

Communication

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Grounded in the understanding that the Word becoming flesh was the ultimate communicative act, the mission of the Communication Department is to develop competent, caring communicators prepared for world service.

Within the Communication Department, students may select one of four majors: Communication, Multimedia Journalism, Professional Writing, or Public Relations. Additional majors or minors may be added with no more than 50 percent of credits overlapping with a major in this department. The Bachelor of Arts degree requires the completion of two years sequential study in one foreign language. Minors are available.

Communication (BA)

The Bachelor of Arts degree with a major in Communication requires two years of one foreign language and 44-53 major hours. *An optional concentration in Organizational Communication may be added. No more than 50% of the credits may overlap with another major or minor. All major courses must be completed with a grade of C- or better and are included in the major GPA.*

Core Requirements

CAC 125	2	Communication Major Orientation
CAC 220	3	Essentials of Written Communication
CAC 225	3	Communication Theory and Research
CAC 340	3	Intercultural Communication
CAC 485	2	Senior Capstone

Major Requirements

CAC 160	3	Integrative Communication
COM 111	3	Introduction to Organizational Communication
COM 210	3	Public Speaking
COM 320	3	Interpersonal Communication
COM 330	3	Mediated Communication
COM 372	3	Persuasion
COM 393	3	Practicum
COM 430	3	Restorative Communication
COM 486	1	Senior Paper/Portfolio Development

Select an additional 6 credits from courses in CAC, COM, JRN, PBR, PWR, or complete a concentration in Organizational Communication.

Concentration—Students may select an optional concentration:

Organizational Communication

COM 301	3	Strategic Communication
COM 325	3	Conflict Resolution
COM 327	3	Leadership Communication
COM 335	3	Nonprofit Organizational Communication
COM 411	3	Advanced Organizational Communication
COM 420	3	Communication Audit

Communication/Systems (BS)

The Bachelor of Science degree with a major in Communication/Systems consists of the 44 major hours and curriculum requirements in information systems and analytics. *An optional concentration in Organizational Communication may be added. No more than 50% of the credits may overlap with another major or minor. All major courses, including information systems and analytics curriculum, must be completed with a grade of C- or better and are included in the major GPA.*

Curriculum Requirements

COS 143	3	Interactive Webpage Development
COS 326	3	Data Visualization
MAT 151	4	Calculus I
MAT 382	3	Advanced Statistical Methods
SYS 101	3	Introduction to Systems
SYS 390	3	Information Systems Analysis
SYS 394	4	Information Systems Design

Select one course¹ from the following:

COS 120	4	Introduction to Computational Problem Solving
SYS 120	4	Introduction to Problem Solving

Select one course¹ from the following:

PSY 425	3	Industrial-Organizational Psychology
SYS 330	3	Human Relations in Organizations

Select one course¹ from the following:

MAT 311	3	Introduction to Data Science
MAT 401	3	Operations Research
SYS 402	3	Modeling and Simulation

Select one course¹ from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course¹ from the following:

COM 393	3-4	Practicum
SYS 393	3-4	Practicum

Electives

Select at least 3 additional hours of electives¹, in addition to those required in the major:

COS 121	4	Foundations of Computer Science
ENT 422	3	New Venture Planning
MGT 201	3	Introduction to Business
MGT 403	3	Operations Management
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce

¹Selection may depend on major.

Communication Minor

The Communication minor requires 15 hours. *No more than 50% of the credits may overlap with another major or minor. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.*

Minor Requirements

CAC 220	3	Essentials of Written Communication
CAC 225	3	Communication Theory and Research
CAC 340	3	Intercultural Communication
COM 210	3	Public Speaking
COM 320	3	Interpersonal Communication

Multimedia Journalism (BA)

The Bachelor of Arts degree in Multimedia Journalism requires two years of one foreign language and 51-53 major hours including a concentration in Business Media, Digital Media, News Media, Sports Media, or Visual Media. Majors must participate in three semesters of media involvement and one year of student newspaper involvement. No more than 50% of the credits may overlap with another major or minor. All major courses must be completed with a grade of C- or better and are included in the major GPA.

Core Requirements

CAC 125	2	Communication Major Orientation
CAC 225	3	Communication Theory and Research
CAC 340	3	Intercultural Communication
CAC 485	2	Senior Capstone

Major Requirements

ART 156	1	Digital Tools: Photoshop
JRN 115	3	Introduction to Media Writing
JRN 225	3	Foundations of Photojournalism
JRN 245	3	Introduction to Multimedia Storytelling
JRN 255	3	Media and Society
JRN 315	3	Advanced Media Writing
JRN 332	3	Layout and Design
JRN 320	3	Politics and Opinion Writing
JRN 393	3	Practicum
JRN 486	1	Senior Portfolio Development

Concentrations—Students must select one of the following concentrations:

Business Media

MGT 201	3	Introduction to Business
MKT 231	3	Principles of Marketing
MKT 312	3	Professional Selling

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Digital Media

COS 120	4	Introduction to Computational Problem Solving
COS 121	4	Foundations of Computer Science

Select one course from the following:

SYS 101	3	Introduction to Systems
SYS 120	4	Introduction to Problem Solving

Select an additional 6 credits not taken elsewhere in the major from the following:

COS 143	3	Interactive Webpage Development
COS 243	3	Multi-tier Web Application Development
COS 265	4	Data Structures and Algorithms
SYS 214	3	Principles of Human Computer Interaction

Entrepreneurship Media

ENT 225	3	Exploring Innovation and Entrepreneurship
ENT 320	3	Transformational Entrepreneurship and Innovation
ENT 422	3	New Venture Planning

Select an additional 7 credits not taken elsewhere in the major from the following:

COM 372	3	Persuasion
ENT 310	3	Creativity and Concept Development
ENT 386	1	Founders Fellowship
MGT 201	3	Introduction to Business
MGT 352	3	Management Analysis and Practice
MKT 231	3	Principles of Marketing

News Media

PWR 230	3	Technical Writing
PWR 243	3	Editing
JRN 435	3	Magazine Production and Feature Writing

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Sports Media

JRN 230	3	Introduction to Sports Writing
SMA 115	3	Introduction to Sport Management
SMA 350	3	Sport Management

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Visual Media

ART 261	3	Film and Darkroom
ART 346	3	Portraiture
ART 353	3	Commercial Photography

Select an additional 6 credits not taken elsewhere in the major from the following:

ART 356	4	Web Design
FMA 220	3	Film and Video Production
FMA 420	3	Documentary Filmmaking
JRN 393	3	Practicum (approved by advisor—Photography)

Concentration Electives (may not double-count within major or concentrations)

COM 210	3	Public Speaking
CAC 345	3	Social Media Strategy
COM 372	3	Persuasion
ENG 305	3	Writing Theory and Grammar
FMA 215	3	Audio Production
FMA 220	3	Film and Video Production
FMA 420	3	Documentary Filmmaking
JRN 230	3	Introduction to Sports Writing
JRN 435	3	Magazine Production and Feature Writing
MGT 352	3	Management Analysis and Practice
PBR 261	3	Introduction to Public Relations
PWR 230	3	Technical Writing
PWR 243	3	Editing
SMA 351	3	Sport Public Relation

Multimedia Journalism/Systems (BS)

The Bachelor of Science degree in Multimedia Journalism/Systems consists of the above 39 major hours and curriculum requirements in information systems and analytics; optional concentrations in Business Media, Digital Media, Entrepreneurship Media, News Media, Sports Media, or Visual Media may be added (see Multimedia Journalism (BA) for requirements). Majors must participate in three semesters of media involvement and one year of student newspaper involvement. No more than 50% of the credits may overlap with another major or minor. All major courses, including information systems and analytics curriculum, must be completed with a grade of C- or better and are included in the major GPA.

Curriculum Requirements

COS 143	3	Interactive Webpage Development
COS 326	3	Data Visualization
MAT 151	4	Calculus I
MAT 382	3	Advanced Statistical Methods
SYS 101	3	Introduction to Systems
SYS 390	3	Information Systems Analysis
SYS 394	4	Information Systems Design

Select one course¹ from the following:

COS 120	4	Introduction to Computational Problem Solving
SYS 120	4	Introduction to Problem Solving

Select one course¹ from the following:

PSY 425	3	Industrial-Organizational Psychology
SYS 330	3	Human Relations in Organizations

Select one course¹ from the following:

MAT 311	3	Introduction to Data Science
MAT 401	3	Operations Research
SYS 402	3	Modeling and Simulation

Select one course¹ from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course¹ from the following:

JRN 393	3-4	Practicum
SYS 393	3-4	Practicum

Electives

Select at least 3 additional hours of electives¹, in addition to those required in the major:

COS 121	4	Foundations of Computer Science
ENT 422	3	New Venture Planning
MGT 201	3	Introduction to Business
MGT 403	3	Operations Management
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce

¹Selection may depend on major.

Multimedia Journalism (BS)

The Bachelor of Arts degree in Multimedia Journalism requires two years of one foreign language and 54-56 major hours including a concentration in Business Media, Digital Media, Entrepreneurship Media, News Media, Sports Media, or Visual Media. Majors must participate in three semesters of media involvement and one year of student newspaper involvement. No more than 50% of the credits may overlap with another major or minor. All major courses must be completed with a grade of C- or better and are included in the major GPA.

Core Requirements

CAC 125	2	Communication Major Orientation
CAC 225	3	Communication Theory and Research
CAC 340	3	Intercultural Communication
CAC 485	2	Senior Capstone

Major Requirements

ART 156	1	Digital Tools: Photoshop
JRN 115	3	Introduction to Media Writing
JRN 225	3	Foundations of Photojournalism
JRN 245	3	Introduction to Multimedia Storytelling
JRN 255	3	Media and Society
JRN 315	3	Advanced Media Writing
JRN 320	3	Politics and Opinion Writing
JRN 332	3	Layout and Design
JRN 393†	3	Practicum
JRN 393†	3	Practicum
JRN 486	1	Senior Portfolio Development

†Must complete different practicums.

Concentrations—Students must select one of the following concentrations:

Business Media

MGT 201	3	Introduction to Business
MKT 231	3	Principles of Marketing
MKT 312	3	Professional Selling

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Digital Media

COS 120	4	Introduction to Computational Problem Solving
COS 121	4	Foundations of Computer Science

Select one course from the following:

SYS 101	3	Introduction to Systems
SYS 120	4	Introduction to Problem Solving

Select an additional 6 credits not taken elsewhere in the major from the following:

COS 143	3	Interactive Webpage Development
COS 243	3	Multi-tier Web Application Development
COS 265	4	Data Structures and Algorithms
SYS 214	3	Principles of Human Computer Interaction

Entrepreneurship Media

ENT 225	3	Exploring Innovation and Entrepreneurship
ENT 320	3	Transformational Entrepreneurship and Innovation
ENT 422	3	New Venture Planning

Select an additional 7 credits not taken elsewhere in the major from the following:

COM 372	3	Persuasion
ENT 310	3	Creativity and Concept Development
ENT 386	1	Founders Fellowship
MGT 201	3	Introduction to Business
MGT 352	3	Management Analysis and Practice
MKT 231	3	Principles of Marketing

News Media

PWR 230	3	Technical Writing
PWR 243	3	Editing
JRN 435	3	Magazine Production and Feature Writing

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Sports Media

JRN 230	3	Introduction to Sports Writing
SMA 115	3	Introduction to Sport Management
SMA 350	3	Sport Management

Select an additional 6 credits not taken elsewhere in the major from the electives below.

Visual Media

ART 261	3	Film and Darkroom
ART 346	3	Portraiture
ART 353	3	Commercial Photography

Select an additional 6 credits not taken elsewhere in the major from the following:

ART 356	4	Web Design
FMA 220	3	Film and Video Production
FMA 420	3	Documentary Filmmaking
JRN 393*	3	Practicum (approved by advisor—Photography)

Concentration Electives (may not double-count within major or concentrations)

CAC 345	3	Social Media Strategy
COM 210	3	Public Speaking
COM 372	3	Persuasion
ENG 305	3	Writing Theory and Grammar
FMA 215	3	Audio Production
FMA 220	3	Film and Video Production
FMA 420	3	Documentary Filmmaking
JRN 230	3	Introduction to Sports Writing
JRN 435	3	Magazine Production and Feature Writing
MGT 352	3	Management Analysis and Practice
PBR 261	3	Introduction to Public Relations
PWR 230	3	Technical Writing
PWR 243	3	Editing
SMA 351	3	Sport Public Relations

Multimedia Journalism Minor

The Multimedia Journalism minor requires 19 hours. No more than 50% of the credits may overlap with another major or minor. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

Minor Requirements

ART 156	1	Digital Tools: Photoshop
JRN 115	3	Introduction to Media Writing
JRN 225	3	Foundations of Photojournalism
JRN 315	3	Advanced Media Writing

Select 2 credits from the following:

FMA 215	3	Audio Production
FMA 220	3	Film and Video Production
JRN 230	3	Introduction to Sports Writing
JRN 245	3	Introduction to Multimedia Storytelling
JRN 255	3	Media and Society
JRN 332	3	Layout and Design
JRN 393	3	Practicum
JRN 435	3	Magazine Production and Feature Writing
PWR 230	3	Technical Writing

Professional Writing (BA)

The Bachelor of Arts degree with a major in Professional Writing requires 44 hours. No more than 50% of the credits may overlap with another major or minor. All major courses must be completed with a grade of C- or better and are included in the major GPA.

Core Requirements

CAC 125	2	Communication Major Orientation
CAC 220	3	Essentials of Written Communication
CAC 225	3	Communication Theory and Research
CAC 340	3	Intercultural Communication
CAC 485	2	Senior Capstone

Major Requirements

CAC 345	3	Social Media Strategy
JRN 115	3	Introduction to Media Writing
JRN 332	3	Layout and Design
PWR 101	3	Introduction to Professional Writing
PWR 243	3	Editing
PWR 365	3	Writing Seminar
PWR 372	3	Freelance Writing
PWR 393	3	Practicum
PWR 444	3	Book Editing and Publishing
PWR 486	1	Senior Paper/Portfolio Development

Select an additional 6 credits of electives from courses in CAC, COM, JRN, PBR, PWR, or others as approved by advisor.

Professional Writing (BS)

The Bachelor of Science degree with a major in Professional Writing requires 52 hours. No more than 50% of the credits may overlap with another major or minor. All major courses must be completed with a grade of C- or better and are included in the major GPA.

Core Requirements

CAC 125	2	Communication Major Orientation
CAC 220	3	Essentials of Written Communication
CAC 225	3	Communication Theory and Research
CAC 340	3	Intercultural Communication
CAC 485	2	Senior Capstone

Major Requirements

CAC 158	2	Digital Tools: Office Suite
CAC 345	3	Social Media Strategy
JRN 115	3	Introduction to Media Writing
JRN 332	3	Layout and Design
JRN 435	3	Magazine Production and Feature Writing
PWR 101	3	Introduction to Professional Writing
PWR 230	3	Technical Writing
PWR 243	3	Editing
PWR 372	3	Freelance Writing
PWR 393	3	Practicum
PWR 444	3	Book Editing and Publishing
PWR 486	1	Senior Paper/Portfolio Development

Select an additional 6 credits of electives from courses in CAC, COM, JRN, PBR, PWR, or others as approved by advisor.

Professional Writing Minor

The Professional Writing minor requires 21 hours. No more than 50% of the credits may overlap with another major or minor. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.

Minor Requirements

CAC 220	3	Essentials of Written Communication
CAC 345	3	Social Media Strategy
PWR 101	3	Introduction to Professional Writing
PWR 243	3	Editing
PWR 372	3	Freelance Writing

Select an additional 6 credits of electives from courses in CAC, COM, JRN, PBR, PWR, or others as approved by advisor.

Professional Writing (AA) - Taylor University Online

The Associate of Arts degree with a major in Professional Writing requires 19 hours in the major and 47-48 hours in foundational core. Emphasis is on learning the different styles of publishable genres through courses in article writing, freelance writing, journalism, and scriptwriting in order to train the student to deliver quality content in various forms. All major courses must be completed with a grade of C- or better and are included in the major GPA. This program is only offered through Taylor University Online and residential students are not eligible.

Curriculum Requirements

ART 172	2	Art Appreciation
BIB 110	3	Biblical Literature I
BIB 210	3	Biblical Literature II
COS 101	2	Information Technology Concepts
ENG 110	3	College Composition
IAS 102	1	Orientation to Distance Learning
IAS 110	4	Foundations of the Christian Liberal Arts
KIN 100	2	Living Well
KIN 2001	1	Individualized Physical Education
MAT 110	3	Finite Mathematics
MUS 149	2	Music Appreciation
REL 313	3	Historic Christian Belief

Select one course from the following:

CAC 160	3	Integrative Communication
COM 210	3	Public Speaking

Select one course from the following:

ENG 240	3	American Literature
ENG 250	3	British Literature

Select one course from the following:

BIO 106	4	Human Biology
PHY 201	3-4	Introductory Astronomy

Select one course from the following:

ANT 200	3	Cultural Anthropology
PHI 322	3	World Religions: Western Tradition
PHI 323	3	World Religions: Eastern Tradition

Select one additional course from the following:

ANT 200	3	Cultural Anthropology
JUS 100	3	Introduction to Criminal Justice
PSY 100	3	Introductory Psychology
PSY 240	3	Child Psychology
PSY 495	3	Integration of Psychology and Christianity
SOC 210	3	Contemporary Social Issues
SWK 355	3	Helping Troubled Families

Select one history course of at least 3 credits.

Major Requirements

JRN 115	3	Introduction to Media Writing
PWR 313	2	Article Writing I
PWR 314	2	Article Writing II
PWR 323	3	Non-Fiction and Scriptwriting
PWR 372	3	Freelance Writing

Select 6 hours of additional electives.

Certificate in Professional Writing – Taylor University Online

A certificate in Professional Writing emphasizes learning the different styles of writing and requires 22 hours. *This certificate does not include a transcript entry. This certificate is only offered through Taylor University Online and residential students are not eligible.*

Certificate Requirements

CAC 220	3	Essentials of Written Communication	Select <u>one</u> course from the following:		
ENG 110	3	College Composition	ENG 240	3	American Literature
PWR 313	2	Article Writing I	ENG 250	3	British Literature
PWR 314	2	Article Writing II			
PWR 323	3	Non-Fiction and Scriptwriting			
PWR 327	3	Introduction to Fiction Writing			
PWR 372	3	Freelance Writing			

Public Relations (BA)

The Bachelor of Arts degree in Public Relations requires two years of one foreign language and 48-60 major hours. *Majors must participate in three semesters of media involvement. Optional concentrations in Health Public Relations, Integrated Marketing, Nonprofit Public Relations, or Sport Public Relations may be added. No more than 50% of the credits may overlap with another major or minor. All major courses must be completed with a grade of C- or better and are included in the major GPA.*

Core Requirements

CAC 125	2	Communication Major Orientation
CAC 220	3	Essentials of Written Communication
CAC 225	3	Communication Theory and Research
CAC 340	3	Intercultural Communication
CAC 485	2	Senior Capstone

Major Requirements

ART 156	1	Digital Tools: Photoshop
ART 157	1	Digital Tools: InDesign
CAC 158	2	Digital Tools: Office Suite
CAC 345	3	Social Media Strategy
JRN 332	3	Layout and Design
PBR 261	3	Introduction to Public Relations
PBR 361	3	Public Relations Cases and Campaigns
PBR 393	3	Practicum
PBR 461	3	Public Relations Writing and Production
PBR 486	1	Senior Portfolio Development

Select 12 credits from the following not taken in a concentration:

ART 154	1	Digital Tools: Illustrator
ART 356	4	Web Design
COM 111	3	Introduction to Organizational Communication
COM 325	3	Conflict Resolution
COM 327	3	Leadership Communication
COM 330	3	Mediated Communication
COM 372	3	Persuasion
JRN 115	3	Introduction to Media Writing
JRN 225	3	Foundations of Photojournalism
JRN 245	3	Introduction to Multimedia Storytelling
JRN 315	3	Advanced Media Writing
PBR 355	3	Networking Study Trip
PBR 455	3	Event and Venue Planning
PBR 457	3	Media Agency
PWR 230	3	Technical Writing
PWR 243	3	Editing
PWR 372	3	Freelance Writing
SOC 250	2	Principles of Research and Analysis

Optional Concentrations—Students may select one or more of the following concentrations:

Health Public Relations

KIN 221	3	Exercise as Medicine
PBH 100	3	Introduction to Public Health
PBH 110	3	Global Health

Select 3 credits from the following not already taken in the major:

COM 325	3	Conflict Resolution
EXS 217	3	Health Promotion Program Planning
NAS 230	2	Health Education for Behavior Change
PBR 455	3	Event and Venue Planning
PBR 457	3	Media Agency
PSY 100	3	Introductory Psychology
SUS 120	1	Environmental Stewardship and Sustainable Living

Integrated Marketing

MGT 201	3	Introduction to Business
MKT 231	3	Principles of Marketing
MKT 390	3	Digital Marketing

Select 3 credits from the following not already taken in the major:

COM 325	3	Conflict Resolution
COM 327	3	Leadership Communication
ENT 320	3	Transformational Entrepreneurship and Innovation
ENT 422	3	New Venture Planning
JRN 245	3	Introduction to Multimedia Storytelling
MKT 410	3	Marketing Research
MKT 445	3	Best Practices in Marketing
MKT 460	3	Consumer Behavior
PBR 355	3	Networking Study Trip
PBR 455	3	Event and Venue Planning
PBR 457	3	Media Agency

Nonprofit Public Relations

COM 111	3	Introduction to Organizational Communication
COM 327	3	Leadership Communication
COM 335	3	Nonprofit Organizational Communication
OVC 310	3	Philanthropy and Grant-Writing

Sport Public Relations

SMA 210	3	Introduction to Sport Technology and Analytics
SMA 350	3	Sport Management
SMA 351	3	Sport Public Relations

Select 3 credits from the following not already taken in the major:

COM 325	3	Conflict Resolution
COM 327	3	Leadership Communication
JRN 230	3	Introduction to Sports Writing
MKT 231	3	Principles of Marketing
PBR 455	3	Event and Venue Planning
PBR 457	3	Media Agency
SMA 352	3	Event and Facility Management
SMA 354	3	Sport Finance
SMA 393	1-4	Practicum
SMA 430	3	Legal Issues in Sport

Public Relations/Systems (BS)

The Bachelor of Science degree in Public Relations/Systems consists of at least 48 major hours and curriculum requirements in information systems and analytics. *Majors must participate in three semesters of media involvement. Optional concentrations in Health Public Relations, Integrated Marketing, Nonprofit Public Relations, or Sport Public Relations may be added. No more than 50% of the credits may overlap with another major or minor. All major courses, including information systems and analytics curriculum, must be completed with a grade of C- or better and are included in the major GPA.*

Curriculum Requirements

COS 143	3	Interactive Webpage Development
COS 326	3	Data Visualization
MAT 151	4	Calculus I
MAT 382	3	Advanced Statistical Methods
SYS 101	3	Introduction to Systems
SYS 390	3	Information Systems Analysis
SYS 394	4	Information Systems Design

Select one course¹ from the following:

COS 120	4	Introduction to Computational Problem Solving
SYS 120	4	Introduction to Problem Solving

Select one course¹ from the following:

PSY 425	3	Industrial-Organizational Psychology
SYS 330	3	Human Relations in Organizations

¹Selection may depend on major.

Select one course¹ from the following:

MAT 311	3	Introduction to Data Science
MAT 401	3	Operations Research
SYS 402	3	Modeling and Simulation

Select one course¹ from the following:

MAT 210	4	Introductory Statistics
MAT 352	4	Mathematical Statistics

Select one course¹ from the following:

PBR 393	3-4	Practicum
SYS 393	3-4	Practicum

Electives

Select at least 3 additional hours of electives¹, in addition to those required in the major:

COS 121	4	Foundations of Computer Science
ENT 422	3	New Venture Planning
MGT 201	3	Introduction to Business
MGT 403	3	Operations Management
SYS 214	3	Principles of Human Computer Interaction
SYS 310	3	E-Commerce

Public Relations Minor

The Public Relations minor requires 21 hours. *No more than 50% of the credits may overlap with another major or minor. All minor courses must be completed with a grade of C- or better and are included in the minor GPA.*

Minor Requirements

CAC 345	3	Social Media Strategy
PBR 261	3	Introduction to Public Relations
PBR 361	3	Public Relations Cases and Campaigns
PBR 461	3	Public Relations Writing and Production

Select 9 credits from the following:

ART 156	1	Digital Tools: Photoshop
ART 157	1	Digital Tools: InDesign
ART 356	4	Web Design
CAC 158	2	Digital Tools: Office Suite
COM 111	3	Introduction to Organizational Communication
COM 325	3	Conflict Resolution
COM 327	3	Leadership Communication
COM 330	3	Mediated Communication
COM 372	3	Persuasion
JRN 115	3	Introduction to Media Writing
JRN 315	3	Advanced Media Writing
JRN 332	3	Layout and Design
PBR 355	3	Networking Study Trip
PBR 455	3	Event and Venue Planning
PBR 457	3	Media Agency
PWR 372	3	Freelance Writing

Communication Courses

CAC 125 2 hours Communication Major Orientation

Explores the communication majors, focusing on requirements and career options. The course is designed to aid students as they prepare for both their coursework on campus and career decisions upon graduation. *Offered Fall semester.*

CAC 158 2 hours Digital Tools: Office Suite

Provides an overview of Microsoft Office Suite—focusing on Word, Excel, and PowerPoint—and how to use them as professionals. The class will also discuss ethical use of AI. *Offered as needed.*

CAC 160 3 hours Integrative Communication

Integrative communication explores and develops public, interpersonal, organizational, and small group communication skills. Students will learn how to analyze and adapt to the needs of diverse audiences and contexts using verbal and nonverbal communication principles. *Meets foundational core speaking requirement.*

CAC 170 1-4 hours Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

CAC 220 3 hours Essentials of Written Communication

Teaches fundamentals of professional written communication. Students complete a variety of assignments exemplifying the types of writing routinely practiced in business settings including letters, resumes, news releases, reports, proposals, instructions, and other forms of business communication. The emphasis is on real world experience and application. *Offered Fall and Spring semesters.*

CAC 225 3 hours Communication Theory and Research

Examines paths of inquiry in the communication discipline. Students study, analyze, and explain dimensions of communication within a variety of contexts. *Offered Fall and Spring semesters.*

CAC 270 1-4 hours Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

CAC 340 3 hours Intercultural Communication

The study of the complex process of intercultural communication. The course seeks to create an awareness of culture-bound assumptions and ways to communicate more effectively with persons from other cultures.

CAC 345 3 hours Social Media Strategy

Explores using social media strategically and creating written strategy for usage. First-half of the semester focuses on students' professionalizing their personal social media; second half includes working with clients to build a social media strategy for their businesses.

CAC 360 1-4 hours Independent Study

An individualized, directed study involving a specified topic.

CAC 370 1-4 hours Selected Topics

A course offered on a subject of interest but not listed as a regular course offering.

CAC 393 1-4 hours Practicum

Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. *Offered primarily during the Summer.*

CAC 450 1 hour Directed Research

Investigative learning involving closely directed research and the use of such facilities as the library or laboratory. *Tutorial and peer review methods are used to monitor student's progress in writing the senior thesis. Offered Spring semester.*

JRN 255 3 hours
Media and Society
This course examines the history, operations, and effects of media industries including magazines, newspapers, radio, television, film, public relations, advertising, and the Internet. Offered Fall and Spring semesters.

JRN 270 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

JRN 300 1-2 hours
Media Laboratory
Two hours may be earned per semester by students holding the top leadership positions in authorized campus student communications: newspaper, yearbook, radio, or in-house production. One hour of credit may be earned per semester by those holding secondary media positions. Media lab hours may also be earned for special departmental projects approved by the faculty advisor and department chair. A maximum of eight hours of media lab may be counted toward graduation. Offered Fall and Spring semesters. Prerequisite: Instructor permission.

JRN 315 3 hours
Advanced Media Writing
Explores in-depth journalistic writing, introducing students to advanced research and interviewing methods, writing, and editing. Prerequisite: JRN 115.

JRN 320 3 hours
Politics and Opinion Writing
This course is collaboratively facilitated by a team consisting of a journalism professor, a political science professor, and a professional newspaper opinion page editor/columnist. Students will explore a variety of societal-ethical-political issues from a political science perspective. Students will then receive hands-on instruction and experience in writing persuasive commentary about some of those societal-ethical-political issues. JRN 115 is recommended.

JRN 332 3 hours
Layout and Design
Provides communication students with an understanding of the basic principles of graphic design. Students will learn to recognize, evaluate, and create good design by practicing the points presented in class. Meets a foundational core aesthetic literacy requirement. Offered Fall and Spring semesters.

JRN 355 3 hours
Networking Study Trip
Offers an off-campus, partially online course. Students spend the equivalent of one week in a midwest city (e.g. Chicago, Columbus, Grand Rapids). Students read and research corporate culture and communication before visiting various organizations (both NFP and corporate). Offered Interterm of even years. Course fee.

JRN 360 1-4 hours
Independent Study
An individualized, directed study involving a specified topic.

JRN 370 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

JRN 393 1-4 hours
Practicum
Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. Offered primarily during Summer.

JRN 435 3 hours
Magazine Production and Feature Writing
Develops advanced student research and reporting skills in magazine writing. Specifically, this course prepares students to be competent reporters, interviewers, designers, and writers as they plan and create a magazine. The course also introduces students to the magazine industry and its inner workings. Prerequisites: JRN 115 and JRN 332. Offered Fall semester of even years.

JRN 450 1-4 hours
Directed Research
Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

JRN 457 3 hours
Media Agency
Provides a real-world, client-focused experience for students through an in-house media agency. Select students will manage media campaigns from start to completion, assuming a variety of roles: writing, graphic design, web design, social media, public relations, photography, and communication strategy. Prerequisites: JRN 332, significant upper division courses in the major, and instructor permission. Offered Fall semester of even years.

JRN 480 1-4 hours
Seminar
A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

JRN 486 1 hour
Senior Portfolio Development
Senior journalism majors will complete a senior portfolio. Prerequisites: CAC 485 and senior status. Offered Spring semester.

JRN 490 1-2 hours
Honors
Individualized study or research of an advanced topic within a student's major. Open to students with at least a 3.00 GPA in the major field.

JRN 492 8-16 hours
Internship
Professional semester of supervised internship in a work setting related to the major field of study. Prerequisites: Completion of departmental core and major core courses and approval of the department faculty.

Public Relations Courses

PBR 170 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

PBR 261 3 hours
Introduction to Public Relations
Analyzes public relations theory and practice, examining public relations environments, audiences, and message strategies. Emphasis is placed on history, ethics, writing, and crisis management. Offered Fall semester and offered Spring semester as needed.

PBR 270 1-4 hours
Selected Topics
A course offered on a subject of interest but not listed as a regular course offering.

PBR 300 1-2 hours
Media Laboratory
Two hours may be earned per semester by students holding the top leadership positions in authorized campus student communications: newspaper, yearbook, radio, or in-house production. One hour of credit may be earned per semester by those holding secondary media positions. Media lab hours may also be earned for special departmental projects approved by the faculty advisor and department chair. A maximum of eight hours of media lab may be counted toward graduation. Offered Fall and Spring semesters. Prerequisite: instructor permission.

PBR 330 3 hours
Emotional Intelligence
This is a three-hour course focusing on Emotional Intelligence (EI/EQ) and how it leads to academic and professional success. The course will center around intrapersonal assessment, interpersonal relationships, and best practice communication skills.

PBR 355 3 hours
Networking Study Trip
Offers an off-campus, partially online course. Students spend the equivalent of one week in a midwest city (e.g. Chicago, Columbus, Grand Rapids). Students read and research corporate culture and communication before visiting various organizations (both NFP and corporate). Offered Interterm of even years or as needed. Course fee.

PBR 360 1-4 hours
Independent Study
An individualized, directed study involving a specified topic.

PBR 361 3 hours
Public Relations Cases and Campaigns
Examines the theory and practice behind creating a public relations campaign and a communication case study. Students work with clients to produce a strategic campaign. They also write a case study following the guidelines of the Arthur Page Society. Prerequisite: PBR 261. Offered Fall semester.

PBR 370 1-4 hours
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

PBR 393 1-4 hours
Practicum
 Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience. Offered primarily during Summer.

PBR 450 1-4 hours
Directed Research
 Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

PBR 455 3 hours
Event and Venue Planning
 Focuses on the event planning aspect of public relations. Students learn concepts of venue and event planning and management from theory to the initial phases to the evaluation phase of a major event they plan throughout the semester. Prerequisite: PBR 261. Offered Fall semester of odd years.

PBR 457 3 hours
Media Agency
 Provides a real-world, client-focused experience for students through an in-house media agency. Select students will manage media campaigns from start to completion, assuming a variety of roles: writing, graphic design, web design, social media, public relations, photography, and communication strategy. Prerequisites: JRN 332, significant upper division courses in the major, and instructor permission.

PBR 461 3 hours
Public Relations Writing and Production
 Emphasizes the development and application of public relations writing, including promotional kits, grant proposals, pitches, and other forms of public relations writing. This class connects with outside clients for real-world experience. Prerequisite: PBR 261. Offered Spring semester.

PBR 480 1-4 hours
Seminar
 A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

PBR 486 1 hour
Senior Portfolio Development
 Senior public relations majors will complete a senior portfolio. Prerequisite: CAC 485. Offered Spring semester.

PBR 490 1-2 hours
Honors
 Individualized study or research of an advanced topic within a student's major. Open to students with at least a 3.00 GPA in the major field.

PBR 492 8-16 hours
Internship
 Professional semester of supervised internship in a work setting related to the major field of study. Prerequisites: Completion of departmental core and approval of the department faculty.

Professional Writing Courses

PWR 101 3 hours
Introduction to Professional Writing
 Introduces the fundamentals of becoming a professional writer and how using words well translates into many areas of the job world—publishing and beyond. Foundational course for professional writing majors and minors. Offered Spring semester.

PWR 170 1-4 hours
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

PWR 230 3 hours
Technical Writing
 Technical Writing prepares students to design effective technical documents for both written and oral communication. The course emphasizes business communications, technical reports, scientific papers, compliance reporting, and technical documentation. Offered Spring semester of even years.

PWR 243 3 hours
Editing
 Provides training in content editing, copyediting, and proofreading for book publishers, magazines, and newspapers. Offered Fall semester of odd years.

PWR 270 1-4 hours
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

PWR 313 2 hours
Article Writing I
 An introduction to writing from a Christian worldview and an overview of the different writing genres, with an emphasis on writing articles for publication. Stresses functional skills such as self-editing, interviewing techniques, developing vocabulary skills, and learning to cover news. Through readings and writing assignments, the student will follow a step-by-step process of learning the foundations of article writing. This course is offered through Taylor University Online (TUO).

PWR 314 2 hours
Article Writing II
 A course concentrating on finding, evaluating, researching, and writing the various kinds of non-fiction articles. Self-editing, interviewing techniques, and developing vocabulary skills are emphasized as students write humor, how-to, inspirational, investigative, opinion, and other types of articles. Building on the foundational skills learned in Article Writing I, students will learn the advanced specialty areas of article writing. This course is offered through Taylor University Online (TUO).

PWR 323 3 hours
Non-Fiction and Scriptwriting
 Introductory course and workshop in the instruction and practice of writing non-fiction and scriptwriting. This course is offered through Taylor University Online (TUO).

PWR 327 3 hours
Introduction to Fiction Writing
 An introductory course concentrating on the instruction and practice of writing fiction. This course is offered through Taylor University Online (TUO).

PWR 345 3 hours
Inspirational Writing
 Focuses on writing for the Christian market: nonfiction (using the Bible well to write good Bible questions for studies and lesson plans for various age groups), devotionals, personal testimonies, and fiction (e.g., short stories, flash fiction). Students develop the ability to write in a captivating manner, showing solid Bible knowledge and understanding. Students also explore Christian writers past and present. Open to all students. Offered as needed.

PWR 360 1-4 hours
Independent Study
 An individualized, directed study involving a specified topic.

PWR 365 3 hours
Writing Seminar
 Concentrated instruction in an area of specialized writing. Writers in residence lead classes on such topics as mystery and suspense, writing for children, and writing for gaming. Offered as needed.

PWR 370 1-4 hours
Selected Topics
 A course offered on a subject of interest but not listed as a regular course offering.

PWR 372 3 hours
Freelance Writing
 Offers experience in the techniques and strategies of freelance writing, including searching for publications, tracking submissions, and sending query letters. This course focuses on writing and marketing manuscripts for both religious and secular publications. Offered Fall semester of odd years.

PWR 393 1-4 hours
Practicum
 Supervised learning involving a first-hand field experience or a project. Generally, one hour of credit is awarded for a minimum of 40 hours of practicum experience.

PWR 423 3 hours
Advanced Non-Fiction Writing
 The purpose of this course is to provide advanced academic instruction in applying ethical principles to the process of gathering, analyzing and integrating information into powerful nonfiction books. The ultimate goal is to seek out powerful stories reflecting a Christian worldview and in all work to clearly and accurately communicate truth. This course is offered through Taylor University Online (TUO).

PWR 427 **3 hours**
Advanced Fiction Writing

The purpose of this course is to provide academic instruction in reviewing classic and current prominent fiction written from a Christian perspective, analyzing current fiction and novels, and learning the basics of writing effective fiction. The ultimate goal is to clearly and accurately communicate themes that reflect a Christian worldview in an excellent and effective manner. *Prerequisites: PWR 313, PWR 314, PWR 323, and PWR 327. This course is offered through Taylor University Online (TUO).*

PWR 444 **3 hours**
Book Editing and Publishing

Students participate in the process of turning a manuscript into a print-ready book. Instructor will solicit manuscripts (potentially from faculty or other established writers) and walk students through the entire process as if they are a publishing house. Students will study publishing houses in depth, work as publishing boards, create pro formas and budgets, work as agents and acquisition editors, then as editors and copy editors. *Prerequisite: PWR 243. Offered Spring semester of even years.*

PWR 450 **1-4 hours**
Directed Research

Investigative learning involving closely directed research and the use of such facilities as the library or laboratory.

PWR 475 **3 hours**
Writing for Publication

Intensive seminar on writing manuscripts for publication. Course offered in partnership with "Write to Publish" conference, often held in Wheaton each June. Students participate in conference and attend workshops with authors, editors, literary agents, and publishers. Students then work closely with instructor to prepare manuscripts for publication. *In addition to tuition, students must pay conference registration fee. Offered Summer term.*

PWR 480 **1-4 hours**
Seminar

A limited-enrollment course designed especially for upper-class majors with emphasis on directed readings and discussion.

PWR 486 **1 hour**
Senior Paper/Portfolio Development

Seniors will develop their senior paper/portfolio. *Prerequisite: CAC 485. Offered Spring semester.*

PWR 490 **1-2 hours**
Honors

Individualized study or research of an advanced topic within a student's major. *Open to students with at least a 3.00 GPA in the major field.*

PWR 492 **8-16 hours**
Internship

Professional semester of supervised internship in a work setting related to the major field of study. *Prerequisites: Completion of departmental core and major core courses and approval of the department faculty.*

Notes