MARKETING MINOR

Marketing Minor

Coordinator: Dr. Ge Grace Xiao

Total minimum number of credits required for a minor in Marketing – 18

For majors in other disciplines, The Jay S. Sidhu School of Business and Leadership offers an 18 credit minor in Marketing. Students considering careers in or involving aspects of the marketing profession will find the Minor in Marketing an excellent complement to their primary academic and career interests. All students seeking the Minor in Marketing will be required to complete a minimum of eighteen (18) credits from the following list of courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MKT-221</td>
<td>Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Plus</td>
<td>15 credits of marketing or marketing related</td>
<td></td>
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<tr>
<td>courses</td>
<td>from the following list</td>
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<tr>
<td>MKT-322</td>
<td>Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MKT-324</td>
<td>Retailing</td>
<td>3</td>
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<tr>
<td>MKT-326</td>
<td>The Selling Process</td>
<td>3</td>
</tr>
<tr>
<td>MKT-327</td>
<td>Marketing Seminar</td>
<td>3</td>
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<tr>
<td>MKT-328</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT357</td>
<td>Global eBusiness</td>
<td>3</td>
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<tr>
<td>MKT 198/298/398</td>
<td>Topics in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT462</td>
<td>Marketing Internship</td>
<td>3</td>
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<tr>
<td>SM325</td>
<td>Sport &amp; Event Marketing</td>
<td>3</td>
</tr>
<tr>
<td>HL325</td>
<td>Adv. Hospitality Marketing</td>
<td>3</td>
</tr>
<tr>
<td>ENT321</td>
<td>Analyzing Market &amp; Competitions</td>
<td>3</td>
</tr>
<tr>
<td>COM-302</td>
<td>Public Relations (prerequisite COM 260)</td>
<td>3</td>
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</tbody>
</table>

ENT. ENTREPRENEURSHIP

ENT-151. INTEGRATED MANAGEMENT EXPERIENCE I

Credits: 3
Terms Offered: Fall
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[BA-151]]

ENT-152. INTEGRATED MANAGEMENT EXPERIENCE II

Credits: 3
Terms Offered: Spring
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[BA-152]]

Pre-Requisites
[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum GPA of 2.0.

ENT-201. NATURE AND ESSENCE OF ENTREPRENEURSHIP

Credits: 3
Terms Offered: Fall
An introduction to entrepreneurs and self-career creation in small and large entrepreneurial organizations. The importance of entrepreneurs in the local, national, and world economies and personal characteristics of successful entrepreneurs will be studied. Guest speakers and a case study are included.

Pre-Requisites
[[ENT-152]] or [[BA-153]] with a minimum GPA of 2.0.

ENT-203. OPPORTUNITY IDENTIFICATION: INNOVATION AND CREATIVITY

Credits: 3
Terms Offered: Fall
An introduction to the creative and innovative processes. Emphasis on forms of creativity and how they are interrelated, psychology and behavioral aspects of creativity, recognizing creativity, and the practice of managing innovation and creativity in different environments. Direct experience with two or more forms of creativity.

ENT-252. THE ENTREPRENEURIAL LEADER

Credits: 3
Terms Offered: Spring
Examines leadership characteristics and behaviors of entrepreneurs. Emphasis on authentic and integrity-based leadership, role of emotional intelligence, and effective leadership strategies in entrepreneurial environments.
ENT-321. ANALYZING MARKETS AND COMPETITION
Credits: 3
Terms Offered: Fall
In-depth study of identification and assessment of markets and competition. Sources of information, key analytical techniques, and evaluation strategies are examined.

Pre-Requisites
[[MKT-221]] with a minimum GPA of 2.0.

ENT-342. ENTREPRENEURIAL FINANCE
Credits: 3
Terms Offered: Spring
The study of the financial dimensions of launching and growing ventures. Topics include financial characteristics and requirements of growth, venture capital, angel capital and private investment, equity markets and public offerings, and specialized funding programs.

Pre-Requisites
[[FIN-240]] with a minimum GPA of 2.0.

ENT-384. SMALL BUSINESS CONSULTANCY
Credits: 3
Terms Offered: Spring
Teams of students diagnose, analyze, and recommend solutions for problems defined by small business clients. Course requires students to apply a range of classroom skills in a real situation and present oral and written reports to the client firm. Requirements: Senior standing and permission of the instructor.

ENT-385. OPPORTUNITY ASSESSMENT: TECHNICAL, ECONOMIC AND MARKET FEASIBILITY
Credits: 3
Terms Offered: Spring
Theory and practice of assessing market, economic, and technical feasibility. Use of project management techniques to develop an in-depth feasibility analysis plan for expected outcomes.

ENT-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. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

ENT-461. PRACTICING ENTREPRENEURSHIP
Credits: 3
Terms Offered: Fall
Advanced essentials and elements of becoming an entrepreneur, or intrapreneur, will be examined through current classic 'real life' entrepreneurial case readings and entrepreneur and guest faculty lectures. Students will create their own entrepreneurial enterprise as a team project.

Pre-Requisites
Senior standing, [[ENT-201]] with a minimum GPA of 2.0, or permission of the instructor.

ENT-462. ENTREPRENEURIAL INTERNSHIP
Credits: 3
The course content provides an on-the-job multi-discipline experience assisting a working local entrepreneur in the development and operation of a business enterprise.

BA. BUSINESS ADMINISTRATION

BA-119. DATA ANALYSIS IN EXCEL
Credits: 1
This course is designed to teach the basic and advanced features and functions of Excel, including summative, descriptive and reporting techniques. Students will also gain the knowledge of data manipulation and visual reporting. This one-credit class will meet multiple times each week, and will run for 5 consecutive weeks.

BA-151. INTEGRATED MANAGEMENT EXPERIENCE I
Credits: 3
Terms Offered: Fall
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[ENT-151]].

BA-152. INTEGRATED MANAGEMENT EXPERIENCE II
Credits: 3
Terms Offered: Spring
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[ENT-152]].

Pre-Requisites
[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum grade of 2.0

BA-153. MANAGEMENT FOUNDATIONS
Credits: 3
Management Foundations provides the framework for further study in accounting, business administration, and entrepreneurship programs. Functional areas of management are examined. This class is closed to freshmen and to any student who completed ACC/BA/ENT 151 and ACC/BA/ENT 152.
BA-319. BUSINESS STATISTICS
Credits: 3
Terms Offered: Fall
An introduction to the primary tools of research in business and economics; the collection, summarization, analysis, and interpretation of statistical findings relevant to business decisions. Two hours of lecture and one hour of individualized laboratory. Topics covered will include, but not be limited to, descriptive statistics, probability, sampling theory, hypothesis testing, and regression and correlation analysis. Cross-listed with [EC-319]

Pre-Requisites
[[MTH-101]] or higher

BA-335. LAW AND BUSINESS
Credits: 3
This course provides a foundation for understanding how the law functions; the laws protecting consumers and employees; and the law of contracts, sales, and business organizations.

BA-336. ADVANCED TOPICS IN BUSINESS LAW
Credits: 3
Terms Offered: Spring
This course provides students with an understanding of select advanced topics in law, specifically those that have the greatest impact on business and accounting.

Pre-Requisites
[[BA-335]] with a minimum grade of 2.0

BA-337. LEGAL ASPECTS OF SPORT AND EVENT MANAGEMENT
Credits: 3
Introduces legal issues that confront contemporary organized athletics and sports management. Specific topics which are highlighted include impact of antitrust laws; personal services contracts; labor law; injury and liability; franchise and transfer rules; and tax aspects. Examines the role of legal services within sports organizations and in individual athlete representation.

Pre-Requisites
[[BA-335]] with a minimum grade of 2.0

BA-338. INTERNATIONAL BUSINESS LAW
Credits: 3
Terms Offered: On Demand,Spring
The course will focus on international business law applicable to international business transactions. Topics covered will include comparable legal systems in the world and the law relative to 1) international sales, transport, credit and commercial agreements; 2) trade law including imports, customs, tariff regulations/agreements, regional free trade areas; 3) regulation of the marketplace including licensing, patent, advertising, sales representation, foreign investment and business formation, currency risk, anti-trust, employment and environmental law. This course is offered every other fall -- odd years.

Pre-Requisites
[[BA-335]] with a minimum grade of 2.0

BA-419. QUANTITATIVE DECISION MAKING
Credits: 3
This course is designed to build on the basics of introductory statistics so that the students understand how a variety of advanced statistical tools are used to support decision-making using business data. Students develop necessary skills to build models that conform the assumptions of the procedures. The course aims to provide more hands on experience. The topics that will be introduced include descriptive statistics, t-tests, ANOVA, simple linear regression, multiple linear regression, logistic regression and their applications on business data.

BA-461. BUSINESS STRATEGY AND DECISION-MAKING
Credits: 3
The first of a two-semester capstone experience. This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

Pre-Requisites
[[MKT-221]], [[EC-101]], [[EC-102]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0

BA-462. PROFESSIONAL BUSINESS EXPERIENCE
Credits: 3

Pre-Requisites
[[MKT-221]], [[FIN-240]], and [[MGT-251]] all with a minimum grade of 2.0

BA-463. THE BUSINESS FIELD AND RESEARCH EXPERIENCE
Credits: 3
This course allows the student to choose from a variety of professional opportunities. The student could perform research and writing in his or her major area. Such research must be approved by the instructor in advance. (The Undergraduate Thesis) The student may participate in a multidisciplinary capstone course that incorporates the application of business creation, development, and planning. It includes the application of business functions such as management, business strategy, marketing, accounting, finance, operations management, and sales. (The Business Incubator) The student could also visit several local organizations to conduct a live case comparison that spans industries and organizations as it pertains to his or her major area and faculty interests. (The Business Field Experience) Action learning gives students the opportunity to develop an understanding of the Sidhu School disciplines and business practices that are ethically and socially responsible.

Pre-Requisites
Senior class standing.

BA-464. INTERNATIONAL BUSINESS EXPERIENCE
Credits: 3
The course provides an overview of a Western European Society. A ten-day field trip in Western Europe is a major learning experience of the course. Site visits are made in a number of cities in European countries. Site visits include Cities, Regions, and Business and travel centers. Arrangements for travel are made during the fall, and travel in the spring. The purpose of the course is to create a global learning experience using Western Europe as a medium to facilitate the student's understanding of the global business environment. Presentations, discussions, travel, observations, projects, as well as written papers will provide students with the opportunity to demonstrate their understanding and knowledge.
MARKETING

MKT-221. MARKETING
Credits: 3
Terms Offered: Fall, Spring
An introduction to the planning and activities of marketing. Emphasis on budgeting, product conception and development, pricing, distribution channels, and promotion.

MKT-322. ADVERTISING
Credits: 3
A managerial analysis of the decisions involved in advertising. Topics include research, ethics, campaign design, copy, art, media, budgeting, and effectiveness. Course is offered in spring or fall term.

Pre-Requisites
[[MKT-221]]

MKT-324. RETAILING
Credits: 3
A basic course that discusses opportunities in retailing, types of retail institutions, problems of store policy and store location, study of organizational structure of department stores, and organization and functions of all store divisions. Course is offered in spring or fall term.

Pre-Requisites
[[MKT-221]].

MKT-326. THE SELLING PROCESS
Credits: 3
Examines the buyer-seller relationship process of marketing products and services to consumers and organizations. Emphasis is placed on sales techniques, presentation styles, and sales management skills appropriate to the business interaction. Course is offered in spring or fall term.

Pre-Requisites
[[MKT-221]].

MKT-327. MARKETING SEMINAR
Credits: 3
In-depth examination of selected issues and problems in marketing. Specific topics alternate depending on student and faculty interests in areas such as marketing strategy formulation, social media marketing, marketing research, new product development, international marketing, and sports marketing.

Pre-Requisites
[[MKT-221]].

MKT-328. CONSUMER BEHAVIOR
Credits: 3
This course presents a survey and integration of concepts and theories that help explain or predict consumer behavior. Emphasis is on the implications of this information for marketing planning. Course is offered in spring or fall term.

Pre-Requisites
[[MKT-221]].

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-252. INTERNSHIP  
Credits: 3-6  
A supervised program of work and study in any of the concentrations. Written permission of the department is required. Offered every semester.

COM-260. BASIC NEWSWRITING  
Credits: 3  
Fundamentals of newsgathering, newswriting, and news judgment for all media; study of news sources; fieldwork, research, and interview techniques.

Pre-Requisites  
[[ENG-101]].

COM-261. MULTIMEDIA COMMUNICATION  
Credits: 3  
This course offers a skills-focused and theoretical approach to multimedia communication. Through a variety of readings, discussions and practical workshops, students will learn basic skills for navigating through multimedia platforms, including, but not limited to social media, apps, and audio/visual modes of communication. Students will be given the tools and information to adapt their knowledge and expertise as media and software packages change. Students will also critically analyze multimedia platforms to better understand their functions and the repercussions of releasing information on (or through) them.

Pre-Requisites  
[[ENG-101]].

COM-262. DIGITAL STORYTELLING AND DESIGN  
Credits: 3  
This course offers a hands-on approach to exploring the visual aspects of design and storytelling. Students will be introduced to basic principles of design that are applicable to a variety of career fields. Students also will learn about visual storytelling, the power of visual messages, and the interconnectedness between verbal and visual messages. Through readings, class discussions and workshops, students will gain the knowledge to not only produce effective and quality visual messages, but they will also be challenged to critically analyze visual messages and discuss the ethics behind the messages and the message making process.

Pre-Requisites  
[[COM-260]].

COM-300. COMMUNICATION CRITICISM  
Credits: 3  
Theories from classical to contemporary will be applied to the analysis of written, visual, and electronic messages. Emphasis on speech writing and criticism.

Pre-Requisites  
[[ENG-101]].

COM-301. PERSUASION  
Credits: 3  
Study and practice of persuasive speaking. General theories of persuasion, the role of persuasion in a democratic society, and an introduction to modern experimental research in the field.

Pre-Requisites  
[[ENG-101]].

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-260]].

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  
[[ENG-101]].
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.  
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.  
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.  
Pre-Requisites  
[[COM-260]].

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-324]], [[COM-354]]

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.  
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-324]] 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.