# INTEGRATIVE MEDIA, B.A. - COGNATE MINOR IN COMMUNICATION STUDIES

## Recommended Course Sequence

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td><strong>First Semester</strong></td>
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<tr>
<td></td>
<td>[BA153]</td>
<td>Management Foundations</td>
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<td></td>
<td>[COM-101]</td>
<td>Fundamentals of Public Speaking</td>
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<td>[ENG-101]</td>
<td>Composition</td>
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<td></td>
<td>[COM-102]</td>
<td>Principles of Communication</td>
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<td>[CS-125]</td>
<td>Computer Science I</td>
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<td></td>
<td>[IM-101]</td>
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<td><strong>Third Semester</strong></td>
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<td>[COM-222]</td>
<td>Broadcast Production</td>
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<td>[ENT-203]</td>
<td>Opportunity Identification</td>
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<td>[IM-201]</td>
<td>Integrative Media Foundations II</td>
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<td>[COM-124]</td>
<td>Mass Media Literacy</td>
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<td>[COM-203]</td>
<td>Small Group and Team Communications</td>
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<td>[ENG-202]</td>
<td>Technical &amp; Professional Writing</td>
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<td>[IM-301]</td>
<td>Principles of Motion &amp; Layering</td>
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<td>[COM-323]</td>
<td>Advanced Audio Production</td>
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<td>[IM-302]</td>
<td>Principles of Interactivity</td>
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<td>[IM-320]</td>
<td>Concept Development &amp; Processes</td>
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Sixth Semester

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<td>[COM-262]</td>
<td>Digital Storytelling and Design</td>
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<tr>
<td>[COM-322]</td>
<td>Advanced Video Production</td>
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<td>[IM-391]</td>
<td>Integrative Media Project I</td>
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<td>[IM-392]</td>
<td>Integrative Media Project II</td>
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<td>[IM-399]</td>
<td>Cooperative Education</td>
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Eighth Semester

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<td>Electives</td>
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<td>[IM-399]</td>
<td>Cooperative Education</td>
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<td>[IM-400]</td>
<td>Integrative Media Portfolio Capstone</td>
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<td><strong>Total Credits</strong></td>
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**IM. INTEGRATIVE MEDIA**

**IM-198/289/398. TOPICS IN INTEGRATED MEDIA**

Credits: Varies with topic.

A study of topics of special interest not extensively treated in regularly offered courses.

Click here for course fee.

**IM-101. INTEGRATIVE MEDIA FOUNDATIONS I**

Credits: 3

This course is an introduction and multiple media survey of artists, styles, and techniques influential in the development of contemporary media. Through this exposure and readings, a creative process will be developed and absorption will stimulate, motivate, and inspire a personal aesthetic vision. In addition, through intensive thought, analysis, and critique, we will explore media as it affects our society and our responsibility as media content generators.

Click here for course fees.

**IM-201. INTEGRATIVE MEDIA FOUNDATIONS II**

Credits: 3

This course is an introduction to the foundational design principles as they apply to digital new media applications. Students will produce digital projects through the introductory application of various digital tools with a continued focus on the constant evolution of a personal aesthetic vision. A survey of new media applications, terminology, and techniques will be researched and discussed, along with our responsibility as communicators to mass media markets.

Click here for course fees.

Pre-Requisites

[IM-101].

**IM-255. INTEGRATIVE MEDIA PRACTICUM**

Credits: 1-2

The Department Practicum may be taken for one to two credits per semester. Students may earn credit for major roles and positions of major responsibility in the co-curricular activities in the Creative Production Studio, Studio 020. Credit for participation in these activities is optional, and voluntary participation (without credit) is also encouraged. The department, through the advisor or instructor of the activity, has the authority to approve or reject any contract for credit under this designation. Credits earned are applicable toward graduation, but do not count toward the requirements of the IM core. Written approval for credit must be by advisor or department chairperson.

**IM-301. INTEGRATIVE MEDIA PRINCIPLES OF MOTION AND LAYERING**

Credits: 3

This course will address the foundational concepts of assembling digital imagery, relational to short format projects, focusing on historical and contemporary principles of montage, timing, and pacing. In addition, the technical and aesthetic principles of compositing will be covered producing multi-layered projects for a variety of media.

Click here for course fees.

Pre-Requisites

[IM-201].

**IM-302. INTEGRATIVE MEDIA PRINCIPLES OF INTERACTIVITY**

Credits: 3

Technical and aesthetic principles of interactivity will be conveyed and practiced to produce a range of interactive media. Addressing issues of human static and dynamic interactive ergonomics as they apply to contemporary commercial and artistic applications.

Click here for course fees.

Pre-Requisites

[IM-201].

**IM-320. INTEGRATIVE MEDIA CONCEPT DEVELOPMENT AND PRACTICES**

Credits: 3

Through research, writing, and example, students will gain an advanced understanding of the creative generating processes in a new media environment. These processes will be used to formulate solid, cohesive concepts and present storyboards that are visually communicative and professional. With discussion, critique, and reiteration, the concepts are refined and reinforced.

Click here for course fees.

Pre-Requisites

[IM-201].
IM-350. 3 DIMENSIONAL ENVIRONMENTS AND ANIMATION  
Credits: 3  
This course will explore the foundations of 3-dimensional animation processes as they apply to multiple media. Students will build computer-based models and environments, texture, light, animate, and render content for Integrative Media projects, stand-along projects of 3-D foundations used within the CS gaming track. (Cross-listed with [CS-350].)  
Click here for course fees.

Pre-Requisites  
IM students—IM 301; CS students—CS 125.

IM-355. DIGITAL AUDIO PRINCIPLES AND EDITING  
Credits: 3  
The foundational concepts behind music theory, sound design, and digital studio editing techniques will be addressed in this course. This knowledge can then be applied to creating and adapting sound components for use within the variety of Integrative Media projects.  
Click here for course fees.

Pre-Requisites  
[[IM-201]].

IM-368. 3 DIMENSIONAL GAME DEVELOPMENT  
Credits: 3  
An overview of simulation, engine-based, and real-time game systems with a focus on theory, creation, and animation of three-dimensional models used within a game context. Cross-listed with [CS-368].  
Click here for course fees.

Pre-Requisites  
[[IM-350]] (CS 366) or [[CS-367]].

IM-391. INTEGRATIVE MEDIA PROJECT I  
Credits: 3  
This project-based course will begin to assemble production teams to produce project(s) from concept to completion. Students will develop storyboards and, through creative and organizational work sessions, define a completion plan and production schedule. All phases of the production process will be addressed under creative, financial, and deadline benchmarks. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements  
Click here for course fees.

Pre-Requisites  
[[IM-320]].

IM-392. INTEGRATIVE MEDIA PROJECT II  
Credits: 3  
Students will initiate new or continue team-oriented integrative media productions. The production process will be optimized to continue the experience of industry scenarios. Expanded business practices and production techniques will build upon prior skill sets. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements  
Click here for course fees.

Pre-Requisites  
[[IM-391]].

IM-399. COOPERATIVE EDUCATION  
Credits: 1-6  
Pre-Requisites  
Sophomore standing, minimum 2.0 cumulative GPA, consent of academic advisor, and approval of placement by the department chairperson.

IM-400. INTEGRATIVE MEDIA PORTFOLIO CAPSTONE  
Credits: 3  
As the capstone of the IM curriculum, this course will focus on the compilation of visual materials produced throughout the set of courses, as necessary in the job submission process. Creating a self 'brand' will be a concentration, along with the compilation of written works, flatbook, and reel. Understanding the perspective of the employer will be heavily discussed and the various positions, procedures, and environments that produce IM products. Note: This course must be completed with a minimum final grade of 25 in order to meet degree requirements.  
Click here for course fees.

Pre-Requisites  
[[IM-391]].

COM. COMMUNICATION STUDIES

COM-101. FUNDAMENTALS OF PUBLIC SPEAKING  
Credits: 3  
Principles of study, application, and evaluation of public speaking. Emphasis will be upon meeting the needs of students through individualized instruction in oral communication settings. The course is taught each semester.

COM-102. PRINCIPLES OF COMMUNICATION  
Credits: 3  
A study of the theory and process of communication. Required of all department majors. Taught every spring semester.

COM-124. MASS MEDIA LITERACY  
Credits: 3  
This is a survey course that takes a literacy approach to the study of mass media and their role in society. Taught every spring semester.

COM-144. DEPARTMENT PRACTICUM  
Credits: 1-2  
A-Debate and Forensics; B-P.R. Agency; C- WCHL Radio; D-The Beacon; E-Television; F- Department. The Department Practicum may be taken for one or two credits per semester with the total not to exceed six credits. Students may earn credit for major roles and positions of major responsibility in the above co-curricular activities. Credit for participation in these activities is optional, and voluntary participation (without credit) is also encouraged. The department, through the advisor or instructor of the activity, has the authority to approve or reject any contract for credit under this designation. Credits earned are applicable toward graduation, but do not count toward the degree requirements of any concentration in Communication Studies. Written approval of credit must be by advisor and Department chairperson.
COM-201. ADVANCED PUBLIC SPEAKING
Credits: 3
Inquiry into the practice and principles of speech composition and presentation. Detailed analysis of the areas of invention, arrangement, style, and delivery, and an introduction to speech criticism.

Pre-Requisites
[[COM-101]] or consent of the instructor.

COM-202. INTERPERSONAL COMMUNICATION
Credits: 3
This course focuses on interpersonal communication theory and its application to improving the student’s interpersonal skills in managing conflict, negotiating, interviewing, and in developing relationships. Taught fall semesters.

Pre-Requisites
[[COM-102]] or consent of the instructor.

COM-203. SMALL GROUP & TEAM COMMUNICATION
Credits: 3
This course is designed to enable students to improve their decision-making abilities within group and team settings. Emphasis will be placed on team-building, as well as task, leadership and interpersonal skills needed for effective group communication.

Pre-Requisites
[[COM-102]].

COM-204. ARGUMENTATION AND DEBATE
Credits: 3
Training in the fundamentals of argumentation and debate, with practice in gathering and organizing evidence and support materials. Course taught every other fall semester.

Pre-Requisites
[[COM-101]] or consent of the instructor.

COM-206. BUSINESS AND PROFESSIONAL COMMUNICATION
Credits: 3
Course will concentrate on communication theory as applied to business and professional settings. Students will make several oral presentations and participate in interviewing and conferences. Course taught fall semester in alternate years.

COM-220. INTRODUCTION TO ELECTRONIC MEDIA
Credits: 3
An overview of the history, institutions, and message systems of the radio, television, cable, satellite, and internet industries.

COM-222. BROADCAST PRODUCTION
Credits: 3
Fees:
A study of the principles and techniques of audio and video production. A special emphasis is placed on the utilization of these techniques in broadcast settings. Click here for course fee.

COM-223. THE ART OF FILM
Credits: 3
An introduction to the aesthetics, techniques, and critical analysis of cinematic art through the study of representative films of current and past film directors. Screenings and writing intensified.
COM-302. FUNDAMENTALS OF PUBLIC RELATIONS  
Credits: 3  
An introduction to the fundamentals of public relations practice, including program planning and evaluation, working with the media, writing for PR, and coordinating special events and functions. Taught every fall semester.

Pre-Requisites  
[[COM-260]].

COM-303. ORGANIZATIONAL COMMUNICATION  
Credits: 3  
Course focuses on traditional and modern concepts of communication channels in simple and complex organizations. Considerable attention is given to interviewing and conducting communication audits.

Pre-Requisites  
[[COM-102]] or consent of the instructor.

COM-304. INTERCULTURAL COMMUNICATION  
Credits: 3  
Intercultural Communication is a systematic study of what happens when people from different cultural backgrounds interact face-to-face. The course is a balance between theoretical and practical knowledge, with emphasis on immediately usable knowledge. Guest speakers, in-class simulations, cross-cultural interviews, and research projects ask students to apply communication skills to actual intercultural situations.

Pre-Requisites  
[[COM-102]] or consent of the instructor.

COM-305. STUDIES IN PUBLIC ADDRESS  
Credits: 3  
This class is a hybrid or comparative approach to the study of public address in the United States. We will study traditional and critical rhetorical theories of public address. We will also engage with speakers and texts that both challenge and reinforce the "great speeches" mold. As we pursue these objectives, we will focus our study on selected social movement rhetorics in the United States, including those of women's and feminist movements, civil rights movements, labor movements, and LGBTQ movements.

Pre-Requisites  
[[COM-102]] or consent of the instructor.

COM-320. MEDIA MANAGEMENT  
Credits: 3  
This course will provide a framework for understanding the functions and methods of media managers in both print and non-print media.

Pre-Requisites  
[[COM-220]] or consent of the instructor.

COM-321. ADVANCED MULTIMEDIA REPORTING  
Credits: 3  
This course combines advanced reporting techniques with multimedia production to create news 'packages'. Students will discuss audience analysis and determine what makes a solid news package for a particular audience and/or demographic. The class will analyze existing news packages and then split into teams to create their own multimedia news stories that relate not only to the university, but also to the Wilkes-Barre area. Teams will be responsible for all reporting and multimedia work, including, but not limited to, video, online and photo components. Near the end of the semester, students will present their work to a panel of industry and/or academic professionals for feedback.

Click here for course fee.

Pre-Requisites  
[[COM-222]]

COM-322. ADVANCED VIDEO PRODUCTION  
Credits: 3  
A study of the principles and techniques of video production. Scripting, producing, and editing videography are subjects covered extensively by this course. Each student will produce several video productions. Taught every spring semester.

Click here for course fee.

Pre-Requisites  
[[COM-222]] or consent of the instructor.

COM-323. ADVANCED AUDIO PRODUCTION  
Credits: 3  
This advanced level course builds on the basic skills learned in Broadcast Production with an emphasis on radio and the radio industry. Students will learn the theory and techniques of in depth radio production, including multi-track recording, mixing, signal processing, editing, mastering, creative radio production, and sound design for media. Students will be expected to work independently and within the group to produce broadcast quality production content suitable to be aired on WCLH.

Click here for course fee.

COM-324. COMMUNICATION RESEARCH METHODS I  
Credits: 3  
A study of the basic foundations in the theory and practice of communication research. The course will review the varied concepts and methods used in designing and conducting research specific to the discipline of Communication Studies and introduce students to the process of applying to the Institutional Review Board for research permission involving human subjects. Emphasis on ability to hone research topics, identify research sources, and write literature reviews. Required of all majors. Course taught every fall semester.

Pre-Requisites  
[[COM-102]] and [[COM-260]]
COM-325. COMMUNICATION RESEARCH METHODS II
Credits: 3
A focus on the principles and techniques of sampling, data analysis, and data interpretation as applied to communication research. Qualitative and quantitative analyses will be explored, as well as fundamental aspects of both descriptive and interpretive statistics. An emphasis is placed on students’ ability to work independently to gather, analyze, interpret, and report original research findings. Required of all majors. Course taught every spring semester.

Pre-Requisites
[[COM-324]]

COM-352. ADVANCED PUBLIC RELATIONS CAMPAIGNS
Credits: 3
[[COM-352]] is an advanced course in public relations, taught in seminar format. Emphasis is placed on planning, researching, budgeting, carrying out and evaluating actual public relations campaigns. The course is both writing and speaking intensive. In cooperation with various community-based businesses and non-profit clients, student ‘teams’ conduct actual semester-long promotional campaigns. Students should be competent in basic newswriting, interviewing, and fundamentals of public relations. Course taught in alternative spring semesters.

Pre-Requisites
[[COM-302]].

COM-354. INTERNATIONAL FIELD EXPERIENCE IN COMMUNICATION
Credits: 1-6
One to six creditsInternational Field Experience in Communication is an international service-learning experience that focuses on social and communication issues. Students will do a service project related to an area of communication studies including, but not limited to, Broadcast and Print Media, Public Relations, or Strategic Communication. Qualifies for Study Tour Experience (STE) credit pricing.

COM-360. ADVANCED NEWSWRITING
Credits: 3
A study of specialized reporting and an introduction to news editing. Click here for course fee.

Pre-Requisites
[[COM-260]].

COM-361. FEATURE WRITING
Credits: 3
A study of feature articles for newspapers, syndicates, magazines, and specialized publications. Practice in research, interviewing, and writing.

Pre-Requisites
[[COM-260]].

COM-362. MASS COMMUNICATION LAW
Credits: 3
Current legal problems, theory of controls in journalism, television, and radio; libel, copyright, privacy law, and other legal issues affecting the mass media. A case study approach will be used.

COM-372. MANAGING A PUBLIC RELATIONS AGENCY
Credits: 3
Focus on difference between in-house public relations and agency operators. Students work with several clients.

Pre-Requisites
[[COM-302]].

COM-397. SENIOR SEMINAR/COMMUNICATIONS
Credits: 3
An in-depth investigation of current research and ethical issues in communication. A research paper and senior project required. Required of all majors. Course taught every spring semester.

Pre-Requisites
[[COM-302]] and junior or senior standing.

COM-398. TOPICS
Credits: 1-3
A study of topics of special interest not extensively treated in regularly offered courses.

COM-399. COOPERATIVE EDUCATION
Credits: 1-6
Professional cooperative education placement in a private or public organization related to the student’s academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student’s discipline. (See the Cooperative Education section of this bulletin for placement procedures.)

Pre-Requisites
Completion of Sophomore year, 2.25 cumulative GPA, consent of academic advisor, and approval of placement by department chairperson.