREQ: ELIGIBILITY FOR THE UNIVERSITY HONORS PROGRAM AND AN ACT SUBSCORE OF AT LEAST 24, OR CONSENT OF UNIVERSITY HONORS PROGRAM DIRECTOR				
	09/07-12/23	TR	08:00 AM - 09:15 AM	HE0314	Barbara A Penington
#4584 Section 50 [units: 3]	09/07-12/23	Arranged	Arranged		William E Lowell
DISNEY COLLEGE PROGRAM					

Dept. Consent

**COMM 131 INTRODUCTION TO MASS COMMUNICATION (GS) ... A study of mass communication with relation to current economic, political and social institutions and trends. Emphasis on print and broadcast media with consideration of advertising, public relations, government and technology. The role of media in entertainment, news, and persuasion is examined.**

#3174 Section 01 [units: 3] Gen Ed Social Science (GS)  
09/07-12/23 TR 12:30 PM - 01:45 PM HH1000 Jim L Disrude

**COMM 202 PRINCIPLES OF PUBLIC RELATIONS ... An introduction to the principles, processes and techniques of public relations as they are used in business, government and nonprofit organizations.**

#3175 Section 01 [units: 3]  
09/07-12/23 MW 02:00 PM - 03:15 PM HE0113 SangHee Park

#3176 Section 02 [units: 3]  
09/07-12/23 MW 03:30 PM - 04:45 PM HE0113 SangHee Park

Class# Section (Units) General Education Designation (if any)

Start/End Dates	Meeting Days	Meeting Times	Location	Instructor	Course Topic (if applicable)
#3177	Section 03 [units: 3]				
09/07-12/23	TR	12:30 PM - 01:45 PM	HE0113	SangHee Park	

**COMM 203 PUBLIC RELATIONS TACTICS I ... A beginning exploration of public relations communication styles as they apply to various media, including news releases, public service messages, media alerts, newsletters and brochures.**

**COREQ: COMM 202**

#3178	Section 01 [units: 3]				
09/07-12/23	MW	09:30 AM - 10:45 AM	HE0309	Charles P Weber	
#3179	Section 02 [units: 3]				
09/07-12/23	MW	02:00 PM - 03:15 PM	HE0312	Charles P Weber	
#3180	Section 03 [units: 3]				
09/07-12/23	MW	03:30 PM - 04:45 PM	HE0309	Charles P Weber	

**COMM 204 PUBLIC RELATIONS TACTICS II ... Instruction and practice in the theory, design, production and utilization of non-print media in the context of various public relations activities**

**PREREQ: COMM 202 AND COMM 203**

#3181	Section 01 [units: 3]				
09/07-12/23	TR	02:00 PM - 03:15 PM	HE0309	Yuri Rashkin	
#3182	Section 02 [units: 3]				
09/07-12/23	TR	05:00 PM - 06:15 PM	HE0309	Yuri Rashkin	

**COMM 228 INTERPERSONAL COMMUNICATION (GS) ... Theory and exercises in interpersonal communication situations. Basic theory, self disclosure, listening, conflict, trust and other topics will be examined.**

#3183	Section 01 [units: 3]	Gen Ed Social Science (GS)			
09/07-12/23	MW	12:30 PM - 01:45 PM	HE0301	Marieke Spiegelhoff	
#3184	Section 02 [units: 3]	Gen Ed Social Science (GS)			
09/07-12/23	TR	12:30 PM - 01:45 PM	HE0116	Marieke Spiegelhoff	

**COMM 230 RADIO PRACTICUM ... A laboratory course in which the student participates in at least one area of radio broadcasting: Announcing, engineering, interviewing, or publicity. Repeatable.**

#3185	Section 01 [units: 1]				
09/07-12/23	W	05:00 PM - 06:15 PM	L1205	Brian P Lucas	
#4527	Section 01X [units: 1]				
09/07-12/23	W	05:00 PM - 06:15 PM	L1205	Brian P Lucas	

**COMM 231 PRACTICUM IN TELEVISION PRODUCTION ... Participation in a variety of areas of television production including camera, lighting, graphics, audio, switching, video engineering and announcing and television performance. Repeatable for a maximum of 4 units in major/degree.**

#3186	Section 01 [units: 1]				
09/07-12/23	T	03:30 PM - 04:15 PM	L1205	Jim Mead	

**COMM 236 INTRODUCTION TO CINEMA (GA) ... Focuses on understanding and appreciating film as a unique visual communication experience. Includes an introduction to the understanding of film language and different theories of film aesthetics and criticism.**

#3250	Section 01 [units: 3]	Gen Ed Arts (GA)			
09/07-12/23	W	05:00 PM - 06:15 PM	HE0100	Rhea Vichot	
09/07-12/23	W	06:30 PM - 09:00 PM	HE0100	Rhea Vichot	

**COMM 238 VIDEO PRODUCTION I: FUNDAMENTALS OF VIDEO ... This introductory video production course provides students with a basic understanding of the video production process. Students work on studio and field exercises to develop their video production skills.**

#3187	Section 01 [units: 3]				
09/07-12/23	TR	08:00 AM - 09:15 AM	L1205	Amal Ibrahim	
#3188	Section 02 [units: 3]				
09/07-12/23	TR	09:30 AM - 10:45 AM	L1205	Amal Ibrahim	

**COMM 239 AUDIO PRODUCTION I: FUNDAMENTALS OF AUDIO ... A study of audio theory relevant to the production of programming for radio and related electronic mass media. Substantial attention devoted to the fundamental theoretical principles of digital audio systems. Practical experience in program production is also emphasized, in combination with the development of critical listening skills for audio production work.**

#3189	Section 01 [units: 3]				
09/07-12/23	MW	12:30 PM - 01:45 PM	L1205	Brian P Lucas	
#3190	Section 02 [units: 3]				
09/07-12/23	MW	02:00 PM - 03:15 PM	L1205	Brian P Lucas	

**COMM 240 PUBLIC SPEAKING (GH) ... Study of the theory and techniques of public address with required presentation of speeches.**

**PREREQ: COMM 110**

#3191	Section 01 [units: 3]	Gen Ed Humanities (GH)			
09/07-12/23	MW	03:30 PM - 04:45 PM	HE0311	Kathleen M Yih	
#3192	Section 02 [units: 3]	Gen Ed Humanities (GH)			
09/07-12/23	TR	02:00 PM - 03:15 PM	HE0116	Kathy J Taylor	

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**COMM 242 COMMUNICATION AND TEAM BUILDING (GH) ...** This course is designed to demonstrate the importance of team building in today's work culture. Students learn how to create, participate in and lead successful working teams. The course will teach relationship building to foster interpersonal relationships and aid in conflict resolution.

**PREREQ: COMM 110**

#3193 Section 01 [units: 3] Gen Ed Humanities (GH)  
09/07-12/23 TR 02:00 PM - 03:15 PM HE0311 William E Lowell

**COMM 258 VIDEO PRODUCTION II: MEDIA STORYTELLING ...** This course will consist of advanced video and field production labor, lectures, outside reading assignments and exams. Each student will write, produce and direct a series of theme-based production assignments over the course of the semester, and strive to improve on video production skills first introduced in Video Production I: Fundamentals of Video. Student will gain knowledge in advanced knowledge in field equipment, non-linear editing, graphic production, and multi-media presentations. The work in the course will primarily focus on individual project efforts, unless approved by the instructor.

**PREREQ: COMM 238 AND (COMM 241 OR JOURNLSM 227 OR JOURNLSM 241 OR ENGLISH 376)**

#3194 Section 01 [units: 3]  
09/07-12/23 MW 03:30 PM - 04:45 PM L1205 Jim Mead

**COMM 259 AUDIO PRODUCTION II: ADVANCED AUDIO TECHNIQUES ...** An advanced level course that studies the utilization of audio in broadcast, recording, sound reinforcement and multi-media with an emphasis on critical listening and advanced audio production skills. Students critique and analyze existing works and produce related audio materials for various media.

**PREREQ: COMM 239 AND (COMM 241 OR JOURNLSM 227 OR JOURNLSM 241 OR ENGLISH 376)**

#3195 Section 01 [units: 3]  
09/07-12/23 T 06:30 PM - 09:00 PM L1205 Jay C Craggs

**COMM 263 PRACTICUM IN FORENSICS ...** Participation in public address or interpretation events in intercollegiate contest situations. May be retaken.

#3319 Section 01 [units: 1] Instructor Consent  
09/07-12/23 Arranged Arranged Jim L Disrude

**COMM 275 ADVERTISING AND PUBLIC RELATIONS RESEARCH LITERACY ...** Students will learn about information gathering for communication planning. They will learn to assess the quality of research reports. Students will study survey and group research methods. They will examine subscription data sources commonly used for advertising and public relations and learn about media tracking and Web page evaluation.

**PREREQ: JOURNLSM 220 OR COMM 202**

#3196 Section 01 [units: 3]  
09/07-12/23 TR 11:00 AM - 12:15 PM HE0314 Edward R Frederick  
#3197 Section 02 [units: 3]  
09/07-12/23 TR 12:30 PM - 01:45 PM HE0314 Edward R Frederick  
#4618 Section 03 [units: 3] NOTE: This is a web based class. An additional fee of \$150 is required.  
09/07-12/23 Arranged Arranged WEB BASED Edward R Frederick

**COMM 285 SOCIAL MEDIA OPTIMIZATION & THE NEW WEB ...** 'Social Media Optimization' will teach students how to engage with online communities to generate publicity and manage the images and issues of organizations. This cutting-edge, timely curriculum will require students to investigate the most compelling topics confronting organizations and individuals striving to extract value from the dynamic, participatory, ever-changing 'new web.'

**PREREQ: SOPHOMORE STANDING OR CONSENT OF INSTRUCTOR**

#3198 Section 01 [units: 3]  
09/07-12/23 MW 09:30 AM - 10:45 AM HE0211 Rhea Vichot

**COMM 294 WEB VIDEO & THE GAME INDUSTRY - GAMEZOMBIE PRACTICUM ...** The GameZombie practicum will provide students the opportunity to produce a globally distributed game media web series, strengthen multimedia production skills, and develop expertise in cutting edge game industry topics. Students will greatly enhance their portfolios, industry connectedness, and global web presence by participating in this practicum experience.

**PREREQ: COMM 238 OR CONSENT OF INSTRUCTOR**

#3199 Section 01 [units: 3]  
09/07-12/23 T 06:30 PM - 09:00 PM MG0127 Fred Leighton

**COMM 302 PUBLIC RELATIONS STRATEGIES ...** An examination, using case studies, of the theories and research which support the selection of various public relations strategies to solve problems. Issues such as responding to crisis situations, applying ethical principles to public relations problems and assessing the use of emerging technologies in public relations are also addressed.

**PREREQ: COMM 202 AND COMM 203, RESTRICTED TO STUDENTS WITH A MAJOR OF COMMUNICATION W/PUBLIC RELATIONS EMPHASIS OR WITH A MINOR OF COMMUNICATION W/PUBLIC RELATIONS EMPHASIS**

#3200 Section 01 [units: 3]  
09/07-12/23 TR 09:30 AM - 10:45 AM HE0301 Corey B Davis  
#3201 Section 02 [units: 3]  
09/07-12/23 TR 11:00 AM - 12:15 PM HE0301 Corey B Davis

**COMM 321 NONVERBAL COMMUNICATION ...** Nonverbal dimensions of interpersonal communication (physical behavior, facial expression, eye behavior, personal space, personal appearance-clothing, touch, voice and the use of objects) focusing upon their actual interaction with verbal or speech communication. Study of concepts and actual participation in nonverbal exercises/simulations.

**PREREQ: COMM 110**

#3202 Section 01 [units: 3]  
09/07-12/23 MW 12:30 PM - 01:45 PM HE0311 Tammy S French

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**COMM 322 LISTENING BEHAVIOR (GS) ... Study of the current theory and research concerning the process of listening in human communication as a basis for an effective understanding of listening behavior and for an increased ability to improve one's own listening skills. Also included is an overview of approaches to 1) listening in the schools and 2) training in business-industry.**

**PREREQ: COMM 110**

#3203	Section 01	[units: 3]	Gen Ed Social Science (GS)				
	09/07-12/23	MW	11:00 AM - 12:15 PM	HE0301	Marieke Spiegelhoff		
#3204	Section 02	[units: 3]	Gen Ed Social Science (GS)				
	09/07-12/23	TR	11:00 AM - 12:15 PM	HE0311	Marieke Spiegelhoff		

**COMM 326 COMMUNICATION AND GENDER ... Advanced study of interpersonal communication between and within the sexes. The focus of the course concerns examination of traditional gender ideals and analysis of communication styles that contribute to societal evolution. Sex differences in communication, theories explaining sex differences in communication, research on sex stereotypes, debates about language and sexism, and implications for inter-gender relationships in a variety of settings are among the topics considered in this course.**

**PREREQ: COMM 110**

#3205	Section 01	[units: 3]					
	09/07-12/23	MW	12:30 PM - 01:45 PM	HE0314	Anne C Mancl		
#3206	Section 02	[units: 3]					
	09/07-12/23	MW	02:00 PM - 03:15 PM	HE0116	Anne C Mancl		
#3207	Section 03	[units: 3]					
	09/07-12/23	M	05:00 PM - 07:30 PM	HE0314	Anne C Mancl		

**COMM 327 INTRODUCTION TO CORPORATE COMMUNICATION ... This course provides a broad overview of the theoretical and empirical literature relevant to organizational communication. The focus is on how communication operates in organizations, the effects of communication on organizational life, and how communication can be made more efficient and effective in meeting personal as well as organizational goals.**

**PREREQ: COMM 110**

#3211	Section 01	[units: 3]	NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.				
	09/07-12/23	Arranged	Arranged	WEB BASED	Jonathan Wickert		
#3212	Section 02	[units: 3]					
	09/07-12/23	TR	09:30 AM - 10:45 AM	HE0116	Tammy S French		

**COMM 328 COMMUNICATION CONFLICT RESOLUTION ... This course provides a communications perspective of the nature and possible methods of resolution of conflict.**

**PREREQ: COMM 110**

#3213	Section 01	[units: 3]					
	09/07-12/23	MW	02:00 PM - 03:15 PM	HE0301	Kathy Brady		

**COMM 345 PERSUASION ... A study of the process of persuasion: Logical, ethical, and emotional appeals as well as organizational patterns and stylistic devices are addressed. Application and analysis of these techniques through term papers and speeches.**

**PREREQ: COMM 110**

#3215	Section 01	[units: 3]					
	09/07-12/23	MW	11:00 AM - 12:15 PM	HE0116	Kate Ksobiech		
#3216	Section 02	[units: 3]					
	09/07-12/23	TR	11:00 AM - 12:15 PM	L1205	Amal Ibrahim		
#3217	Section 03	[units: 3]					
	09/07-12/23	TR	12:30 PM - 01:45 PM	L1205	Amal Ibrahim		

**COMM 346 SOUND AND IMAGE: AN EXPLORATION OF SOUND FOR/WITH VISUAL MEDIA (GA) ... This course will explore the ways in which sound and music have been utilized in conjunction with images in diverse media including films, video games, video art, cartoons, music videos, television and live performance.**

#4542	Section 01	[units: 3]	Gen Ed Arts (GA)				
	09/07-12/23	TR	09:30 AM - 10:45 AM	CA0001	Jeff Herriott		

**COMM 351 GAME STUDIES AND DESIGN ... This course requires students to engage in and analyze a variety of interactive media: games and other forms of play. The goal is to turn a critical consciousness towards an activity that they have engaged in since birth, and consider how play changes when it is electronically mediated. Interactive media fundamentally changes the process of communication because the audience becomes more active. Users author their own experience and this fundamentally changes the role of author/architect of the medium. This course will examine audience/player experience, game/interaction content, and the effects of playing on the players. Students will analyze play experiences and learn how to develop new games.**

**PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR**

#3218	Section 01	[units: 3]					
	09/07-12/23	TR	02:00 PM - 03:15 PM	MG0127	Rhea Vichot		

**COMM 363 INTRODUCTION TO HEALTH COMMUNICATION ... This course provides an overview on the field of health communication, with special emphasis given to theory and research on social support messages. Factors that influence the provision and reception of social support messages are examined in a variety of different contexts (e.g., relational, familial, support group, workplace, on-line). Assessment of health communication messages occurring while giving social support, dilemmas of social support interactions and failures in the communication of health messages are also considered.**

**PREREQ: COMM 110**

#3219	Section 01	[units: 3]					
	09/07-12/23	TR	09:30 AM - 10:45 AM	HE0314	Kate Ksobiech		

Start/End Dates	Meeting Days	Meeting Times	Location	Instructor	Course Topic (if applicable)	
#3220	Section 02 [units: 3]	09/07-12/23	TR	11:00 AM - 12:15 PM	HE0113	Kate Ksobiech

**COMM 389 APPLIED WORKPLACE COMPETENCIES ...** This advanced communication course emphasizes the demonstration and understanding of workplace competencies, such as developing successful writing and interviewing skills associated with finding employment, as well as demonstrating how to write and successfully complete professional goals. Other communication competencies linked with successful workplace practices are also covered.

**PREREQ: COMM 228, COMM 327, COMM 363 & JUNIOR STANDING**

#3221	Section 01 [units: 3]	09/07-12/23	T	06:30 PM - 09:00 PM	HE0314	Jonathan Wickert
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**COMM 402 PUBLIC RELATIONS PLANNING ...** Application of public relations principles, tactics and strategies to a client's public relations problem or opportunity, through the development and use of public relations planning skills.

**PREREQ: COMM 202 AND COMM 203 AND COMM 204 AND COMM 275 AND COMM 302 RESTRICTED TO STUDENTS WITH A MAJOR IN COMMUNICATION W/PUBLIC RELATIONS EMPHASIS OR WITH A MINOR IN COMMUNICATION W/PUBLIC RELATIONS EMPHASIS**

#3222	Section 01 [units: 3]	09/07-12/23	TR	05:00 PM - 06:15 PM	HE0314	Edward R Frederick
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**COMM 417 COMMUNICATION AND NONPROFIT ORGANIZATION ...** This course prepares students to better understand the traditional organizational frameworks and apply them in the nonprofit world. Specifically, the course will address communicating a strategic vision, stewardship, managing and understanding the relationships between boards and volunteers and staff, building and maintaining successful volunteer programs, event planning, fundraising and media and government relations through reading, lectures, case studies and a capstone project.

**PREREQ: COMM 327, COMM 424, COMM 485**

#3223	Section 01 [units: 3]	09/07-12/23	T	05:00 PM - 07:30 PM	HE0301	William E Lowell
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**COMM 422 COMMUNICATION THEORIES ...** Study of theories of communication from various disciplinary viewpoints. An investigation of approaches which attempt to explain the communication process through a "meaning-centered" focus to the communication act (originating communicator, message, channel, responding communicator). Theories are discussed in terms of their assumptions, claims, and strengths-weaknesses.

**PREREQ: JUNIOR/SENIOR STATUS**

#3225	Section 01 [units: 3]	09/07-12/23	MW	02:00 PM - 03:15 PM	HE0314	S-A Welch
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#3226	Section 02 [units: 3]	09/07-12/23	MW	03:30 PM - 04:45 PM	HE0314	S-A Welch
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**COMM 424 CROSS CULTURAL COMMUNICATION (DV)(GS) ...** Study of cross cultural contacts and interactions when individuals are from different cultures. An analysis of verbal and nonverbal communication and related factors within and between various cultures, predictions of patterns and effects, and communication barriers.

**PREREQ: COMM 110**

#3227	Section 01 [units: 3]	09/07-12/23	MW	11:00 AM - 12:15 PM	HE0314	Susan M Wildermuth
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#3228	Section 02 [units: 3]	09/07-12/23	MW	12:30 PM - 01:45 PM	HE0113	Susan M Wildermuth
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#3229	Section 03 [units: 3]	09/07-12/23	TR	05:00 PM - 06:15 PM	HE0113	Susan M Wildermuth
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#3230	Section 04 [units: 3]	09/07-12/23	MW	Arranged	WEB BASED	Susan M Wildermuth
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NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.

#4586	Section 05 [units: 3]	09/07-12/23	MW	Arranged	WEB BASED	Susan M Wildermuth
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NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.

Dept. Consent

**COMM 427 COMMUNICATION TRAINING ...** This is an advanced level course that focuses on identifying, evaluating, and enhancing the communicative competencies behind the functioning of contemporary organizations.

**PREREQ: COMM 327, COMM 424, AND COMM 485**

#3237	Section 01 [units: 3]	09/07-12/23	R	05:00 PM - 07:30 PM	HE0301	William E Lowell
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**COMM 440 NEW COMMUNICATION TECHNOLOGIES ...** This course examines the major innovations in the telecommunication industry. Students will explore alternative regulatory contexts in which these systems can develop and address the implications of these developments in a variety of social, institutional and philosophical contexts.

**PREREQ: MAGD 150 OR JOURNLSM 212 OR JOURNLSM 220 OR COMM 131 OR JUNIOR STANDING**

#3239	Section 01 [units: 3]	09/07-12/23	MW	12:30 PM - 01:45 PM	HE0116	Rhea Vichot
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**COMM 463 APPLIED COMMUNICATION IN HEALTH AND WELLNESS ...** This advanced level course integrates health communication theory and practices, analyzing the application of communication theory in a variety of health and wellness contexts, such as smoking cessation, HIV/AIDS prevention and cancer detection. Students will demonstrate understanding of applied principles by critiquing and developing health campaign messages during the semester.

**PREREQ: COMM 363, COMM 424, AND COMM 485**

#3241	Section 01 [units: 3]	09/07-12/23	MW	02:00 PM - 03:15 PM	HE0311	Kate Ksobiech
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*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**COMM 485 COMMUNICATION RESEARCH METHODS ...** An advanced-level undergraduate and graduate survey of methodologies and issues relevant to the practice of communication research.

**PREREQ: JUNIOR/SENIOR STATUS**

#3242 Section 01 [units: 3]

09/07-12/23 TR 02:00 PM - 03:15 PM HE0314 S-A Welch

**COMM 487 ELECTRONIC MEDIA CAPSTONE: SENIOR PROJECT ...** This course allows students the opportunity to complete a capstone research or production project during their senior year. Students work with one or more faculty who advise and evaluate the project. During class meetings students work on the design of their projects and present their projects and findings. Students also develop professional networking and job acquisition skills and work on resume and portfolio preparation.

**PREREQ: SENIOR STATUS AND COMM 258 AND COMM 259**

#3243 Section 01 [units: 3]

09/07-12/23 W 05:00 PM - 07:30 PM L1215 Jim Mead

**COMM 490 WORKSHOP ...** Variable topics. Group activity oriented presentations emphasizing `hands on` and participatory instructional techniques. **Repeatable**

#3244 Section 01 [units: 3]

PREREQ: MAGD 150 & (MAGD 210 OR MAGD 220) OR CONSENT

09/07-12/23 M 02:00 PM - 04:30 PM MG0127 Jeremy J Behreandt Game Studio Practicum

**COMM 493C INTERNSHIP IN COMMUNICATION ...** Professional experience in which the student who aspires to a career in corporate and/or health communication works for an approved employer in his/her area of interest. (A maximum of three units of internship may be applied toward a communication major; a maximum of three units may be applied toward a communication minor). Three additional units may be applied toward graduation, but not toward the major or minor. Students may only register for 3 units at a time. Repeatable up to 6 units.

**PREREQ: COMM 228, COMM 327, COMM 363, AND JUNIOR STANDING OR CONSENT OF INSTRUCTOR**

#3313 Section 01 [units: 3]

09/07-12/23 Arranged Arranged William E Lowell

Instructor Consent

**COMM 493E INTERNSHIP IN ELECTRONIC MEDIA ...** Professional experience in which the student works in the electronic media industries under the supervision of a professional. (A maximum of three units of internship may be applied toward a speech communication major; a maximum of three units may be applied toward a speech communication minor.) Three additional units may be applied toward graduation, but not toward the major or minor. Students may only register for 3 units at a time.

**PREREQ: COMM 238 AND COMM 239 AND (COMM 241 OR JOURNLSM 227 OR JOURNLSM 241 OR ENGLISH 376) OR CONSENT OF INSTRUCTOR**

#3314 Section 01 [units: 3]

09/07-12/23 Arranged Arranged William E Lowell

Instructor Consent

**COMM 493I PUBLIC RELATIONS INTERNSHIP ...** Professional experience in which the student who aspires to a career in public relations, works for an approved internship setting in his/her area of interest. A maximum of three units of internship may be applied to a speech communication major or to a speech communication minor. Additional units may be applied to graduation, but not toward the major or minor.

**PREREQ: COMM 203 AND CONSENT OF INSTRUCTOR**

#3315 Section 01 [units: 3-6]

09/07-12/23 Arranged Arranged William E Lowell

Instructor Consent

**COMM 493M MAGD INTERNSHIP ...** The MAGD Internship is a hands-on multimedia work experience that counts toward the Media Arts & Game Development Degree offered through the College of Arts & Communication. The course fits within Tier 2 of MAGD's Communication/Gaming Emphasis and may satisfy 3 credits toward the MAGD degree

**PREREQ: MAGD MAJOR OR MINOR, 9 CRED (INCLUDING MAGD 150) FROM MAGD CORE OR TIER 1 OF THE COMMUNICATION TRACK AND 2.5 OVERALL GPA, CONSENT OF INSTRUCTOR**

#3316 Section 01 [units: 3]

09/07-12/23 Arranged Arranged William E Lowell

Instructor Consent

**COMM 496 SPECIAL STUDIES ...** Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. **Repeatable**

**PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR**

#3245 Section 01 [units: 3]

PREREQ: COMM 110 AND ONE OF THE FOLLOWING: JOURNLSM 220 OR JOURNLSM 227 OR COMM 131 OR COMM 202 OR COMM 327 OR (JUNIOR STANDING AND ANY POLISCI OR SOCIOLOGY COURSE)

09/07-12/23 TR 02:00 PM - 03:15 PM HE0113 Edward R Frederick EVENT PLANNING

#3246 Section 02 [units: 3]

PREREQ: COMM 110 ONE OF THE FOLLOWING: COMM 202, 228; ENGLISH 376; JOURNLSM 220, 227, 241; MAGD 150

09/07-12/23 MW 11:00 AM - 12:15 PM HE0113 Corey B Davis POLITICAL COMMUNICATION

**COMM 498 INDEPENDENT STUDY ...** Study of a selected topic or topics under the direction of a faculty member. **Repeatable.**

**PREREQ: JUNIOR/SENIOR STATUS OR CONSENT OF INSTRUCTOR**

#4631 Section 01 [units: 1-3]

09/07-12/23 Arranged Arranged Kate Ksobiech

Dept. Consent

#4653 Section 02 [units: 1-3]

09/07-12/23 Arranged Arranged Fred Leighton

Dept. Consent

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**COMM 498R INDEPENDENT STUDY - UNDERGRADUATE RESEARCH ... Study of a selected topic or topics under the direction of a faculty member.**

**Repeatable. Prereq: Consent of Instructor**

#4649 Section 01 [units: 3]

Instructor Consent

09/07-12/23 Arranged Arranged Kathy Brady

**\*\*\* GRADUATE LEVEL COURSES \*\*\***

**COMM 526 COMMUNICATION AND GENDER ... Advanced study of interpersonal communication between and within the sexes. The focus of the course concerns examination of traditional gender ideals and analysis of communication styles that contribute to societal evolution. Sex differences in communication, theories explaining sex differences in communication, research on sex stereotypes, debates about language and sexism, and implications for inter-gender relationships in a variety of settings are among the topics considered in this course.**

#3208 Section 01 [units: 3]

09/07-12/23 MW 12:30 PM - 01:45 PM HE0314 Anne C Mancl

#3209 Section 02 [units: 3]

09/07-12/23 MW 02:00 PM - 03:15 PM HE0116 Anne C Mancl

#3210 Section 03 [units: 3]

09/07-12/23 M 05:00 PM - 07:30 PM HE0314 Anne C Mancl

**COMM 528 COMMUNICATION CONFLICT RESOLUTION ... This course provides a communications perspective of the nature and possible methods of resolution of conflict.**

#3214 Section 01 [units: 3]

09/07-12/23 MW 02:00 PM - 03:15 PM HE0301 Kathy Brady

**COMM 617 COMMUNICATION AND NONPROFIT ORGANIZATIONS ... This course prepares students to better understand the traditional organizational frameworks and apply them in the nonprofit world. Specifically, the course will address communicating a strategic vision, stewardship, managing and understanding the relationships between boards and volunteers and staff, building and maintaining successful volunteer programs, event planning, fundraising and media and government relations through reading, lectures, case studies and a capstone project.**

**PREREQ: COMM 327, COMM 424, COMM 485**

#3224 Section 01 [units: 3]

09/07-12/23 T 05:00 PM - 07:30 PM HE0301 William E Lowell

**COMM 624 CROSS CULTURAL COMMUNICATION ... Study of cross cultural contacts and interactions when individuals are from different cultures. An analysis of verbal and nonverbal communication and related factors within and between various cultures, predictions of patterns and effects, and communication barriers.**

#3232 Section 01 [units: 3]

09/07-12/23 MW 11:00 AM - 12:15 PM HE0314 Susan M Wildermuth

#3233 Section 02 [units: 3]

09/07-12/23 MW 12:30 PM - 01:45 PM HE0113 Susan M Wildermuth

#3234 Section 03 [units: 3]

09/07-12/23 TR 05:00 PM - 06:15 PM HE0113 Susan M Wildermuth

#3235 Section 04 [units: 3]

NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.

09/07-12/23 MW Arranged WEB BASED Susan M Wildermuth

**COMM 627 COMMUNICATION TRAINING ... This is an advanced-level course that focuses on identifying, evaluating, and enhancing the communicative competencies behind the functioning of contemporary organizations.**

**PREREQ: COMM 322, COMM 327, COMM 424 AND COMM 485 OR GRAD COORDINATOR APPROVAL**

#3238 Section 01 [units: 3]

09/07-12/23 R 05:00 PM - 07:30 PM HE0301 William E Lowell

**COMM 640 NEW COMMUNICATION TECHNOLOGIES ... This course examines the major innovations in the telecommunication industry. Students will explore alternative regulatory contexts in which these systems can develop and address the implications of these developments in a variety of social, institutional and philosophical contexts.**

#3240 Section 01 [units: 3]

09/07-12/23 MW 12:30 PM - 01:45 PM HE0116 Rhea Vichot

**COMM 701 INTRODUCTION TO COMMUNICATIONS STUDIES ... The student will be introduced to the nature of graduate study in the field of communication.**

#3247 Section 01 [units: 3]

09/07-12/23 W 05:00 PM - 07:30 PM HE0466 Corey B Davis

**COMM 703 SEMINAR IN CORPORATE COMMUNICATION ... Investigation of communication topics that reflect the communication issues within an organization (e.g., superior-subordinate, conflict resolution). Topics are selected on the basis of need, interest, or timeliness and may change each time the course is offered.**

**PREREQ: COMM 701 OR GRADUATE EQUIVALENT AS DETERMINED BY THE GRADUATE COORDINATOR**

#3248 Section 01 [units: 3]

09/07-12/23 M 06:30 PM - 09:00 PM HE0466 S-A Welch



*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**COMM 785 METHODS OF COMMUNICATION RESEARCH ... An advanced-level graduate survey of methodologies and issues relevant to the practice of communication research.**

**PREREQ: COMM 485/JOURNLSM 485 OR CONSENT OF GRADUATE COORDINATOR AND COMM 701**

#3249 Section 01 [units: 3]

09/07-12/23 T 05:00 PM - 07:30 PM HE0466 Kate Ksobiech

**COMM 789 APPLIED COMMUNICATION PROJECT CREDITS ... Applied Communication Project (ACP) units allow a student to work with his/her project director and committee in further developing and completing the ACP, a capstone experience option emphasizing the application of communication theory and principles to solve a communication problem or meet a specific need relating to corporate communication or mass communication issues. ACP proposal forms available at <http://academics.uww.edu/comgrads/forms.html> or from the graduate coordinator. Note, Comm/Journlsm 799 Thesis credits and Comm/Journlsm 789 ACP credits may not be taken concurrently with Comm/Journlsm 798 Independent Study credits.**

**PREREQ: THE COMPLETION OF AN ACP PROPOSAL FORM AND COMPLETION OF 18 GRADUATE UNITS INCLUDING COMM 701, COMM 722 AND COMM 785**

#3324 Section 01 [units: 3]

09/07-12/23 Arranged Arranged Corey B Davis  
P/F Grading Basis Only

Instructor Consent

#4605 Section 02 [units: 3]

09/07-12/23 Arranged Arranged Kate Ksobiech  
P/F Grading Basis Only

**COMM 793 COMMUNICATION PRACTICUM ... The Communication Practicum gives students, under the direction of a faculty advisor, the opportunity to apply their theoretical and research backgrounds in "real world" settings ranging from internships in organizations or agencies to other approved activities.**

**PREREQ: COMPLETION OF A PRACTICUM CONTRACT AND 18 GRADUATE CREDITS INCLUDING COMM 701, COMM 722, COMM 785**

#3325 Section 01 [units: 1-3]

09/07-12/23 Arranged Arranged Corey B Davis

Instructor Consent

**COMM 798 INDIVIDUAL STUDIES ... Study of a selected topic or topics under the direction of a faculty member. Students must complete the Independent Studies Form located at <http://www.uww.edu/commgrads/forms.html> or available from the Communication Department office prior to registering for this course. The form requires signatures from the instructor supervising the independent study and from the graduate coordinator. Note: Comm 799/Journlsm 799 Thesis credits and Comm 789/Journlsm 789 ACP credits may not be taken concurrently with Comm 798/Journlsm 798 Independent Study credits.**

#3326 Section 01 [units: 1-3]

09/07-12/23 Arranged Arranged Corey B Davis

Instructor Consent

#4801 Section 02 [units: 1-3]

09/07-12/23 Arranged Arranged S-A Welch

Dept. Consent

**COMM 799 THESIS RESEARCH ... Guided investigation of an approved thesis topic. Students may receive credit for research activities planned in conjunction with their advisors and leading to the completion of a master's degree. For students choosing the thesis option, 3 units of Thesis Research (COMM 799) may count toward the 30 required credits. For students choosing the ACP option, 3 units of ACP ( COMM 789) credits may count toward the required 30 units. Thesis prospectus forms are available from the Graduate Program Coordinator and the department website at <http://academics.uww.edu/commgrads/forms.html>. In addition, students must complete the Graduate School thesis proposal form available at <http://www.uww.edu/gradstudies/thesisform.php>. Note, Comm 799 credits may not be taken concurrently with Comm 798/Journlsm 798 credits.**

**PREREQ: COMPLETE 18 GRADUATE LEVEL UNITS INCLUDING COMM 701, COMM 722 AND COMM 785 AND SUBMIT A SIGNED THESIS PROSPECTUS DEVELOPED IN CONSULTATION WITH THEIR CAPSTONE FACULTY COMMITTEE**

#3327 Section 01 [units: 3]

09/07-12/23 Arranged Arranged Corey B Davis  
P/F Grading Basis Only

Instructor Consent

## Journalism

**JOURNLSM 220 FOUNDATIONS OF ADVERTISING ... A survey of advertising and its role as an institution in society, both as a marketing tool and as a communication process.**

#3286 Section 01 [units: 3]

09/07-12/23 TR 09:30 AM - 10:45 AM HE0311 Michael Betker

#3287 Section 02 [units: 3] NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.

09/07-12/23 Arranged Arranged WEB BASED Kristine E Kranenburg

**JOURNLSM 227 WRITING FOR NEWS MEDIA ... Introduction to journalistic writing in the styles appropriate to various mass media. Includes a review of writing fundamentals. Emphasis is placed on selecting, organizing and structuring information. Practice in writing for print, broadcast, and Web journalism is included.**

#3288 Section 01 [units: 3]

09/07-12/23 MW 11:00 AM - 12:15 PM HE0309 David N Wachanga

#3289 Section 02 [units: 3]

09/07-12/23 MW 12:30 PM - 01:45 PM HE0309 David N Wachanga

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**JOURNLSM 237 REPORTING FOR NEWS MEDIA ...** An introduction to reporting for the news media. Students will learn interviewing and research skills, develop news and feature stories, and work with basic digital equipment to create content for print and online news operations. Stories will be told through text and through audio, video and other digital formats.

**PREREQ: JOURNLSM 227, RESTRICTED TO STUDENTS WITH A MAJOR OF JOURNALISM W/BROADCAST/PRINT/WEB EMPHASIS OR W/INTERNATIONAL JOURNALISM EMPHASIS OR WITH A MINOR OF JOURNALISM**

#3290 Section 01 [units: 3]  
09/07-12/23 TR 12:30 PM - 01:45 PM HE0309 James R Kates

**JOURNLSM 241 ELECTRONIC MEDIA COPYWRITING ...** The course is designed as an introduction to the theory and practice of writing for the electronic media, principally radio and television. The course will provide intensive practice through writing assignments of commercial copy, program continuity copy, and public service announcements for radio and television. There will also be practice in the development and organization of various program types including talk, interview, discussion, news, and documentary programs.

#3291 Section 01 [units: 3]  
09/07-12/23 MW 02:00 PM - 03:15 PM HE0309 Nancy Stillwell

#3292 Section 02 [units: 3]  
09/07-12/23 MW 05:00 PM - 06:15 PM HE0309 Nancy Stillwell

**JOURNLSM 245 PUBLICATION EDITING ...** The course covers the proper use of language, spelling, punctuation and accepted writing style in news stories. It concentrates on use of the Associate Press Stylebook to check capitalization, abbreviations, numerals, and titles. Grammar fundamentals, sentence structure and news format are covered.

**PREREQ: JOURNLSM 227 OR COMM 203**

#3293 Section 01 [units: 3]  
09/07-12/23 MW 03:30 PM - 04:45 PM HE0312 Carol Terracina-Hartman

**JOURNLSM 248 PUBLICATION LAYOUT ...** This course is a study of newspaper, magazine and on-line production that integrates working with text with layout and technological considerations. Building on the editing, writing of headlines and cutlines, proofreading and considering of newsworthiness practiced in Publication Editing, the course integrates these skills with selection and placement of graphic elements, proofreading page layout, selection and placement of stories, editorial responsibilities and basics of print media production, including newspapers, magazines, newsletters and online services. This is a lecture/demonstration/laboratory course in which information is presented for students to apply in practical situations.

**PREREQ: JOURNLSM 227 OR JOURNLSM 220 OR COMM 203**

#3294 Section 01 [units: 3]  
09/07-12/23 MW 09:30 AM - 10:45 AM HE0312 Carol Terracina-Hartman

**JOURNLSM 251 SCHOOL PUBLICATIONS: EDITORIAL ...** A laboratory journalism course in which the student elects to work on the University newspaper or photo staff. A student may earn 1 hour of credit for each term of work and a maximum of 3 credits toward graduation.

**COREQ: JOURNLSM 227**

#3295 Section 01 [units: 1]  
09/07-12/23 M 05:00 PM - 07:30 PM Carol Terracina-Hartman

**JOURNLSM 309 MEDIA ETHICS ...** This course exposes students to ethical theory in the context of rapid technological change and the means to acquire ethical analytical abilities. This two-tiered approach first examines the relationship between professional ethics and social philosophy to establish a framework for understanding the relationship between media practice and democratic society.

**PREREQ: (A) COMM 238 AND COMM 239 OR (B) COMM 131 OR (C) JOURNLSM 227 OR (D) JOURNLSM 220**

#3296 Section 01 [units: 3]  
09/07-12/23 MW 02:00 PM - 03:15 PM HH1319 David N Wachanga

#3297 Section 02 [units: 3]  
09/07-12/23 MW 03:30 PM - 04:45 PM HH1319 David N Wachanga

**JOURNLSM 310 PUBLICATION PHOTOGRAPHY ...** Study of photography in which students concentrate on producing pictures suitable for publication in newspapers, magazines and on-line publications.

#3298 Section 01 [units: 3]  
09/07-12/23 MW 11:00 AM - 12:15 PM HE0312 James R Kates

#3299 Section 02 [units: 3]  
09/07-12/23 MW 12:30 PM - 01:45 PM HE0312 James R Kates

**JOURNLSM 320 ADVERTISING COPYWRITING AND LAYOUT ...** Study of the strategy and principles used to develop copy and visuals for persuasive messages in advertising, sales promotion, direct response, interactive and other brand communication. Students will apply the principles they learn by writing and designing messages across various media and for a variety of products and services. Students will also gain presentation experience.

**PREREQ: JOURNLSM 220 AND JOURNLSM 241**

#3300 Section 01 [units: 3]  
09/07-12/23 TR 09:30 AM - 10:45 AM HE0312 Kristine E Kranenburg

#3301 Section 02 [units: 3]  
09/07-12/23 TR 11:00 AM - 12:15 PM HE0312 Kristine E Kranenburg

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**JOURNLSM 322 ADVERTISING MEDIA PLANNING AND BUYING ...** This course provides an overview of the development of advertising media objectives and strategies. It examines the characteristics of the various media and the principles of media scheduling and buying. Students will learn how to evaluate media for the purpose of selecting the media and media vehicles that will most effectively deliver advertising messages to the target audience. Students will receive instruction in effective media planning and buying and will be able to practice putting media plans into action. This course examines the media of advertising and emphasizes development of advertising media objectives and strategies and provides practice in implementing those strategies.

**PREREQ: JOURNLSM 220**

#3302 Section 01 [units: 3]

09/07-12/23 TR 02:00 PM - 03:15 PM HE0312 Michael Betker

**JOURNLSM 347 JOURNALISM FOR THE WEB ...** Students will become proficient in the use of Web-related journalistic tools to attract and retain an online audience. Topics will include site design, content management systems, social media and Web metrics.

**PREREQ: JOURNLSM 237**

#3303 Section 01 [units: 3] NOTE: This course will be taught using Desire2Learn. A short while before class, information will be sent to each student's UWW email address. Required additional fee of \$150 will be assessed for this class.

09/07-12/23 Arranged Arranged WEB BASED Kyle E Geissler

**JOURNLSM 364 ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGMENT ...** This course provides students with specific knowledge and preparation for the effective management of a corporate department or independent agency in public relations or advertising. Special emphasis will be on insights from research and practice, especially in terms of the social and economic affects of public relations' and advertising's communication efforts. Additional analysis and assessment of operations decision making for public relations and advertising situations and cases will also be covered.

**PREREQ: COMM 302 OR JOURNLSM 322 RESTRICTED TO STUDENTS WITH A MAJOR OF JOURNALISM W/ADVERTISING EMPHASIS OR COMMUNICATION W/PUBLIC RELATIONS EMPHASIS OR WITH A MINOR OF ADVERTISING OR COMMUNICATION W/PUBLIC RELATIONS EMPHASIS**

#3304 Section 01 [units: 3]

09/07-12/23 MW 11:00 AM - 12:15 PM L1205 Kristine E Kranenburg

**JOURNLSM 423 ADVERTISING CAMPAIGNS ...** Sales problems in advertising; the planning and execution of an advertising campaign; choice of advertising media; market and consumer research; a study of advertising as an institution and its role in communications, society, our economy and business.

**PREREQ: JOURNLSM 275 AND JOURNLSM 320 AND JOURNLSM 322; COREQ: JOURNLSM 364 AND JOURNLSM 309**

#3305 Section 01 [units: 3]

09/07-12/23 TR 12:30 PM - 01:45 PM HE0312 Kristine E Kranenburg

**JOURNLSM 486 JOURNALISM CAPSTONE: PUBLIC AFFAIRS ...** This senior-level course brings together those skills of writing, reporting and media production. Assignments will focus on coverage of government, including meetings and public documents. Each student will produce a capstone project in text, audio, video, still photography or a hybrid of those media.

**PREREQ: JOURNLSM 212 AND JOURNLSM 237 AND SR STANDING OR CONSENT OF DEPT CHAIR; RESTRICTED TO STUDENTS WITH MAJOR OF JOURNLSM W/BROADCAST/PRINT/WEB EMPH OR W/INTERNATIONAL JOURNLSM EMPH OR WITH A MINOR OF JOURNLSM COREQ: JOURNLSM 309 AND JOURNLSM 420**

#3307 Section 01 [units: 3]

09/07-12/23 T 06:30 PM - 09:00 PM HE0309 James R Kates

**JOURNLSM 493A INTERNSHIP ADVERTISING ...** Professional experiences in which the student who aspires to a career in advertising works for an approved internship setting in advertising. (a maximum of three units of Internship may be applied toward an advertising major; a maximum of three units may be applied toward an advertising minor.) Three additional units may be applied toward graduation, but not toward the major or minor. Students may only register for 3 units at a time. Repeatable up to 6 units.

**PREREQ: JOURNLSM 220, JOURNLSM 320 OR JOURNLSM 322, 3.0 GPA IN THE PREREQUISITE COURSES AND/OR CONSENT OF INSTRUCTOR**

#3317 Section 01 [units: 3]

09/07-12/23 Arranged Arranged William E Lowell

Instructor Consent

**JOURNLSM 493G INTERNSHIP IN JOURNALISM ...** Professional experience in which the student who aspires to a career in journalism works for an approved internship setting in broadcasting, on-line, or print journalism. (A maximum of three units of Internship may be applied toward a Journalism major; a maximum of three units may be applied toward a Journalism minor.) Additional units may be applied toward graduation, but not toward the major or minor. Students may not register for more than 3 units at a time.

**PREREQ: JOURNLSM 237 AND CONSENT OF INSTRUCTOR**

#3318 Section 01 [units: 1-6]

09/07-12/23 Arranged Arranged William E Lowell

Instructor Consent

**JOURNLSM 498 INDEPENDENT STUDY ...** Study of a selected topic or topics under the direction of a faculty member. Repeatable. Prereq: Junior status and consent of instructor

**PREREQ: JUNIOR/SENIOR STATUS**

#4711 Section 01 [units: 1-3]

09/07-12/23 Arranged Arranged Kristine E Kranenburg

Dept. Consent

\*\*\* GRADUATE LEVEL COURSES \*\*\*

*Start/End Dates Meeting Days Meeting Times Location Instructor Course Topic (if applicable)*

**JOURNLSM 789 APPLIED COMMUNICATION PROJECT CREDITS ...** Applied Communication Project (ACP) units allow a student to work with his/her project director and committee in further developing and completing the ACP, a capstone experience option emphasizing the application of communication theory and principles to solve a communication problem or meet a specific need relating to corporate communication or mass communication issues. ACP proposal forms available at <http://academics.uww.edu/comgrads/forms.html> or from the graduate coordinator. Note, Comm799 or Journlsm 799 Thesis credits and Comm789 or Journlsm 789 ACP credits may not be taken concurrently with Comm798 or Journlsm 798 Independent Study credits.

**PREREQ: THE COMPLETION OF AN ACP PROPOSAL FORM AND COMPLETION OF 18 GRADUATE UNITS INCLUDING COMM 701, COMM 722 AND COMM 785**

#3320	Section 01	[units: 3]				Instructor Consent
	09/07-12/23	Arranged	Arranged		Corey B Davis	
	P/F Grading Basis Only					

**JOURNLSM 793 COMMUNICATION PRACTICUM ...** The Communication Practicum gives students, under the direction of a faculty advisor, the opportunity to apply their theoretical and research backgrounds in "real world" settings ranging from internships in organizations or agencies to other approved activities.

**PREREQ: COMPLETION OF A PRACTICUM CONTRACT AND 18 GRADUATE CREDITS INCLUDING COMM 701, COMM 722, COMM 785**

#3321	Section 01	[units: 1-3]				Instructor Consent
	09/07-12/23	Arranged	Arranged		Corey B Davis	

**JOURNLSM 798 INDIVIDUAL STUDIES ...** Study of a selected topic or topics under the direction of a faculty member. Students must complete the Independent Studies Form located at <http://www.uww.edu/comgrads/forms.html> or available from the Communication Department office prior to registering for this course. The form requires signatures from the instructor supervising the independent study and from the graduate coordinator. Note, Comm799 or Journlsm 799 Thesis credits and Comm789 or Journlsm 789 ACP credits may not be taken concurrently with Comm798 or Journlsm 798 Independent Study credits.

#3322	Section 01	[units: 1-3]				Instructor Consent
	09/07-12/23	Arranged	Arranged		Corey B Davis	

#4655	Section 02	[units: 1-3]				Dept. Consent
	09/07-12/23	Arranged	Arranged		David N Wachanga	

**JOURNLSM 799 THESIS RESEARCH ...** Guided investigation of an approved thesis topic. Students may receive credit for research activities planned in conjunction with their advisors and leading to the completion of a master's degree. For students choosing the thesis option, 3 units of Thesis Research (JOURNLSM 799) may count toward the 30 required credits. For students choosing the ACP option, 3 units of ACP (JOURNLSM 789) credits may count toward the required 30 units. Thesis prospectus forms are available from the Graduate Program Coordinator and the department website at <http://academics.uww.edu/comgrads/forms.html>. In addition, students must complete the Graduate School thesis proposal form available at <http://www.uww.edu/gradstudies/thesisform.php>. Note, Comm 799 credits may not be taken concurrently with Comm798 or Journlsm 798 credits.

**PREREQ: COMPLETE 18 GRADUATE LEVEL UNITS INCLUDING COMM 701, COMM 722 AND COMM 785 AND SUBMIT A SIGNED THESIS PROSPECTUS DEVELOPED IN CONSULTATION WITH THEIR CAPSTONE FACULTY COMMITTEE**

#3323	Section 01	[units: 3]				Dept. Consent
	09/07-12/23	Arranged	Arranged		Corey B Davis	
	P/F Grading Basis Only					