

# MASS COMMUNICATION (MCOM)

## Courses

### **MCOM 502 LITERARY JOURNALISM (3)**

Literary techniques and dramatic structure for print and online journalistic media.

### **MCOM 507 MULTIMEDIA REPORTING (3)**

Research and create multimedia news and feature articles incorporating hypertext and graphics and photographic, audio and video elements. Not open to students who have successfully completed MCOM 407. Lab/Class fee will be assessed.

### **MCOM 519 CORPORATE COMMUNICATION MANAGEMENT (3)**

A survey of practical theories and applications that are related to corporate communication practices. Topics include group and individual behaviors in corporate environments, managing conflict, culture, change, and innovation; and leadership/management communication. The particular emphasis will be placed on advertising, public relations, or brand communication organizations and on developing a critical assessment on corporate communication practices and prepare a research paper on this topic. Prerequisite: Communication Management graduate students.

### **MCOM 533 MEDIA ETHICS (3)**

Ethical principles, issues, dilemmas in mass communication; professional codes; interpersonal, small group, organizational and societal factors affecting mediated communication.

### **MCOM 543 INTERNATIONAL ADVERTISING (3)**

Role of advertising and promotion programs in the world marketplace, consideration of global and local perspectives, key decisions in agency operations, creative aspects and media.

### **MCOM 547 ADVERTISING CAMPAIGNS (3)**

Application of advertising principles and practices to the development of campaigns and the preparation of plan books.

### **MCOM 550 PUBLIC OPINION AND THE PRESS (3)**

Journalistic aspects of public opinion and propaganda; the impact of mass communication media on the formation of public opinion. Techniques of polling and testing public opinion.

### **MCOM 551 PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS (3)**

Fundraising and developing, implementing and evaluating public relations campaigns for nonprofit organizations.

### **MCOM 553 STRATEGIC PUBLIC RELATIONS AND INTEGRATED COMMUNICATIONS CAMPAIGNS. (3)**

Research, planning, implementing and evaluating programs and campaigns.

### **MCOM 560 INTERNSHIP IN MASS COMMUNICATION (1-6)**

Under faculty and Career Center supervision, students work as intern with a professional in the field of mass communication. May be repeated for a maximum of 9 units, but only 6 units will apply to the major. S/U grading. Prerequisites: Junior/senior standing, cumulative QPA of 2.75 and 3.00 in the major, completion of appropriate courses determined by the department; please check with Career Center for specifics.

### **MCOM 570 SPECIAL TOPICS IN MCOM (3)**

Study of selected topics in the field of mass communication. Topics will vary according to instructor.

### **MCOM 603 CRITICISM IN MASS MEDIA (3)**

Critical analysis of film and television with focus upon cultural, commercial and aesthetic values that affect these media.

### **MCOM 605 COMMUNICATION THEORY (3)**

Examination and critique of contemporary communication theories. Prerequisite: COMG-MS graduate student only or consent of instructor.

### **MCOM 606 PRACTICE OF PUBLIC RELATIONS AND ORGANIZATIONAL COMMUNICATION (3)**

Second in sequence of two courses that examine the body of knowledge in public relations, with a focus on the strategic management of communication, including marketing, case studies and field investigations. Prerequisite: MCOM 605.

### **MCOM 611 SOCIAL MEDIA ANALYTICS (3)**

Introduction to the analysis of social media data with an emphasis on the implications for communication strategy, theory, methods, and procedures of social media analytics. The course will cover the use of media metrics and analytics in areas of political communication, digital journalism, health communication, strategic communication, popular culture, etc. This course has been offered as a special topic; students who have earned credit for this course as a special topic will not receive additional credit for MCOM 611. Prerequisite: degree-seeking status or consent of the instructor.

### **MCOM 616 CONSUMER PSYCHOLOGY AND STRATEGIC COMMUNICATION (3)**

Survey of theories and real-world applications of consumer psychology and persuasion on strategic communication practice, as informed by current and classic knowledge in the field. Topics include sensation and perception, memory, identity, emotion, decision-making, consumer ethics, and attitudes. Prerequisite: degree-seeking status or consent of the instructor.

### **MCOM 617 INTERNATIONAL COMMUNICATION (3)**

Media systems of the world compared relative to their political, cultural, sociological, economic, religious, historical and broadcasting and print structures. In-depth analysis of American global media efforts.

### **MCOM 620 MEDIA AND HEALTH COMMUNICATION (3)**

Learn about concepts and theories in communication and apply relevant knowledge to improve the quality of health communication in various mediated-communication settings, including health education, health literacy, eHealth and mHealth, health care marketing and promotion, public health campaigns, family communication, health care and management. Prerequisite: program admission.

**MCOM 621 MASS MEDIA LAW AND REGULATIONS (3)**

Legal limits on freedom of the press, Constitutional guarantees, libel, contempt, obscenity, privacy, ethical problems and the right to know. Origins and concepts of freedom of information and its evolution in Constitutional law and judicial decisions: contemporary problems of censorship in publishing, broadcasting and film.

**MCOM 631 QUANTITATIVE RESEARCH METHODS IN COMMUNICATION (3)**

Introduction to quantitative research methods in communication. Development of quantitative communication research designs. Prerequisites: PSYC 212, or MATH 231 or equivalent, MCOM 605 (may be taken concurrently).

**MCOM 632 QUALITATIVE RESEARCH METHODS IN COMMUNICATION (3)**

Introduction to qualitative research methods in communication. Development and execution of qualitative communication research design. Prerequisite: MCOM 605 (may be taken concurrently) or consent of the instructor.

**MCOM 638 MANAGING COMMUNICATION IN A CULTURALLY DIVERSE SOCIETY (3)**

Study of the complexities of managing integrated communication in a society composed of diverse audiences including cultural, ethnic, physical, life style, religious and racial diversity. Prerequisites: program admission or consent of department.

**MCOM 639 MASS COMMUNICATION AND CULTURE (3)**

Examination of the role of mass media and communication technologies in shaping culture and human agency. Emphasis on both historical and contemporary ideas about how media, culture, and communication technologies intersect to create social meaning. Prerequisites: MCOM 605 and one of the following: MCOM 631 or MCOM 632 or consent of the instructor.

**MCOM 640 SOCIAL MEDIA AND CONTENT STRATEGY (3)**

Explores the changing world of digital and social media, exploring both theory and content strategy in depth from the perspective of communication managers.

**MCOM 651 MEDIA AND POLITICS (3)**

Relationships between the mass media and the political system. The influence of the media on political careers, the adversarial and support roles of the media.

**MCOM 652 MEDIA RELATIONS (3)**

Study of the roles and practices of media relations and messaging in corporate, non-profit, and government institutional settings. Through collaboration and research, students learn to develop effective media messages, build strategic media relations plans, secure media coverage, serve as a spokesperson, manage crises, and employ social media strategies effectively. Prerequisite: consent of department.

**MCOM 660 CRISIS COMMUNICATION (3)**

Explores communication theories and techniques used in crisis communication and apologia. Topics include inoculation practices, crisis avoidance, bolstering, models of leadership and crisis management plans. Prerequisites: Graduate standing.

**MCOM 670 SPECIAL TOPICS IN MASS COMMUNICATIONS (3)**

Exploration of current media topics. May be repeated to a maximum of 12 units. Prerequisite: varies with each topic.

**MCOM 795 INDEPENDENT STUDY IN MASS COMMUNICATION (3)**

Directed study in production or research in selected areas through readings, projects, papers and/or seminars. May be repeated for a maximum of 6 units. Prerequisites: 15 units of graduate-level mass communication studies courses, and consent of instructor.

**MCOM 881 GRADUATE PROJECT IN COMMUNICATION MANAGEMENT (1-6)**

Under faculty supervision, a student will complete a professional project to showcase his or her successful acquisition of knowledge from the courses in the graduate program. The student will choose a topic, develop the project with an appropriate method of investigation, and report the finding in writing. May be taken as one to six units per semester and repeated for a maximum of 6 units. Graded S/U. Prerequisite: consent of department.

**MCOM 885 PROJECT CONTINUUM (1)**

Continuing work on previously started project. Prerequisite: previous registration for project work.

**MCOM 897 MCOM THESIS (6)**

An original investigation using acceptable research method and design to be pursued under the direction of one or more faculty members. Graded S/U.

**MCOM 898 MCOM THESIS (3)**

The previous course, MCOM 897, taken over two consecutive semesters. Graded S/U.

**MCOM 899 THESIS CONTINUUM (1)**

Continuation of thesis research. Graded S/U based on making satisfactory progress on thesis.