

## Department of Communication

Department Chair: Jon Smith  
 Centrum 213  
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 Department Secretary: Barbara Gray

*Professors:* Suzanne Larson, Stanford P. Gwin; *Associate Professors:* Arthur T. Challis, Lionel A. Grady, Brian Heuett, L. Paul Hesselbee, Patricia Paystrup, Jon M. Smith, Terry West; *Assistant Professors:* Matthew H. Barton, Ronald D. Cantera; *Lecturers:* Calvin F. Rollins, Lance D. Jackson, Lee Byers, John Gholdston, Sage Platt  
 Website: <http://www.suu.edu/hss/comm/>

### Degrees Offered

**Master of Arts in Communication** (pending--contact department)  
**Bachelor of Arts/Bachelor of Science**

- Communication, Advertising Emphasis
- Communication, Broadcasting Emphasis
- Communication, Interpersonal Communication Emphasis
- Communication, Journalism Emphasis
- Communication, Public Relations Emphasis
- Communication, Composite

**Minor**

- Communication, Advertising Emphasis
- Communication, Broadcasting Emphasis
- Communication, Interpersonal Communication Emphasis
- Communication, Journalism Emphasis
- Communication, Public Relations Emphasis

*A composite consists of two of the following emphases and does not require a minor:*

- Advertising
- Broadcasting
- Interpersonal Communication
- Journalism
- Public Relations

### Department Statement

The Southern Utah University communication department provides opportunities for its students to apply the principles and theories of human communication and mass media in situations that simulate the professional world. The department operates in a student-centered environment to foster ethical behavior, superior communication skills, leadership abilities, and critical thinking.

**Goal Statement**

The curriculum of this department consists of a careful blend of classroom courses in theory, methods, histories, and in appropriate emphases, and laboratory experiences in hands-on applications of these principles. The intent is to produce a well rounded graduate who is conversant with the material in the communication fields and who can also proficiently apply that material. To this end, internships are strongly encouraged in the department. The department prepares students for careers in advertising, broadcasting, interpersonal communication, journalism, and public relations. It also prepares students to teach in the secondary schools. Through general education offerings at SUU in the communication core, and the humanities and social and behavior science knowledge areas, the communication department endeavors to give SUU general education students strong presentational skills and a background in communication principles and practices.

**Assessment Criteria and Activities**

1. The general education courses offered by the communication department will align carefully with the general education skill areas of communication, higher order thinking, information management, and the valuing process.
2. Communication students will pass their courses with a minimum grade of C-, as assessed by testing measures within each course.
3. Communication courses will contain activities that will enable students to demonstrate a reasonable level of proficiency in communication skills.
4. Communication majors must take the core Communication Research 3020 course. This course is a prerequisite to a menu of three core courses one of which must be taken. The three are: COMM 4010 Persuasion, COMM 4350 Communication Theory, or COMM 4050 Mass Media Theory and Effects.
5. All Communication majors must take COMM 1010-1011 and a writing course ENGL 2010 which is a class designed for media writing. These two courses will prepare students for study in Communication.

**Summary of Fields of Study**

The department offers a choice of five emphases within the Communication Degree. A grade of C- or better is required for the course to count toward a major or minor. To qualify for a state teaching licensure students must emphasize a composite of interpersonal communication and journalism and complete 33 hours of teacher education courses offered through the College of Education. COMM 4900 and COMM 4901 are required but must be taken through Independent Study. Contact the Communication Department for more details.

**Required Credits:** 40 credits for the communication major, with a minor outside the department. 62 minimum credits for a composite of two emphases in the major.

**Teaching License**

Emphasis must be a composite of Interpersonal Communication and Journalism

**Internships**

Internships are strongly encouraged. Only students with a junior or senior standing and with the appropriate prerequisite courses may enroll for internship credit. Please contact the department for internship prerequisites and other information.

### Degree Requirements

<b>Communication Advertising Emphasis Bachelor of Arts/Bachelor of Science</b>	
<b>Course Number and Title</b>	<b>Credits</b>
<b>General Education Core (see page 105)</b>	
Core Course Requirements (must take ENGL 2010 with COMM writing emphasis)	17-18
Knowledge Areas Requirements (must take COMM 1010/1011)	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test) BS Degree – Math or Science minimum requirement (12 hours)	
<b>Core Menu (6 hours)</b>	
COMM 3020 Communication Research (The above class is a prerequisite to the following three courses. You must take one of the following):	3

COMM 4010 Persuasion	3
COMM 4050 Mass Media Theory and Effects	3
COMM 4350 Communication Theory	3
<i>If students are planning on attending graduate school, they should be advised to take all three theory courses. Need senior status to take these courses.</i>	
<b>Advertising Required Courses (21-24 hours)</b>	
COMM 1140 News writing	3
COMM 1950 Introduction to Public Relations	3
COMM 2080 Introduction to Advertising	3
COMM 3070 Communication Graphics	3
COMM 3080 Advertising Copywriting and Layout	3
<i>Prerequisites-COMM 1140, 2080, 3070</i>	
COMM 4010 Persuasion (If not taken in the core above)	3
COMM 3501 Practicum-PR-Ad Lab (1 + 2)	3
<i>Prerequisites-COMM 1140, Consent of Instructor</i>	
COMM 4280 Advertising Strategies	3
<i>Prerequisite-COMM 3080</i>	
<b>Electives: Select from the following courses (10-13 hours)</b>	
COMM 1180 Introduction to Photography	3
ART 2210 Digital Graphics	3
COMM 1560 Radio Production	3
COMM 1660 Television Production	3
MKTG 3030 Consumer Behavior & Marketing Strategy	3
COMM 3850 Organizational Communication	3
COMM 3950 Public Relations Writing	3
<i>Prerequisites: COMM 1140, 1950</i>	
COMM 4050 Mass Media Theory and Effects	3
COMM 4260 Media Law	3
COMM 4500 Topics – Intermediate Photography	3
<i>Prerequisite: Comm 1180</i>	
COMM 4502 Topics – Political Communication	3
COMM 4890 Internship in Communication	1-9
(Maximum 3 credits toward major hours) *See academic adviser. Credit for internship will not be given unless approved by adviser and department chair at the beginning of the semester.)	
Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A. or B.S. degree	120

Communication Broadcasting Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
<b>General Education Core (see page 105)</b>	
Core Course Requirements (must take ENGL 2010 with COMM writing emphasis)	17-18
Knowledge Areas Requirements (must take COMM 1010/1011)	19
<b>University Requirement</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	

BS Degree – Math or Science minimum requirement (12 hours)	
<b>Core Menu (6 hours)</b>	
COMM 3020 Communication Research This is a prerequisite to the following required courses	3
COMM 4010 Persuasion	3
COMM 4050 Mass Media Theory and Effects	3
<i>Need senior status to take these courses.</i>	
<b>Broadcasting Required Courses (21-24 hours)</b>	
COMM 1140 News writing	3
COMM 1560 Radio Production	3
COMM 1660 Television Production	3
COMM 3140 Broadcast Writing	3
COMM 3460 Broadcast Management	3
COMM 4760 Advanced Field Production	3
COMM 4050 Mass Media Theory and Effects	3
<b>Broadcasting Elective Courses (10-13 hours)</b>	
COMM 2060 Mass Media & Society	3
COMM 2380 Film History and Appreciation	3
COMM 2760 Broadcasting and the Public	3
COMM 3503 Practicum-Radio Lab	1-3
COMM 3504 Practicum-TV Lab	1-3
COMM 3070 Communication Graphics	3
COMM 3810 Advanced Public Speaking	3
COMM 4010 Persuasion*	3
COMM 4350 Communication Theory*	3
COMM 4502 Topics: Political Communication	3
COMM 4750 Digital Editing	3
COMM 4890 Internship in Communication	1-9
(Maximum 3 credits toward major hours. *See academic adviser. Credit for internship will not be given unless approved by adviser and department chair at the beginning of the semester)	
*If students are planning on attending graduate school. They should be advised to take these courses	
Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A. or B.S. degree	120

Communication Interpersonal Communication Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
<b>General Education Core (see page 105)</b>	
Core Course Requirements (must take ENGL 2010 with COMM writing emphasis)	17-18
Knowledge Areas Requirements (must take COMM 1010/1011)	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
<b>Core Menu (9 hours)</b>	
COMM 3020 Communication Research	3
COMM 4010 Persuasion	3

COMM 4350 Communication Theory	3
<i>(need senior status to take these courses)</i>	
<b>Interpersonal Required Courses (18 hours)</b>	
COMM 2750 Interpersonal Communication	3
COMM 1310 Thinking and Listening Critically	3
COMM 2350 Small Group Communication	3
COMM 3150 Nonverbal Communication	3
COMM 3810 Advanced Public Speaking	3
COMM 3850 Organizational Communication	3
<b>Interpersonal Elective Courses (13 hours)</b>	
COMM 4050 Mass Media Theory and Effects*	3
COMM 2150 Intercultural Communication	3
COMM 3070 Communication Graphics	3
COMM 4501 Topics–Conflict Management	3
COMM 4502 Topics–Political Communication	3
COMM 4503 Topics–Human Resource Development	3
COMM 4504 Topics–Health Communication	3
COMM 4505 Topics–Family Communication	3
COMM 4506 Topics–Rhetorical Theory/Criticism	3
COMM 4890 Internship in Communication	1-9
<i>(Maximum 3 credits toward major hours) *See academic adviser. Credit for internship will not be given unless approved by adviser and department chair at the beginning of the semester.)</i>	
<i>*If students are planning on attending graduate school, they should be advised to take this theory course.</i>	
Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A./B.S. degree	120

COMM 1180 Introduction to Photography	3
COMM 2030 Ethics, Moral Choice & Society	3
COMM 3040 News Editing	3
COMM 3070 Communication Graphics	3
COMM 3502 Practicum–Newspaper Lab	3
<i>Prerequisite: COMM 1140 (or instructor's permission)</i>	
COMM 4140 Advanced Reporting	3
<i>Prerequisites: COMM 1140, COMM 3040</i>	
COMM 4050 Mass Media Theory and Effects (If not taken in the core)	3
COMM 4260 Media Law Writing	3
COMM 4440 Feature Writing	3
<i>Prerequisite: COMM 1140</i>	
<b>Journalism Elective Courses (7-10 hours)</b>	
COMM 1560 Radio Production	3
COMM 1660 TV Production	3
COMM 2050 Mass Media & Society	3
COMM 2080 Introduction to Advertising	3
COMM 3070 Communication Graphics	3
COMM 4010 Persuasion	3
COMM 4350 Communication Theory	3
COMM 4507 Topics–Digital Photography	3
COMM 4508 Topics–Sports Journalism	3
COMM 4509 Topics–Web Journalism	3
COMM 4890 Internship in Communication	1-9
<i>(Maximum 3 credits toward major hours). *See academic adviser. Credit for internship will not be given unless approved by adviser and department chair at the beginning of the semester.)</i>	
Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A./B.S. degree	120

Communication Journalism Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
<b>General Education Core (see page 105)</b>	
Core Course Requirements (must take ENGL 2010 with COMM writing emphasis)	17-18
Knowledge Areas Requirements (must take COMM 1010/1011)	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
<b>Core Menu (6 hours)</b>	
COMM 3020 Communication Research	3
This is a prerequisite to the following required courses. Choose one of the following three courses:	
COMM 4010 Persuasion	3
COMM 4050 Mass Media Theory and Effects	3
COMM 4350 Communication Theory	3
<i>If students are planning on attending graduate school, they should be advised to take all three theory courses. Need senior status to take these courses.</i>	
<b>Journalism Required Courses (24-27 hours)</b>	
COMM 1140 News writing	3

Communication Public Relations Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
<b>General Education Core (see page 105)</b>	
Core Course Requirements (must take ENGL 2010 with COMM writing emphasis)	17-18
Knowledge Areas Requirements (must take COMM 1010/1011)	19
<b>University Requirements</b>	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
<b>Core Menu (9 hours)</b>	
COMM 3020 Communication Research	3
<i>This is a prerequisite to the following required courses</i>	
COMM 4010 Persuasion	3
COMM 4350 Communication Theory	3
<b>Public Relations Required Courses (21 hours)</b>	
COMM 1140 News writing	3

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COMM 1950 Introduction to Public Relations	3
COMM 2750 Interpersonal Communication	3
COMM 2950 Public Relations Case Study	3
<i>Prerequisite-COMM 1950</i>	
COMM 3950 Public Relations Writing	3
<i>Prerequisites-COMM 1140, 1950</i>	
COMM 4440 Feature Writing	3
COMM 4950 Public Relations Campaigns	3
<i>Prerequisites-COMM 1950, 2950, 3950</i>	
<b>Electives (Minimum of 10 credit hours)</b>	
COMM 1180 Introduction to Photography	3
COMM 1660 Television Production	3
COMM 3070 Communication Graphics	3
COMM 3080 Advertising Copywriting and Layout	3
<i>*Prerequisites: COMM 1950, 2950, 3950</i>	
COMM 3501 Practicum-PR-Ad Lab (Max. 3 toward major)	1-3
<i>*Prerequisites: COMM 1140, Consent of Instructor</i>	
COMM 3502 Practicum-Newspaper Lab (Max. 3 toward major) *Prerequisite: COMM 1140	3
COMM 3850 Organizational Communication	3
COMM 4050 Mass Media Theory and Effects	3
COMM 4240 Technical Writing	3
COMM 4260 Media Law	3
COMM 4503 Topics-Human Resource Development	3
COMM 4890 Internship in Communication (Max. 3 toward major) *See adviser. Credit for internship will not be given unless approved by adviser and department chair at the beginning of the semester)	1-9
Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A./B.S. degree	120

<b>Communication Advertising Emphasis Minor</b>	
<b>Requirements</b>	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 10 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
<b>Total Credits</b>	<b>21</b>

<b>Communication Broadcasting Emphasis Minor</b>	
<b>Requirements</b>	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 10 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
<b>Total Credits</b>	<b>21</b>

<b>Communication Interpersonal Communication Emphasis Minor</b>	
<b>Requirements</b>	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 10 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
<b>Total Credits</b>	<b>21</b>

<b>Communication Journalism Emphasis Minor</b>	
<b>Requirements</b>	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 10 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
<b>Total Credits</b>	<b>21</b>

<b>Communication Public Relations Emphasis Minor</b>	
<b>Requirements</b>	
A minimum of 21 credit hours must be taken to satisfy a minor. Of the 21 credit hours, a minimum of 10 credit hours must be upper division (3000 & above). The Minor must be approved by the department chair before classes are taken.	
<b>Total Credits</b>	<b>21</b>

<b>Professional Education Requirements for Secondary Licensure</b>		
Course Title	Credits	
<b>Required Credits: 30-31 minimum in Education</b>		
EDUC 2000 Exploring Education in Society*	3	
EDUC 3170 Instructional Technology for Educators	3	
SCED 3200 Secondary Educational Psychology	3	
SPED 3030 Foundations of Special Education	2	
4900 (methods of teaching course in the area(s) seeking licensure)	2-3	
Secondary Block as noted below		
SCED 3570 Motivation and the Management of Diverse Instructional Environments for Secondary Teachers	3	
SCED 3590 Instructional Planning, Delivery, and Assessment for Secondary Teachers	3	
SCED 3720 Content Literacy	2	
SCED 4520 Secondary Practicum/Seminar Clinical Practice (student teaching) is taken the semester prior to secondary block as noted below	3	
SCED 4980 Clinical Practice	7	
4980 Clinical Practice (student teaching in the content area(s) of licensure is taken the semester following the secondary block	2	
<b>Total Credits</b>	<b>33-34</b>	
*Meets general education requirement in the interdisciplinary knowledge area		

