

Department of Communication

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Academic Adviser:

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Also see the department for individual advisement in the communication emphases.

Faculty

Professors: Stanford P. Gwin, Suzanne Larson, Jon M Smith;
Associate Professors: Arthur T. Challis, Lionel A. Grady, Brian Heuett, L. Paul Husselbee, Patricia Paystrup, Terry West; *Assistant Professors:* Matthew H. Barton, Kevin Stein; *Lecturers:* Lee Byers, John Gholdston, Lance D. Jackson, Sage Platt, Calvin F. Rollins.

Degrees Offered

Master of Arts in Communication

- Advertising/Public Relations Concentration
- Interpersonal/Organizational Communication Concentration
- Mass Communication Concentration

Bachelor of Arts/Bachelor of Science

- Communication, Advertising Emphasis
- Communication, Broadcasting Emphasis
 - Film Interest – contact department
- Communication, Communication Studies Emphasis
 - Corporate Communication Area – contact department
 - Interpersonal and Relational Area – contact department
 - Political Communication Area – contact department
- Communication, Journalism Emphasis
- Communication, Public Relations Emphasis
- Communication, Composite

A composite consists of any two of the emphases above and does not require a minor.

Minor

- Communication, Advertising Emphasis
- Communication, Broadcasting Emphasis
 - Film Interest – contact department
- Communication, Communication Studies Emphasis
 - Corporate, Interpersonal and Relational, Political Communication – contact department
- Communication, Journalism Emphasis
- Communication, Public Relations Emphasis

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 laboratory experiences in the various emphases 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. All Communication majors must take COMM 1010 and the writing course, ENGL 2010. These two courses will prepare students for study in Communication.
5. Communication majors must take the core Communication Research 3020 course. This course is a prerequisite to a menu of three core capstone courses, one of which must be taken. For the Communication Studies and Public Relations emphases students must take COMM 4350 Communication Theory. For the Advertising, Journalism, and Broadcasting emphases students must take COMM 4050 Mass Media Theory, and Effects. Students complete a major written assignment for these classes. Composite majors, depending on the emphases selected, may be required to take two capstone courses, one for each of the emphases.
6. Additional assessment is achieved through successful completion of practicum courses (newspaper, radio, television, advertising) in the various emphases.

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.

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. (*Check with department about recommended elective credit for the composite degree.*)

Teaching License

Emphasis must be a composite of Communication Studies and Journalism and students must complete COMM 4900 and COMM 4901 Teaching Communication through Independent Study. Students must also complete 33 hours of teacher education courses offered through the College of Education. Contact the Communication Department for more details.

Internships

Internships are strongly encouraged. Only communication majors or minors with a junior or senior standing and with the appropriate prerequisite courses may enroll for internship credit within the department. Students must contact the department for internship prerequisites and other information in advance of internship work. Only three internship credits can be applied toward the required credits in the major.

Degree Requirements

Communication Advertising Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 103)	
Core Course Requirements –must take ENGL 2010	17-18
Quantitative Literacy Requirement – must take MATH 1040 Statistics	17-18
Knowledge Area Requirements –must take COMM 1010 in Humanities GE Knowledge Area	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research	3
COMM 4050 Mass Media Theory and Effects (Pre-requisite: COMM 3020)	3
<i>Need senior status to take COMM 4050..</i>	
Advertising Required Courses (21-24 hours)	
COMM 1610 News Writing	3
COMM 2300 Introduction to Public Relations	3
COMM 2080 Introduction to Advertising	3
COMM 3070 Communication Graphics	3
COMM 3080 Advertising Copywriting and Layout	3
COMM 4010 Persuasion	3
COMM 3501 Practicum-PR-Ad Lab (1-3)	3
COMM 4280 Advertising Strategies	3
Advertising Recommended Elective Courses: Select from the following courses or any other approved communication courses (10-13 hours)	
ART 2210 Digital Illustration	3
COMM 1560 Broadcast Production (audio)	3
COMM 2200 Broadcast Production (t.v.)	3
MKTG 3030 Consumer Behavior & Marketing Strategy	3
COMM 3090 Introduction to Photojournalism & Commercial Photography	3
COMM 3850 Organizational Communication	3
COMM 3950 Public Relations Writing	3
COMM 4260 Media Law	3
COMM 4350 Communication Theory (If not taken in the core above)	3
COMM 4600 Topics in Communication: (Variable Topics) Repeatable with different topic up to 9 credits toward major.	3
COMM 4502 Political Communication	3
COMM 4890 Internship in Communication*	1-9
(Maximum 3 Internship 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
General Education Core (see page 103)	
Core Course Requirements (must take ENGL 2010)	17-18
Quantitative Literacy Requirement – must take MATH 1040 Statistics	17-18
Knowledge Area Requirements –must take COMM 1010 in Humanities GE Knowledge Area	19
University Requirement	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research	3
COMM 4050 Mass Media Theory and Effects (Pre-requisite COMM 3020)	3
<i>Need senior status to take COMM 4050.</i>	
Broadcasting Required Courses (18-21 hours)	
COMM 1560 Broadcast Production (audio)	3
COMM 1610 News Writing	3
COMM 2200 Broadcast Production (t.v.)	3
COMM 3140 Broadcast Writing	3
COMM 3460 Broadcast Management	3
COMM 3504 Practicum – TV Lab (may be repeated but only 3 credits count toward major)	3
COMM 4260 Media Law	3
COMM 4760 Advanced Field Production	3
Broadcasting Recommended Elective Courses Select from the following courses or any other approved communication courses (13-16 hours)	
COMM 2010 Mass Communication & Society	3
COMM 3503 Practicum-Radio Lab	1-3
COMM 3504 Practicum-TV Lab	1-3
COMM 3070 Communication Graphics	3
COMM 3090 Introduction to Photojournalism & Commercial Photography	3
COMM 3810 Advanced Public Speaking	3
COMM 4010 Persuasion	3
COMM 4350 Communication Theory	3
COMM 4502 Political Communication	3
COMM 4600 Topics in Communication: (Variable Topics) Repeatable with different topic up to 9 credits toward major.	3
COMM 4750 Digital Editing	3
COMM 4890 Internship in Communication*	1-9
(Maximum 3 Internship 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.)	
Students with a specific interest in Film are advised to discuss the elective options with a communication department faculty member.	
Free Electives (includes completing minor, B.A./B.S. requirements)	44
Total Credits, B.A. or B.S. degree	120

Communication Communication Studies Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 103)	
Core Course Requirements -must take ENGL 2010	17-18
Quantitative Literacy Requirement – must take MATH 1040 Statistics	17-18
Knowledge Area Requirements -must take COMM 1010 in Humanities GE Knowledge Area	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research	3
COMM 4350 Communication Theory (Pre-requisite: COMM 3020)	3
Communication Studies Emphasis Required Courses (15 hours)	
COMM 1310 Critical Thinking and Listening	3
COMM 2110 Interpersonal Communication	3
COMM 2120 Team Work, Decision Making, and Leadership (moved)	3
COMM 3810 Advanced Public Speaking	3
COMM 4010 Persuasion	3
In addition to the 21 core credits, 19 department elective credits are required to complete the 40 required hours for the major.	
The following courses are possible electives for the Communication Studies Emphasis. See specific recommendations below for area concentrations.	
COMM 2150 Intercultural Communication	
COMM 3150 Nonverbal Communication	
COMM 3850 Organizational Communication	
COMM 4501 Conflict Management	
COMM 4502 Political Communication	
COMM 4503 Human Resource Development	
COMM 4504 Health Communication	
COMM 4506 Family Communication	
COMM 4950 Public Relations Campaigns	
The following courses are recommended electives for the Corporate area. Please see adviser for additional information	
COMM 3850, COMM 4501, COMM 4503	9
The following courses are recommended electives for the Interpersonal and Relational Communication area. Please see adviser for additional information	
COMM 3150, COMM 3850, COMM 4504, COMM 4506	12
The following courses are recommended electives for the Public Persuasion Communication area. Please see adviser for additional information	
COMM 4502, COMM 4504, COMM 4950	9
Additional recommended electives or any other communication courses not listed (8-10 hours)	
COMM 4600 Topics in Communication: (Variable Topics) Repeatable with different topic up to 9 credits toward major	3
COMM 4890 Internship in Communication* (Maximum 3 Internship credits toward major hours)	1-9
*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, BA/BA requirements)	43
Total Credits, BA/BS degree	120
For students using "Communications Studies" as a composite with another communication emphasis, they must take the Communication Core (6) and the required courses (15) and at least three more credits in communication studies for a minimum of 24 credits in the area.	

Communication Journalism Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 103)	
Core Course Requirements -must take ENGL 2010	17-18
Quantitative Literacy Requirement – must take MATH 1040 Statistics	17-18
Knowledge Area Requirements -must take COMM 1010 in Humanities GE Knowledge Area	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research	3
COMM 4050 Mass Media Theory and Effects (Pre-requisite: COMM 3020)	3
<i>Need senior status to take COMM 4050.</i>	
Journalism Required Courses (24-27 hours)	
COMM 1610 News Writing	3
COMM 3040 News Editing	3
COMM 3070 Communication Graphics	3
COMM 3090 Introduction to Photojournalism & Commercial Photography	3
COMM 3502 Practicum-Newspaper Lab	3
COMM 4140 Advanced Reporting	3
COMM 4260 Media Law	3
COMM 4440 Feature Writing	3
Journalism Recommended Elective Courses: Select from the following courses or any other approved communication courses (7-10 hours)	
COMM 1560 Broadcast Production (audio)	3
COMM 2010 Mass Communication & Society	3
COMM 2080 Introduction to Advertising	3
PHIL 2090 Ethics	3
COMM 2200 Broadcast Production (t.v.)	3
COMM 3070 Communication Graphics	3
COMM 4010 Persuasion	3
COMM 4350 Communication Theory	3
COMM 4600 Topics in Communication: (Variable Topics) Repeatable with different topic up to 9 credits toward major.	3
COMM 4890 Internship in Communication* (Maximum 3 Internship credits toward major hours)	1-9
*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./B.S. degree	120

Total Credits, B.A./B.S. degree	120
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Communication Public Relations Emphasis Bachelor of Arts/Bachelor of Science	
Course Number and Title	Credits
General Education Core (see page 103)	
Core Course Requirements -must take ENGL 2010	17-18
Quantitative Literacy Requirement – must take MATH 1040 Statistics	17-18
Knowledge Area Requirements -must take COMM 1010 in Humanities GE Knowledge Area	19
University Requirements	
BA Degree – Foreign Language/ASL Requirement (16 hours or proficiency test)	
BS Degree – Math or Science minimum requirement (12 hours)	
Core Menu (6 hours)	
COMM 3020 Communication Research	3
COMM 4350 Communication Theory (Pre-requisite COMM 3020)	3
Need senior status to take COMM 4350	
Public Relations Required Courses (21-24 hours)	
COMM 1610 News Writing	3
COMM 2110 Interpersonal Communication	3
COMM 2300 Introduction to Public Relations	3
COMM 2950 Public Relations Case Study	3
COMM 3950 Public Relations Writing	3
COMM 4010 Persuasion (<i>If not taken in core above</i>)	3
COMM 4440 Feature Writing	3
COMM 4950 Public Relations Campaigns	3
Public Relations Recommended Electives: Select from the following courses or any other approved communication courses (10 credit hours)	
COMM 2200 Broadcast Production (t.v.)	3
COMM 3070 Communication Graphics	3
COMM 3080 Advertising Copywriting and Layout	3
COMM 3090 Introduction to Photojournalism & Commercial Photography	3
COMM 3501 Practicum-PR-Ad Lab	1-3
COMM 3502 Practicum-Newspaper Lab	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 Human Resource Development	3
COMM 4890 Internship in Communication*	1-9
(Maximum 3 Internship 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

Communication Advertising Emphasis Minor	
Requirements	
COMM 1010 is required as a GE course for all Communication Minors but does not count toward the minor. A minimum of 18 credit hours must be taken to satisfy a minor. Of the 18 credit hours, a minimum of 12 credit hours must be from the core or required courses for the emphasis and 12 credit hours must be upper division (3000 & above). The minor must be approved by the department chair before classes are taken.	
Total Credits	18

Communication Broadcasting Emphasis Minor	
Requirements	
COMM 1010 is required as a GE course for all Communication Minors but does not count toward the minor. A minimum of 18 credit hours must be taken to satisfy a minor. Of the 18 credit hours, a minimum of 12 credit hours must be from the core or required courses for the emphasis and 12 credit hours must be upper division (3000 & above). The minor must be approved by the department chair before classes are taken.	
Film Interest – For students interested in film, the following courses are recommended as part of the broadcasting emphasis minor:	
Film Production Interest COMM 1560 Broadcast Production – Audio COMM 2200 Broadcast Production – TV COMM 3090 Intro to Photojournalism and Commercial Photography COMM 3504 TV Practicum COMM 4750 Advanced Video Editing COMM 4760 Television Field Production	
Film Producing and Business Management Interest COMM 1610 Newswriting COMM 2010 Mass Communication and Society COMM 3140 Broadcast Writing COMM 3460 Broadcast Management COMM 4050 Mass Media Theory and Effects COMM 4260 Media Law	
Total Credits	18

Communication Communication Studies Emphasis Minor	
Requirements	
COMM 1010 is required as a GE course for all Communication Minors but does not count toward the minor. A minimum of 18 credit hours must be taken to satisfy a minor. Of the 18 credit hours, a minimum of 12 credit hours must be from the core or required courses for the emphasis and 12 credit hours must be upper division (3000 & above). The minor must be approved by the department chair before classes are taken.	
Total Credits	18

