

DEPARTMENT OF COMMUNICATION AND MEDIA

W. Benjamin Myers, Chair
Lisa Bollman, Advisor

The Department of Communication has offices, studio facilities, classrooms, and computer labs in Rocket Hall. Communication offers courses of study leading to two undergraduate degrees: the Bachelor of Arts in Communication Studies and the Bachelor of Arts in Media Communication. Students opting for a degree in Communication Studies will choose a focus of study within one of three concentrations: Digital Communication, Interpersonal Communication or Organizational and Strategic Communication. Students selecting study in Media Communication will focus on Multimedia Journalism and Production. The department has state-of-the-art equipment and facilities in Rocket Hall, as well as Savage Arena, and produces event coverage for the university.

It should be noted that courses for the major in Communication and Media cannot be taken as P/NC.

Degrees Offered

- Audio Production Communication Certificate (<https://catalog.utoledo.edu/undergraduate/arts-social-sciences-education/communication/audio-production-communication-certificate/>)
- B.A. in Communication (<https://catalog.utoledo.edu/undergraduate/arts-social-sciences-education/communication/ba-communication/>)
- General Communication Minor (<https://catalog.utoledo.edu/undergraduate/arts-social-sciences-education/communication/general-communication-minor/>)
- Media Production Communication Certificate (<https://catalog.utoledo.edu/undergraduate/arts-social-sciences-education/communication/media-production-communication-certificate/>)
- Organizational Communication Certificate (<https://catalog.utoledo.edu/undergraduate/arts-social-sciences-education/communication/organizational-communication-certificate/>)
- Post-production for Film and Video Certificate (<https://catalog.utoledo.edu/undergraduate/arts-social-sciences-education/communication/post-production-film-video-certificate/>)
- Public Relations Communication Certificate (<https://catalog.utoledo.edu/undergraduate/arts-social-sciences-education/communication/public-relations-communication-certificate/>)
- Social Media Communication Certificate (<https://catalog.utoledo.edu/undergraduate/arts-social-sciences-education/communication/social-media-communication-certificate/>)

COMM 1010 Communication Principles And Practices

[3 credit hours]

An introductory course that provides instruction and practice in human communication including interpersonal communication, organizational strategic communication, digital communication and media communication.

Term Offered: Spring, Summer, Fall
Core Arts & Humanities

COMM 2000 Mass Communication and Society

[3 credit hours]

This course is an overview of the media of mass communication, which considers social, economic and intellectual impact on American culture and democracy. Exploration of various mass media and their methods of shaping public perceptions.

Term Offered: Spring, Summer, Fall
Core Arts & Humanities

COMM 2120 Reporting

[3 credit hours]

This course is an introduction to writing for publication in the student newspaper, developing skills in interviewing, listening, using primary sources, thinking critically, and mastering electronic data-collection methods.

Prerequisites: COMM 2130 with a minimum grade of C-
Term Offered: Spring, Fall

COMM 2130 Media Writing 1

[3 credit hours]

This course is an applied overview of reporting and writing for all media formats: print, digital, broadcasting, and public relations. Emphasis will be placed on journalistic ethics, credibility of information and accuracy.

Term Offered: Spring, Summer, Fall

COMM 2150 Digital Design for Media Communication

[3 credit hours]

This introductory course covers how the basics of image capturing/manipulation and design principles are commonly used in communication-related industries. Students will be introduced to industry-standard software and open-source applications used in strategic communication to create effective media messages. This course focuses specifically on how students can legally and ethically apply digital design in journalistic, persuasive, organizational and similar communication avenues (this course is not suitable for students primarily interested in learning graphic design).

Term Offered: Spring, Fall

COMM 2160 Single Camera Production

[3 credit hours]

This course introduces the student to the terminology and single camera production procedures used in field television production and serves as a foundation for story-telling through this medium.

Term Offered: Spring, Summer, Fall

COMM 2210 Introduction to Audio Production

[3 credit hours]

This course introduces students to studio recording and editing sound. Students will produce commercials, public service announcements, and demos for announcing jobs.

Term Offered: Spring, Fall

COMM 2220 Television Studio Production

[3 credit hours]

This course provides comprehensive training in the operation of a professional television studio, allowing students to gain practical experience in camera techniques, audio engineering, lighting design, video switching, and production coordination while working collaboratively on live and recorded broadcasts within a simulated broadcast environment.

Prerequisites: COMM 2160 with a minimum grade of C-
Term Offered: Spring, Fall

COMM 2300 Photojournalism

[3 credit hours]

This course is an applied study of the conceptual, ethical, philosophical, historical and commercial aspects of photojournalism.

Term Offered: Spring, Fall

COMM 2500 Introduction to Social Media

[3 credit hours]

This introductory course focuses on the development and use of social media in cultural, professional, and personal contexts. Students will explore niche and mainstream platforms across the world to become familiar with the landscape and global influence of social media. The practical, legal, and ethical role of social media in professions such as marketing, advertising, and public relations will also be covered. Students will use their acquired knowledge to reflect upon and enhance their professional digital presence.

Term Offered: Spring, Summer, Fall

COMM 2600 Public Presentations

[3 credit hours]

Applies the principles of informative and persuasive communication in the construction, delivery, and critique of public presentations.

Term Offered: Spring, Summer, Fall

Core Arts & Humanities

COMM 2820 Group Communication

[3 credit hours]

An introductory course on the theory and practice of group communication variables and processes with an emphasis on problem-solving approaches.

Term Offered: Spring, Summer, Fall

COMM 2830 Organizational Communication

[3 credit hours]

This course examines the principles and theories of organizational communication. Particular attention will be devoted to how communication skills, culture, systems, ethics, new technology and power all affect, create and define organizations.

Term Offered: Spring, Summer, Fall

COMM 2840 Interpersonal Communication

[3 credit hours]

This course is a review and application of interpersonal communication theory and research in a variety of one-to-one social contexts.

Term Offered: Spring, Summer, Fall

Core Arts & Humanities

COMM 2870 Communication Theory

[3 credit hours]

An introduction to human communication theory and research directed toward understanding and applying theory and research in various communication contexts and for various communication outcomes.

Term Offered: Spring, Summer, Fall

COMM 2890 Crisis & Conflict in Organizations

[3 credit hours]

This course is an examination of communication variables that may reduce the potential for workplace conflict. Students survey theoretical models, conduct interviews with professionals and write analyses of case studies of successful conflict management.

Term Offered: Spring, Summer, Fall

COMM 2990 Independent Study

[1-4 credit hours]

A freshman/sophomore seminar in which the student pursues a problem of special interest in communication. A prospectus must be submitted to the faculty member with whom the student will work.

Term Offered: Spring, Summer, Fall

COMM 3120 Media Writing 2

[3 credit hours]

This course will focus on identifying, developing and writing online articles about community and business issues. Students also will become versed in major state, local and national news.

Prerequisites: COMM 2130 with a minimum grade of C-

Term Offered: Spring, Fall

COMM 3150 Feature Writing

[3 credit hours]

This course will teach students how to identify, research, report and write non-fiction feature articles that combine fact-based journalistic writing with non-fiction writing techniques, including characters development, description and narrative arc.

Prerequisites: COMM 2130 with a minimum grade of C-

Term Offered: Spring, Fall

COMM 3210 Advanced Audio Production

[3 credit hours]

This advanced course is designed to further enhance students' proficiency of audio and program production skills through project based learning.

Prerequisites: COMM 2210 with a minimum grade of C-

Term Offered: Spring, Fall

COMM 3260 Live Sports Production

[3 credit hours]

This is a laboratory/cooperative course held in collaboration with other university departments and clients with the result of producing live video content for live broadcast on the ESPN digital platforms, for live display in various venues such as the Glass Bowl, Savage Arena, Doermann Theatre, and online live streaming to YouTube.

Term Offered: Spring, Fall

COMM 3270 Multimedia Newswriting

[3 credit hours]

This course teaches students to gather and present news stories across multiple media platforms, including text, audio, video, and graphics, by developing skills in writing for different formats while incorporating multimedia tools to create engaging and comprehensive news packages.

Prerequisites: COMM 2130 with a minimum grade of C-

Term Offered: Summer, Fall

COMM 3330 Consumer Culture & the Media

[3 credit hours]

This course explores how media platforms influence and shape consumer behavior, exploring the complex relationship between advertising, branding, marketing strategies, and societal values within a culture focused on consumption, analyzing how media constructs desires and identities through various multimedia platforms.

Term Offered: Spring, Fall

COMM 3340 Visual Communication

[3 credit hours]

This is a practice-based intermediate course with a hands-on approach to visual communication and focusses on the use of visual and textual elements in communication, and how they serve to inform, to persuade, and to entertain. Students will be trained in advanced features of industry standard software as they create a variety of multimedia artifacts in digital photo galleries, promotional material such as posters/brochures, newsletters for print/digital platforms, as well as memes and infographics.

Prerequisites: COMM 2150 with a minimum grade of C-

Term Offered: Spring, Fall

COMM 3380 Media Producing and Performance

[3 credit hours]

This course gives students the experience of being in front of the camera through a variety of performance assignments allowing them to practice interview skills and reading off a teleprompter. In addition to performance, students will produce content by writing and creating material for different media platforms. Students will gain experience in both producing and performing for the media.

Term Offered: Spring, Fall

COMM 3500 Social Media Strategies

[3 credit hours]

This intermediate course will focus on the presence of social media in various contexts of communication (e.g., interpersonal, organizational, public, media, etc.). With an emphasis on diversity and inclusion, students will learn strategies for using social media in these contexts to effectively communicate with others. The strategies covered will focus on influential tools for social media engagement, content creation and maintenance techniques, the principles of social media analytics, building relationships with customers and clients, as well as planning, executing, and evaluating social media campaigns. Students will earn an external social media certificate and will use their acquired knowledge to analyze the effectiveness of social media communication strategies as well as create a digital portfolio.

Prerequisites: COMM 2500 with a minimum grade of C-

Term Offered: Spring, Fall

COMM 3710 Podcasting

[3 credit hours]

In this course, students will focus on developing the necessary skills for podcast production; identifying a target audience, marketing and distribution, analytics, ethics, and monetization. Further, students will build their collaboration skills by working in teams to produce podcasts for a client.

Prerequisites: COMM 2210 with a minimum grade of C-

Term Offered: Spring, Fall

COMM 3720 Introduction to Public Relations

[3 credit hours]

This introductory course provides an overview of public relations principles and practices, focusing on the strategic role of public relations in building relationships between organizations and their publics. Students will explore public relations history, key concepts, ethical considerations, and foundational skills.

Term Offered: Spring, Summer, Fall

COMM 3750 Cultural Diversity in Communication

[3 credit hours]

This course is a review and application of cultural diversity theory and research in a variety of communication contexts. Emphasis is given to the influence of culture on the interpretation of the communication act and to the communication skills that enhance cultural diversity in communication.

Term Offered: Spring, Fall

COMM 3760 Health Communication

[3 credit hours]

This course is a review and application of health communication theory, research, and practice with a focus on culture and diversity.

Term Offered: Spring, Fall

COMM 3800 Social Media Campaigns

[3 credit hours]

This course will allow students to apply the knowledge they have garnered in previous social media courses to develop, implement, and evaluate a social media campaign for an actual client. The course will focus on key elements such as determining campaign objectives, identifying target markets, developing strategies to engage those markets through relevant social media channels, content creation and management, and metrics to measure progress and success.

Prerequisites: COMM 3500 with a minimum grade of C-

Term Offered: Spring, Summer, Fall

COMM 3820 Persuasion Theory

[3 credit hours]

This course is an examination of the theory and practices of persuasion and compliance gaining, specifically as they relate to persuasive practices in everyday public communication and professional communication contexts.

Term Offered: Spring, Fall

COMM 3850 Research Methods in Everyday Life

[3 credit hours]

This course is an introduction to basic research methods and application of these methods in everyday life.

Term Offered: Spring, Fall

COMM 3880 Professional Business Communication

[3 credit hours]

This course provides a comprehensive overview of professional business communication principles, equipping students with the ability to effectively compose various written documents, deliver impactful presentations, and navigate complex communication situations within the workplace. Students will practice tailoring their communication style to different audiences, utilizing appropriate technology, and adhering to ethical standards in professional communication.

Term Offered: Spring, Summer, Fall

COMM 4090 Media Communication Ethics

[3 credit hours]

This course introduces students to the fundamental principles of communication ethics and the impact of ethical decision-making in media and communication. Students will explore how values shape communication across various settings, including personal interactions, media, and organizational contexts. Through discussions, case studies, and critical analysis, students will learn to recognize ethical dilemmas, understand diverse perspectives, and apply ethical frameworks to real-world communication issues. The course encourages students to think critically about the responsibilities of individuals and organizations in maintaining ethical standards in a rapidly evolving media landscape.

Term Offered: Spring, Fall**COMM 4100 Multimedia Journalism**

[4 credit hours]

This course provides hands-on experience in producing a student-run broadcast news program, encompassing all aspects of news gathering, writing, video production, editing, and on-camera delivery, allowing students to create a professional-quality newscast while learning essential broadcast journalism skills and ethics in a simulated newsroom environment; emphasis will be placed on teamwork and collaborative production.

Prerequisites: COMM 2130 with a minimum grade of C- and COMM 2160 with a minimum grade of C- and COMM 2220 with a minimum grade of C- or COMM 3380 with a minimum grade of C-

Term Offered: Spring, Fall**COMM 4220 Advanced Television Production**

[4 credit hours]

This course builds upon foundational skills, focusing on advanced techniques, aesthetics, and the practical application of production concepts for effective communication in various media contexts. Includes working with remote equipment and digital editing software.

Prerequisites: COMM 2160 with a minimum grade of D-

Term Offered: Spring, Fall**COMM 4270 Special Event Planning**

[3 credit hours]

This course is an application of practices and procedures associated with identification, analysis, planning, evaluation, and control of the operational, fiscal, and legal risks of special event planning.

Term Offered: Spring, Fall**COMM 4330 Integrated Media**

[3 credit hours]

This course explores the creation and analysis of content across multiple media platforms, including print, digital, video, and social media, focusing on how to strategically combine these elements to reach audiences effectively, while developing skills in production, design, writing, and critical media analysis across various formats; students will often produce projects that integrate diverse media elements to address real-world communication challenges.

Prerequisites: COMM 2130 with a minimum grade of C- or COMM 2150 with a minimum grade of C- or COMM 2500 with a minimum grade of C-

Term Offered: Spring, Summer, Fall**COMM 4340 Advanced Visual Communication**

[3 credit hours]

This is an advanced capstone course in which students will apply knowledge gained from introductory and intermediate design courses to create a cohesive visual media and web presence for a real-world business, organization or other topics of interest. The course will focus on exploring industry standard software to develop and publish a culminating multimedia website. Students will also be introduced to the basics of HTML coding, CSS, and common WYSIWYG applications for website development.

Prerequisites: COMM 3340 with a minimum grade of C-

Term Offered: Spring, Fall**COMM 4630 Public Relations Campaigns**

[3 credit hours]

This course equips students with the skills to design and execute strategic public relations campaigns. Emphasis is placed on crafting persuasive messages across diverse media channels, integrating emerging trends and technologies, and producing a portfolio showcasing research, writing, and multimedia materials.

Prerequisites: COMM 3720 with a minimum grade of C-

Term Offered: Spring, Fall**COMM 4640 Public Relations Case Studies**

[3 credit hours]

This course focuses on analyzing successful and unsuccessful public relations strategies across various industries. Through case studies and discussions, students will explore what drives effective practices and how to adapt them for diverse organizational needs.

Prerequisites: COMM 3720 with a minimum grade of C-

Term Offered: Spring, Summer, Fall**COMM 4820 Family Communication**

[3 credit hours]

This course explores variables and processes of family communication emphasizing theory, definitions of family, roles & rules, conflict, intimacy, societal influences, and effects on the individual and the family as a whole.

Term Offered: Spring, Summer, Fall**COMM 4830 Gender, Culture and Communication**

[3 credit hours]

This course explores how gender and culture simultaneously shape and are shaped by communication through relationships, institutions, and society.

Term Offered: Spring, Summer, Fall**COMM 4900 Communication Seminar**

[3-4 credit hours]

An in-depth examination of a communication topic, problem or media event. May be writing intensive.

Term Offered: Spring, Summer, Fall**COMM 4910 Communication Studies Capstone**

[3 credit hours]

This course is an application of knowledge and skills through a project or research investigation related to an area of communication.

Term Offered: Spring, Summer, Fall

COMM 4940 Communication Internship

[1-6 credit hours]

This course enables students to earn credit for qualifying internships/job experiences in their areas of study (Digital Communication, Interpersonal Communication, Strategic/Organizational Communication or Media Communication). Course offered P/NC.

Term Offered: Spring, Summer, Fall

COMM 4990 Independent Study

[1-4 credit hours]

A seminar in which the student pursues a problem of special interest in communication. A prospectus must be submitted prior to registration to the participating faculty member.

Term Offered: Spring, Summer, Fall

Honors in Communication

Communication majors may graduate with departmental honors by meeting the following qualifications:

- Admission**

- 3.25 minimum GPA in Communication
- 3.0 minimum cumulative GPA

- Requirements**

- Completion of 9 hours in courses (3000/4000 level) designated as Communication Honors (one course of which must be COMM 3850 Research Methods or equivalent approved by Faculty Advisor), and 2-4 credits of COMM 4990:091 Honors Thesis/Creative Project.

Any Communication course may be designated as "Honors" with the Instructor's permission and his/her assignment of suitable reading and a research/project in addition to normal course work.