

# COMMUNICATIONS (COM)

## COM 101. Communications First-Year Seminar. 1 Credit.

This first-semester course is designed to ease the transition to college and to acquaint first-year School of Communications students with timely and important resources and information. Students hear from faculty members in each of the departments within the School of Communications to learn more about the majors offered. Students also learn how to create their own success in college and as lifelong learners through development of important skills. Topics include effective communication, time management, study skills and degree requirements. This class is required of all first-year and transfer students entering with 0-26 college credits.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

## COM 120. Media Industries and Trends. 3 Credits.

This course introduces students to the structure, function, uses and social implications of media industries. Students examine the ways individual industries inform, entertain and influence media consumers. Significant focus is placed on media literacy. The course also surveys issues related to ownership, regulation, ethics and globalization. The main objectives of COM 120 are to help students understand media professions, industries and technologies in relation to key trends, including the increasing commercialization of media products, the consolidation and convergence of media industries, and the implications these processes hold for society. The course fosters the development of skills including the ability to access, analyze and properly cite sources for research on the media.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

## COM 130. Visual Design. 3 Credits.

This course introduces students to the design process using professional-level software for digital image creation and editing, typesetting and typography, page layout and design in preparation for advanced course work. Students produce course projects that demonstrate creativity, design concepts, critical thinking, aesthetic principles and basic technical competence.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

## COM 140. Storytelling. 3 Credits.

This survey course has been designed to reinforce grammatical standards of the English language while introducing students to the basic tenets of dramatic, journalistic and strategic writing. Through the examination of a single theme, students learn to tell stories using these three writing styles as they identify and connect with specified audiences.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**UC:** Breadth Elective

## COM 150. Public Speaking: Principles and Practice. 3 Credits.

This course examines the principles of oral communication and presentation skills and puts those principles into practice. Through multiple assignments, students increase their confidence in delivering presentations and demonstrate effective research skills, speech development and preparation, and delivery. Additionally, critical thinking and listening skills are demonstrated through oral and written critiques.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**UC:** Breadth Elective

## COM 201. Media Career Development. 1 Credit.

This course introduces students to the career development process and covers the skills needed to create a personal career plan. It includes topics such as self-assessment, career research, resume and cover letter preparation, networking and interviewing practice, as well as strategies for internship/job searches. Course material is geared specifically toward media/communication careers. The course is graded on a pass/fail basis. Students majoring in communications cannot count COM 201 toward their major electives.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

## COM 215. Social Media and Society. 3 Credits.

Students examine the rise of social media and its effect on social interaction and audience behaviors and analyze social media strategies and their effectiveness from a personal, organizational and brand perspective. Through theory, practice, and case studies, students identify a strategic process for integrating social media into marketing, organizational communication, public relations, and other business operations.

**Prerequisites:** None

**Offered:** Every year, All

**UC:** Breadth Elective

## COM 300. Special Topics in Communications. 3 Credits.

Course topics vary and include new, experimental, or topical courses on a variety of subjects related to Communications industries and technologies. See course descriptions for specific course information. Course can be repeated for different topics.

**Prerequisites:** None

**Offered:** As needed

## COM 301. Communications Career Practicum. 1 Credit.

This course offers practical training in a communications-related occupation. Students complete a minimum of 40 hours of supervised fieldwork (paid or unpaid) in a professional setting. Practicum placements must be approved by the internship program director in accordance with the school policies and prior to earning credit. At least sophomore status required. This course is graded on a pass/fail basis.

**Prerequisites:** None

**Offered:** Every year, All

## COM 302. Communications Career Practicum II. 1 Credit.

This course continues practical training in a communications-related occupation. Students complete a minimum of 40 hours of supervised fieldwork (paid or unpaid) in a professional setting. Practicum placements must be approved by the internship program director in accordance with the school policies and prior to earning credit. At least sophomore status required. This course is graded on a pass/fail basis.

**Prerequisites:** Take COM 301 and permission of department chair.

**Offered:** Every year, All

## COM 303. Communications Career Practicum III. 1 Credit.

This course fulfills the 40 hour experiential learning opportunity in a communications-related occupation. Students complete a minimum of 40 hours of supervised fieldwork (paid or unpaid) in a professional setting. Practicum placements must be approved by the internship program director in accordance with the school policies and prior to earning credit. At least sophomore status required. This course is graded on a pass/fail basis.

**Prerequisites:** Take COM 302 and permission of department chair.

**Offered:** Every year, All

**COM 340. Exploring Communications Abroad. 3 Credits.**

This multisection, global perspective course introduces students to the worldwide development of communications, including communication practices, infrastructure, environments and specializations. Students conduct primary and secondary research on communications in a specific country or in a cross-cultural context. The topics can range from international cinema through storytelling and global branding to documentary filmmaking depending on the specialty of the instructor. This course includes a short-term study-abroad component directly related to the topic.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**UC:** Breadth Elective, Intercultural Understand

**COM 350. Media Culture and Arts of Los Angeles. 3 Credits.**

This course introduces students to the diverse media companies based in Los Angeles as well as the influence of local history, art and culture on the past, present, and future of the city. The class examines industries including, but not limited to: journalism, film and television writing, video production, podcasting and web design. Students complete a final project focused on a Los Angeles media company.

**Prerequisites:** None

**Offered:** Every year, Fall and Spring

**UC:** Breadth Elective, University Curriculum Ele

**COM 490. Communications Career Internship. 3 Credits.**

This course aims to promote professional growth and advancement through observation and participation in jointly supervised major-related fieldwork with a business or organization (paid or unpaid). The course also provides the opportunity for students to meet and work with active professionals in an industry directly aligned with their major while refining their own career goals. Students complete a minimum of 120-hours of supervised fieldwork in a professional setting evaluated by the internship supervisor and the school's internship coordinator. The internship placements must be approved via Handshake prior to student earning credit and in accordance with the school policies. A student must have completed a minimum of 57 credits as a prerequisite. This course is graded on a pass/fail basis. (Can be taken currently with COM 491 upon department chair approval.)

**Prerequisites:** Take COM 201 and a minimum of 57 credits completed.

**Offered:** Every year, All

**COM 491. Communications Career Internship II. 3 Credits.**

This course aims to promote professional growth and advancement through observation and participation in jointly supervised fieldwork with a cooperating communications-related business or organization (paid or unpaid). The course also provides the opportunity for students to meet and work with active communications professionals while refining their own career goals and maximizing opportunities. Students complete a minimum of 120-hours of supervised fieldwork in a professional setting evaluated by the internship supervisor and the school's internship coordinator. The internship placements must be approved in accordance with the school policies and prior to student earning credit. Junior/Senior status is required. This course is graded on a pass/fail basis. (Repeatable or concurrent with COM 490 upon department chair approval.)

**Prerequisites:** Take COM 201, COM 490 and permission of department chair.

**Offered:** Every year, All