The College of Communication (CCOM) was founded in 2010 and is currently Butler’s fastest growing college. CCOM features a strong liberal arts foundation, outstanding facilities, and impressive internship opportunities. The College’s faculty and staff are committed to helping students realize their full potential as communicators, journalists, media artists, and, most of all, engaged citizens. All of CCOM’s nine majors blend rigorous curricula with abundant experiential learning opportunities. The College’s coursework is thus theoretical and applied, providing the conceptual grounding for lifelong learning and career success.

Mission
The Butler University College of Communication prepares students for success in our digital age and global society. Our curricular structure reflects the centrality of communication as a basic human right in society. Students learn to analyze, synthesize, speak, write and create meaningful, socially responsible messages across dynamic communication contexts and media platforms. Our innovative, experiential approach to discipline-based education ensures that graduates can excel in their chosen professions or post-graduate study. The strong grounding in liberal arts ensures that our graduates are well prepared for civic engagement and to provide leadership in their careers and communities.

College Requirements for Graduation
To fulfill graduation requirements, students must complete 126 credit hours; complete a minimum of 40 hours at the 300 course level or above; complete the College of Communication core requirements (see below for details); complete required courses in the selected major; complete required courses for a major, minor, or 12-hour concentration outside of the primary major; and maintain a minimum cumulative GPA of 2.0.

College of Communication Core Requirements

**COM101, Rhetoric and the American Demo:** This course provides a foundation in the study of rhetoric including the construction, performance, and analysis of rhetorical acts. Students will learn the rhetorical canon (invention, arrangement, style, memory, and delivery) and how the canon applies to democratic tradition. (U) (3) Fall, spring, and summer.

**SW266-COM, Media Literacy** This course is an exploration of the cultural implications of media. Through systematic analysis of the grammar of mediated messages, students develop sensitivity to and a critical understanding of the interplay between popular culture and media, i.e., how mediated messages influence our lifestyles, attitudes, and values, and reflect who we are. (U) (3) Fall, spring, and summer.

One course designated Communication and Culture from the list below:
- CSD338, Language and Culture
- JR417, International Communication
- JR418, Global Views: Gender and Media
- CCM354, Gender and Communication
- CCM365W, Media and Cultural Criticism
- CCM376, Film, Culture, and Criticism
- CCM481, Technologies of the Body
- CCM468, Women and Rock
- CCM470, Sports, Media, and Culture
- CCM330, Representations of Race and Difference

College Website
www.butler.edu/com
Foreign Language Requirement

Students in the College of Communication must demonstrate competence in a foreign language by earning at least six hours of credit in one foreign language at the 200 level or above. Foreign language courses are offered at the 100 level for students in need of preparation for more advanced study. Although 100-level courses do not satisfy the foreign language requirement, they do count as credit hours toward the degree. All first-year students must take a placement examination. Further information is available in the Department of Modern Languages, Literatures & Cultures in the College of Liberal Arts and Sciences. American Sign Language also fulfills the language requirement. Students should contact the Communication Sciences and Disorders Program for more information.

Why Study Communication Sciences and Disorders at Butler?

Our students receive a strong foundation in basic courses that prepares them for success in graduate school. Our students have had outstanding success in gaining admission into prestigious and competitive graduate programs throughout the United States. Our undergraduate students have many opportunities for experiential learning. Students provide treatment for speech and language disorders through the Butler University Speech-Language Clinic, the Butler Early Language and Literacy program, and through the Butler Aphasia Community. Students also provide speech, language, and hearing screening services to area schools.

In addition, students engage in research and teaching activities with faculty mentors.

Finally, the CSD degree at Butler leads to high-demand careers in speech-language pathology, audiology, and speech science.

Communication Sciences and Disorders Student Learning Outcomes

- Demonstrate foundational knowledge of the biological, physical, and social sciences, mathematics, and cultural diversity
- Demonstrate knowledge of normal structures, processes, and development needed for the human communication system
- Demonstrate foundational knowledge about ethical issues and research methods in communication sciences and disorders
- Observe and study various communication disorders and basic treatment strategies
- Demonstrate knowledge required for acceptance into a communication sciences and disorders graduate program
Degree Program

- Major in Communication Sciences and Disorders (BA)

Requirements for the Major

The major comprises 36 credit hours, of which 27 hours are in required CSD courses. (All required courses are 3 credit hours.)

- CSD231, Introduction to Communication Sciences and Disorders
- CSD240, Phonetics
- CSD332, Language Development
- CSD333, Anatomy and Physiology of Speech and Hearing
- CSD334, Speech Science
- CSD335, Phonological Development and Disorders
- CSD336, Fundamentals of Audiology
- CSD356W, Communication Research Methods
- CSD485C, Capstone: Ethics and Professional Development

Electives: 9 credit hours

- CSD238S, American Sign Language III*
- CSD239S, American Sign Language IV*
- CSD337, Clinical Procedures
- CSD338, Language and Culture
- CSD339, Linguistics
- CSD360S, Communication Science Practicum
- CSD363S, Community Screening Practicum
- CSD397, CSD398, CSD399, Directed Research in Communication Disorders
- CSD401, CSD402, CSD403, Independent Study
- CSD404, CSD405, Internship
- CSD433, Aural Rehab
- CSD436, Neurogenic Communication Disorders
- CSD437, Language Disorders in Children
- CSD460S, Butler Aphasia Community
- CSD475, Teaching Practicum in CSD
- CSD480, CSD481, Topics in CSD (fluency disorders, voice disorders, medical SLP, advanced study in aphasia)

* Elective credit only if not taken to fulfill LAS language requirement

Communication Sciences and Disorders Courses

CSD138, American Sign Language 1: An introduction to the language of signs and finger spelling. Receptive and expressive skills emphasized. The course will present stories, poems, and readings that exist in deaf culture. (U)(3) Fall.

CSD139, American Sign Language 2: A continuation of CSD138. An introduction to the language of signs and finger spelling. Receptive and expressive skills emphasized. The course will present stories, poems, and readings that exist in deaf culture. Prerequisite: CSD138. (U) (3) Spring.

CSD231, Introduction to Communication Science and Disorders: Introduction to the field of communication sciences and disorders, which includes phonetics, speech science, speech-pathology, and audiology. Common speech and language disorders, their causes, treatment, and general clinical procedures will be covered. (U) (3) Fall and summer.

CSD238S, American Sign Language 3: Emphasis on competency in signing, both receptive and expressive. Use of videos to gain insight into deaf culture. Prerequisite: CSD138, CSD139, or equivalent. (U)(3) Fall.

CSD239S, American Sign Language 4: A continuation of CSD238. Emphasis on competency in signing, both receptive and expressive. Use of videos to gain insight into deaf culture. Prerequisite: CSD238. (U)(3) Spring.

CSD240, Introduction to Phonetics: An introduction to the study of the sounds of spoken language, this course will focus on articulatory, acoustic, linguistic, and clinical phonetics. Accurate transcription of the English language using International Phonetic Alphabet will be emphasized. This course will serve as an important foundation for future coursework in both normal and disordered speech processes. In keeping with the Liberal Arts and Sciences tradition, this course will take the scientific approach to various aspects of human communication. (U)(3) Spring.

CSD332, Language Development: Major theoretical approaches to language acquisition, the perspectives and nature of language, normal and abnormal language behavior, and basic management will be considered. Prerequisite: CSD240. (U)(3) Spring.

CSD333, Anatomy and Physiology of Speech and Hearing: Introduction to the anatomical and physiological bases of the speech and hearing mechanisms. (U)(3) Fall.

CSD334, Speech Science: The physical characteristics of speech sounds and psychophysical processes involved in speech and hearing. (U)(3) Spring.

CSD335, Phonological Development and Disorders: Phonological development and
speech characteristics are the focus. Testing and management of disorders will be discussed. Prerequisite: CSD240. (U)(3) Fall.

CSD336, Fundamentals of Audiology: Introduction to the field of audiology including the study of the physiology and pathology of the human ear. Rehabilitation management will be discussed. Prerequisites: CSD333, CSD334. (U)(3) Spring.

CSD337, Clinical Procedures: Introduction to therapy with emphasis upon behavioral observation, description of behavior, good planning, cause-effect relationships, and clinical interaction. Prerequisites: CSD332, CSD335. (U)(3) Fall and spring.

CSD339, Linguistics: Linguistics is the systematic study of language from its sounds (phonetics and phonology), words (morphology), and sentences (syntax), to its meaning (semantics). In addition to examining language itself, this course will cover aspects of language use such as language change, and the role of language in society. (U)(3) Spring.

CSD356W, Communication Research Methods: Introduces students to the application of social science and quantitative methodology for communication research. Work includes problem analysis, research design, data collection, data analysis, and scientific writing. Prerequisites: CSD majors only, junior or senior standing, or permission of the instructor. (U)(3) Fall.

CSD360S, Communication Science: Laboratory practice in the diagnosis and treatment of speech and language disorders. Prerequisites: Cumulative GPA 3.0, minimum grade of B in CSD337, completed 25 hours of observation, or permission of the instructor. (U)(3) Fall and spring.

CSD363S, Communication Screening Practicum-SL: This course focuses on speech, language, and hearing assessment of preschool and school-age children. Students will learn to administer speech and language screening tests, pure-tone audiometric testing, and impedance audiometry. Students will develop professional behaviors, including collaboration and scheduling with teachers and administrators, collecting accurate data, and interacting appropriately with young children. In addition, students will be able to apply classroom knowledge in evaluating typical and disordered communication skills. This course will include an introduction to speech and hearing screening instruments, community work, weekly journal entries, and a follow-up evaluation, which will provide feedback about developing clinical skills. This course is a combination of lecture/discussion and practicum. The students will average about three hours of classroom discussion and four hours of practicum. Prerequisite: Minimum cumulative GPA of 3.0, minimum grade of B in CSD335, and minimum grade of B in CSD336, or permission of the instructor in consultation with the department chair. (U)(3) Fall and spring.

CSD397, Directed Research in Com. Disorders: This course provides an opportunity to gain hands-on research experience. Students earn course credit as they engage in directed research with communication faculty. Activities may include data collection, data analysis, and/or presentation of results. Prerequisite: Permission of instructor. May be repeated to six hours total. (U)(1) Fall and spring.

CSD398, Directed Research in Com. Disorders: This course provides an opportunity to gain hands-on research experience. Students earn course credit as they engage in directed research with communication faculty. Activities may include data collection, data analysis, and/or presentation of results. Prerequisite: Permission of instructor. May be repeated to six hours total. (U)(2) Fall and spring.

CSD399, Directed Research in Com. Disorders: This course provides an opportunity to gain hands-on research experience. Students earn course credit as they engage in directed research with communication faculty. Activities may include data collection, data analysis, and/or presentation of results. Prerequisite: Permission of instructor. May be repeated to six hours total. (U)(3) Fall and spring.

CSD401, Independent Study: An opportunity for the qualified student to pursue a topic of special interest. Prerequisite: Permission of department head. (U)(1) Fall and spring.

CSD402, Independent Study: An opportunity for the qualified student to pursue a topic of special interest. Prerequisite: Permission of department head. (U)(2) Fall and spring.

CSD403, Independent Study: An opportunity for the qualified student to pursue a topic of special interest. Prerequisite: Permission of department head. (U)(3) Fall and spring.

CSD405, Communication Internship: Offers the qualified student the opportunity for supervised work experience in a setting related to communication studies. Prerequisite: Permission of department head. (U)(6) Fall and spring.
CSD433, Aural Rehabilitation: The study of theoretical bases for rehabilitative audiology and principles of clinical application for pediatric and adult populations. Prerequisite: CSD336 (U) (3) Fall.

CSD436, Neurogenic Communication Disorders: An investigation of the neurological processes involved in communication disorders. Includes aphasia and cerebral palsy. Prerequisite: Junior or senior standing or permission of instructor. (U)(3) Spring.

CSD437, Language Disorders in Children: Description and diagnosis of various language disorders in children and procedures for therapeutic management. Prerequisite: CSD332. (U)(3) Fall.

CSD460S, Butler Aphasia Community: Students gain classroom knowledge and clinical experience with adults who have aphasia. Prerequisites: CSD337 and CSD436. (U)(3) Fall and spring.

CSD475, Teaching Practicum in CSD: Qualified students work with faculty on the development and presentation of the course curriculum. Student responsibilities may include preparation and organization of course materials, management of small-group projects, assistance with class discussion, and tutoring. Prerequisites: Junior or senior standing, satisfactory completion of the course for which student will be assisting, and permission of the instructor. (U)(3) Fall and spring.

CSD481, Topics in Communication Science Disorders: An in-depth study of a particular topic in the field of communication chosen from the areas represented by the upper-division courses in the department. (U)(3) Fall and spring.

CSD485C, Capstone—Ethics and Professional Development: A capstone course for majors in Communication Sciences and Disorders (CSD). In this course students will read about and discuss professional issues and ethics. They will prepare a portfolio of their undergraduate work, which will be suitable for submission with graduate program applications. (U)(3) Fall.

CSD499, Honors Thesis. (U)(3) Fall and spring.

Creative Media and Entertainment
Administration
Kenneth Creech, PhD, Fairbanks Chair in Communications and Program Director

Department Website
www.butler.edu/creative-media-entertainment

The Creative Media and Entertainment program offers majors in digital media production and recording industry studies. Each major is designed to prepare graduates for a life in their profession offering real-world experience and industry-focused coursework.

Degree Programs
- Major in Digital Media Production (BA)
- Major in Recording Industry Studies (BA)
- Minor in Digital Media Production
- Minor in Recording Industry Studies

Digital Media Production
Why Study Digital Media Production?
Digital media production is integral to the world of entertainment and communication. Studying digital media theory and technique provides the knowledge you need to move from preproduction through finished project. You will also understand how to deliver your work online or in traditional media. Digital media production allows you to use your creative talent and understanding of a digital workflow to build a career in the communication and entertainment fields.

Why Study Digital Media Production at Butler?
Imagine designing, shooting, and editing your first project and distributing it online. Butler provides the small class size and quality faculty that make collaborative work possible from the first year of study. Students work on industry-standard hardware and software in class. There are many opportunities within the curriculum for experiential hands-on learning in production facilities on campus and out in the workplace through internships. Additionally, students benefit from Butler’s proximity to Indianapolis and all media and corporate venues a city of this size offers.

Digital Media Production Student Learning Outcomes
- Students explore ways of knowing in finding, synthesizing, and understanding information in their field.
- Students demonstrate an understanding of the link between aesthetics and communication and are expected to be able to communicate effectively in written, oral, and mediated forms.
• Students demonstrate the ability to work in collaboration with others and to develop leadership potential.
• Students demonstrate a mastery of the technologies required and learn to appreciate the role of media in a global society.
• Students learn an appreciation for the evolutionary nature of their changing discipline and the ethical responsibilities incumbent upon media professionals.

Requirements for the Major
• CME106, Survey of Digital Media Production
• CME201, Audio Production
• CME202, Multi-Camera Studio Production
• CME212, Writing for Electronic Media
• CME215, Video Editing
• CME219, Design for the Web
• CME305, Electronic Field Production
• CME306, Multimedia Design and Production
• CME310, Directing the Narrative
• CME415, Advanced Editing
• CME432, Electronic Media Law and Regulation or CME452, Entertainment Media and the Law
• CME457, Media Project Design and Management

Total hours required for graduation: 126

Requirements for the Minor
• CME106, Survey of Digital Media Production
• CME201, Audio Production
• CME202, Multi-Camera Studio Production
• CME219, Design for the Web

Directed Electives (9 credit hours)
• CME212, Writing for Electronic Media
• CME215, Video Editing
• CME305, Electronic Field Production
• CME306, Multimedia Design and Production
• CME415, Advanced Editing
• CME457, Media Project Design and Management

Total hours for the minor: 21

Recording Industry Studies

Why Study the Recording Industry?
The recording industry is a major component in the world of entertainment and communication, and this is an exciting time to be a part of it. The industry is rapidly changing, and opportunities for you to shape the future of audio and sound design abound. You will have the opportunity to combine your love of music, recording, and producing to prepare for a challenging and rewarding professional career.

Why Study the Recording Industry at Butler?
Imagine yourself sitting behind a professional audio console as you prepare to record a group of musicians who are set up in the studio. Or, you may be choosing sound effects to be edited into a film that you and other classmates are producing as a semester-long project. You may also find yourself negotiating with the manager of a local string quartet on behalf of Butler’s record label as you prepare for the release of the group’s latest CD. You can do all of these things and more when you study the recording industry at Butler.

Small class size and quality faculty make collaborative work possible from the first year of study. Students start immediately working on industry-standard hardware and software in class. There are many opportunities within the curriculum for experiential hands-on learning both in our home studios and out in the workplace through internships. Students benefit from Butler’s proximity to Indianapolis and all the entertainment venues a city of this size offers.

Recording Industry Studies Student Learning Outcomes
• Students explore ways of knowing in finding, synthesizing, and understanding information in their field.
• Students demonstrate an understanding of the link between aesthetics and communication and are expected to be able to communicate effectively in written, oral, and mediated forms.
• Students demonstrate the ability to work in collaboration with others and to develop leadership potential.
• Students demonstrate a mastery of the technologies required and learn to appreciate the role of media in a global society.
• Students learn an appreciation for the evolutionary nature of their changing discipline and the ethical responsibilities incumbent upon media professionals.

Requirements for the Major
• CME107, Music Skills for the Recording Industry
• CME109, Survey of the Recording Industry
• CME201, Audio Production
• CME220, Audio Lab
• CME222, History of the Recording Industry
• CME252, Theories and Techniques of Sound Recording
• CME320, Audio Independent Study
• CME352, Business Aspects of the Recording Industry
• CME354, Advanced Audio Production
• CME452, Entertainment Media and the Law
• CME454, Seminar in Recording Industry
• CME455, In-Training in Recording Industry

Related Required Courses
• MT100, Elements of Music
• MK280, Introduction to Marketing
• MT440, Introduction to Electronic Music

Total hours required for graduation: 126

Requirements for the Minor
• CME109, Survey of the Recording Industry
• CME201, Audio Production
• CME222, History of the Recording Industry
• CME252, Theories and Techniques of Sound Recording
• CME352, Business Aspects of the Recording Industry

Directed Electives (6 credit hours)
• CME107, Music Skills for the Recording Industry
• CME220, Audio Lab
• CME320, Audio Independent Study
• CME353, Audio for Video and Television
• CME354, Advanced Audio Production
• CME454, Seminar in Recording Industry
• CME455, In-Training in Recording Industry

Total hours for the minor: 21

Creative Media and Entertainment Courses

CME102, Media Aesthetics and Basic Studio Production Technique: This course touches on the principles of applied media aesthetics as well as studio production technique. Students will be introduced to concepts of composition, color theory, lighting, and sound and apply that knowledge in practical studio production situations. Additionally, students will engage in producing, directing, and editing show content. (U)(4) Fall and spring.

CME106, Survey of Digital Media: An introduction to the history, concepts, techniques, and trends in digital media. This course introduces the student to the world of multimedia creation and its foundational principles. Students also learn to use some of the basic tools of digital media. Prerequisites: Digital media production majors, journalism majors, and DMP minors or permission of the instructor. (U) (3) Fall and spring.

CME107, Music Skills for Recording Industry Studies: An introductory course in music theory for the recording industry studies major. Specific topics include commercial music styles, music notation, melody, rhythm, chords, and basic aural and keyboarding skills as they apply to the recording industry. Prerequisites: MT100 or successful completion of a music theory placement exam. (U)(3) Fall.

CME109, Survey of the Recording Industry: An introduction to the world of recording and music production. This course will include the history of the recording industry, its current state, and where it may be headed in the near future. (U)(3) Fall.

CME130, Production Lab: Students participate in labs supporting the development of programming for distribution by the department. (U)(1) Fall and spring.

CME201, Audio Production: This course will cover the basics of audio theory recording and basic audio production as they relate to a variety of possible work situations, with the realization that students in this class have a wide variety of interests and career goals. CME201 is the introductory audio course and will also serve as a building block for more advanced audio courses for those who continue. Prerequisite: CME majors and minors or permission of the department chair. (U)(3) Fall and spring.

CME208, Multimedia Graphics: Students are introduced to concepts and principles of graphic design. Students will explore graphic editing, optimizing, and preparing images for media-based delivery. Projects are designed to further refine visual thinking and build upon basic constructs through applied projects. CME majors and minors or permission of the department chair. (U)(3) Fall and spring.

CME211, The Auteur Director: The auteur theory suggests that the greatest cinema is a result of the personal vision of one person, the director. This course examines the career of a specific director. Students view selected films from the director’s works and study particular auteur characteristics. (U)(3) Occasionally.

CME215, Fundamentals of Videography and Video Editing: This course introduces the student to videography and video editing. Shooting and editing concepts and practice
will be combined with discussion of aesthetics. Prerequisite: CME102, CME106, or permission of the department chair. (U)(3) Fall and spring.

**CME219, Design for the World Wide Web:**
The course focuses on concepts and techniques of creating elements of a website, posting the site to the Web and maintenance of the site. Prerequisite: CME106. (U)(3) Fall and spring.

**CME220, Audio Lab—Independent Study:**
This lab is designated as an opportunity for students who have completed MDA201 to hone basic audio recording, mixing, and editing skills. Prerequisite: Non-majors must have permission of the instructor. (U)(1) Fall and spring.

**CME222, History of the Recording Industry:**
This course examines the development of the technology, business practices, rise and decline of the major record labels, the emergence of digital recording, and significance of the musical styles, genres, and historical figures important in the development of the recording industry. (U)(3) Fall.

**CME252, Theories and Techniques of Sound Recording:** The second audio production course. Emphasis on developing critical listening skills, microphone techniques, outboard gear, digital and analog recording. Prerequisites: CME201 or permission of the instructor. (U)(3) Spring.

**CME290, Seminar in Media Arts:** A group or individual study of the problems, achievements, and opportunities in the fields of digital production, media and cultural studies, electronic journalism, or recording industry studies. Class will be conducted through research, discussion, and/or individual reports. (U)(3) Annually, term varies.

**CME300, Honors Special Project:** Preparation for honors thesis proposal. Taken in conjunction with any 300- or 400-level MDA course. Students’ independent inquiry that goes beyond current course curriculum and individualized interactions with instructors are encouraged. Fulfills program area honors course requirement. Prerequisites: Junior honors status. (P/F)(U)(0) Fall and spring.

**CME302, Video Production 2:** Advanced studio production techniques including graphics, lighting, and production of program material. Prerequisite: CME202. (U)(3) Spring.

**CME305, Documentary Style Production Theory and Technique:** The focus of this course is on theory, techniques, and aesthetics of single-camera storytelling. Students will learn how to properly use the camera, microphones, and lights on location to produce compelling nonfiction stories using audio and video and other electronic tools. The techniques and aesthetics involved in post-production will also be covered. Prerequisites: CME102, CME106, and CME215 or permission of the department chair. (U)(3) Fall.

**CME306, Multimedia Design and Production I:** This course will introduce the student to the concepts, techniques, and trends in multimedia creation. Students will learn some of the basic tools used in multimedia authoring to meet the producer’s communication goals. Prerequisites: CME106 and sophomore standing. (U)(3) Fall.

**CME311, Genres in Cinema:** This course examines specific styles, movements, and periods in the history of cinema. One specific genre will be studied during the course of an entire semester. (U)(3) Occasionally.

**CME315, Advanced Video Editing:** This course continues to develop concepts, techniques, and principles introduced in CME215. Prerequisites: CME102, CME106, and CME215. (U)(3) Spring.

**CME319, Advanced Web Development:** Building upon the proficiencies learned in the previous web development class (CME219), students will learn how to code webpages to do client-side processes to ease the strain of server-side processing through the use of variables, functions, statements, and libraries, making sites much more responsive to the user. Prerequisite: CME219. (U)(3) Fall.

**CME320, Audio Lab—Multi-Track Independent Study:** This lab is designated as an opportunity for students to work in the recording studio on multi-track projects such as complete songs or collections of songs by small to medium groups or ensembles. Prerequisites: CME201, CME220. (U)(1) Fall and spring.

**CME330, Production Laboratory:** Students participate in labs supporting the development of programming for distribution by the department. Can be taken concurrently with MDA331. (U)(1) Fall and spring.

**CME352, Business Aspects of the Recording Industry:** This course will give students the opportunity to expand upon their knowledge of recording industry business trends and practices. Topics to be covered include copyright, music publishing, performing rights organizations, royalties, agents/managers, and contracts. Prerequisite: CME109 or permission of instructor. (U)(3) Spring.
CME353, Audio for Video and Television: Practical applications of all aspects of sound from pre- to post-production; location sound; boom audio and love miking techniques; music editing and sound design. Prerequisite: MDA201, MDA252, and MDA352. (U)(3) Spring.

CME354, Advanced Audio Production: This course will give students the opportunity to expand upon their knowledge of an experience with recording, editing, mixing, and mastering of projects, including the use of DAWs (Digital Audio Workstations). Prerequisites: CME252 or permission of instructor. (U)(3) Annually, term varies.

CME360, Recording Industry Practicum: Students will work in groups to write, perform, produce, record, and mix original content for Indianapolis-based nonprofit organizations. The material produced will be suitable for student portfolio use. Part of the class will also be devoted to résumés, interviewing, and finding employment after graduation. Prerequisites: CME320, CME352 (U)(3) Spring.

CME390, Seminar in Creative Media and Entertainment: A group or individual study of the problems, achievements, and opportunities in the fields of digital production, media and cultural studies, electronic journalism, or recording industry studies. Class will be conducted through research, discussion, and/or individual reports. Prerequisites: Sophomore or junior standing. Non-majors must have permission of the program director. (U)(3) Annually, term varies.

CME400, Independent Study: An opportunity for the qualified student to pursue some investigative work on his or her own initiative. Permission of department chair and instructor. (U)(1) Fall and spring.

CME401, Independent Study: An opportunity for the qualified student to pursue some investigative work on his or her own initiative. Permission of department chair and instructor. (U)(2) Fall and spring.

CME402, Independent Study: An opportunity for the qualified student to pursue some investigative work on his or her own initiative. Permission of department chair and instructor. (U)(3) Fall and spring.

CME410, Directing the Narrative: Explores the translation of the written script to screens both large and small. Topics for discussion include: the evolving role of the director in the creative process, the impact of emerging technologies on the craft, and the business of filmmaking. Students will utilize skills acquired in CME102, CME106, CME215, CME305, and CME315 in the production of a substantial final project. Prerequisites: CME102, CME106, CME215, CME305, and CME315 or permission of the department chair. (U)(3) Spring.

CME419, Interactive Web Development: This course builds off previous courses to create interactive web applications. Subject matter will include technologies that allow asynchronous page updates using AJAX, XML, and other similar technologies. Prerequisites: CME319 and junior standing. (U)(3) Spring.

CME422, New Media Distribution: This course is an introduction to rich internet applications. Topics include development and deployment of web and mobile applications across many platforms. Prerequisites: CME306 and junior standing. (U)(3) Fall.

CME432, Law and Regulation of Electronic Media: A study of the laws, regulations, and policies affecting the electronic media, including broadcasting, cable, and developing electronic media. Prerequisite: Senior standing. Non-majors must have permission of the program director. (U)(3) Fall.

CME452, Entertainment Media and the Law: A survey of the major legal and business issues encountered by professionals in the entertainment industry. Cases and problems will address intellectual property, music licensing, and other issues related to recording, film, broadcasting, and new media. Prerequisite: Senior standing. Non-majors must have permission of the program director. (U)(3) Spring.

CME455, In-Training: On-the-job experience in a facility directly related to the student’s degree objective. Prerequisite: Senior status. Majors only with approval of the program director. (U)(3) Fall and spring.

CME457, Digital Media Project Design and Management: This course builds the foundation for creating and authoring digital media for all delivery systems through successful planning and project management. This course guides the student through the development process, project design, and management that would be followed with any client when developing a communication plan involving the use of multimedia communication. This course is a “capstone” course, designed to put to practice all the concepts and skills of a student into a focused, professional-grade project. Prerequisites: CME106, CME201, CME202,
CME215, CME219, CME305, CME306 and senior standing. For senior majors only. (U)(3) Spring.

CME460, RIS Capstone—Advanced Audio Production: In this portfolio-building capstone course, students will be granted the opportunity to apply advanced microphone theory and techniques as well as advanced signal processing and mixing techniques while working in small groups to produce, engineer, and mix songs by Butler record label artists. Prerequisites: CME352, CME360. (U)(3) Spring.

CME461, RIS Capstone—Record Label and Music Publishing Operations: In this capstone course, senior recording industry studies students gain experience and make industry contacts through the Butler record label and music publishing company. Topics include how sound recordings and compositions are exploited and how royalties are generated, collected, and distributed; finding and signing talent. Prerequisites: CME352, CME360. (U)(3) Spring.

CME475, Internship in Creative Media and Entertainment: On-the-job experience in a facility directly related to the student’s degree objectives. Prerequisite: Junior or senior standing, 25–30 credits in major, and approval of the program director. Majors only. (U)(6) Fall and spring.

CME490, Seminar in Creative Media and Entertainment: A group or individual study of the problems, achievements, and opportunities in the fields of digital production, media and cultural studies, electronic journalism, or recording industry studies. Class will be conducted through research, discussion, and/or individual reports. Prerequisites: Junior or senior standing. Non-majors must have permission of program director. (U)(3) Annually, term varies.

CME499, Honors Thesis. (U)(3) Fall and spring.

Critical Communication and Media Studies

Administration
Kristin Swenson, PhD, Department Chair

Department Website
www.butler.edu/critical-communication-media

Why Study Critical Communication and Media Studies at Butler?
The CCM program at Butler is a unique interdisciplinary program that combines perspectives from critical theory, media studies, and rhetoric—fields of study that complement each other but are often separated in more traditional communication programs. As such, the program serves as a showcase for synergy.

This innovative program highlights the spirit of a liberal arts education in partnership with preparation for a variety of exciting careers related to media and communication, as well as graduate or law school. The program provides a bridge that enables students to infuse practice with theory, and activism with scholarship, to demonstrate a commitment to social justice and diversity. Faculty are an enthusiastic group of well-published teacher-scholars, who are active in research and scholarship and who frequently present their work at national and international conferences. CCM students will have the opportunity to work closely with these faculty members on teaching or research.

Critical Communication and Media Studies Student Learning Outcomes

Students will:

- Acquire skills in and demonstrate systematic and innovative inquiry into the production, reception, and circulation of public and mass-mediated communication
- Demonstrate an understanding of historical, theoretical, and critical perspectives as they apply to a variety of public and mass-mediated messages
- Interpret, evaluate, and critique the symbolic and shared processes of meaning making
- Analyze how identity and power affect communication globally and locally
- Develop an appreciation of the value of communication to promote community engagement and social justice
- Demonstrate the ability to advocate appropriately and effectively in professional and public contexts

Degree Programs

- Major in Critical Communication and Media Studies (BA)
- Minor in Critical Communication and Media Studies
- Film Concentration

Requirements for the Major
The following courses are required:

- SW266-COM, Media Literacy
- CCM310, Media and Cultural Theory or CCM315, Rhetorical Theory
- CCM398, Argumentation and Advocacy
- CCM465, Communication and Cultural Criticism or CCM352, Rhetorical Criticism
• CCM482, Voices of Dissent and Social Change
• JR417, International Communication, or JR418, Gender and Media: Global Views

Four courses from the following electives:
• CCM308, History of Film
• CCM330, Representations of Race and Difference
• CCM354, Gender and Communication
• CCM368, Media and Politics
• CCM376, Film, Culture, and Criticism
• CCM420, Queering Film
• CCM430, Rhetoric of Horror Film
• CCM462, Influence in Public Culture
• CCM463, Freedom of Speech and Democracy
• CCM468, Women and Rock
• CCM470, Sports, Media, and Culture
• CCM481, Technologies of the Body
• CCM482, Voices of Dissent and Social Change

Requirements for the Minor

The minor consists of 18 hours. The following four courses are required:
• SW-COM266, Media Literacy
• CCM310, Media and Cultural Theory or CCM315, Rhetorical Theory
• CCM398, Argumentation and Advocacy
• CCM465, Media and Cultural Criticism or CCM352W, Rhetorical Criticism

Two courses from any 300- or 400-level courses listed as part of the major.

Requirements for the Film Concentration

• CCM308 History of Film
• CCM330 Representations of Race and Difference
• CCM376 Film, Culture, and Criticism
• CCM420 Queering Film
• CCM430 Rhetoric of Horror Films Critical Communication and Media Studies Courses

Critical Communication and Media Studies Courses

CCM290, Topics: An in-depth study of a particular topic in the field of media, rhetoric, and culture. May be repeated when topics change. (U)(3)

CCM308, History of Film: A survey of the cinema from its birth in 1895 to the present, examining the medium from artistic, cultural, and business perspectives. The course will look at noted personalities, at seminal films, and at both American and foreign movies. Readings, lecture and discussion, exams, and viewing of numerous film clips. (U)(3)

CCM310, Media and Cultural Theory: This course surveys the development of mass communication and cultural theory and current trends in the field. Prerequisite: Sophomore or above or permission of instructor. (U)(3)

CCM315, Rhetorical Theory: This course examines key theories and theoretical debates within rhetorical studies. These areas may include: rhetoric’s role in defining humanity, culture, and public sphere, power and communication, marginal groups and public discourse, gender/sex and rhetoric, the influence of critical theory, and emerging communication technologies and rhetorical theory. (U)(3)

CCM320, Documentary Films: This course will introduce students to the theory and development of the nonfiction film genre while also considering the social, cultural, and historical contexts. A specific sub-genre, director, topic, or style will be studied throughout the semester. Prerequisites: Junior standing or permission of instructor. (U)(3)

CCM330, Representations of Race and Difference: Course investigates representations of race and racism in media culture and public discourse. Race is a social fiction, yet remains a force in our history, culture, and lives. Course examines how we discuss racism and represent race on news, film, and television. Prerequisite: Sophomore or above or permission of instructor. (U)(3)

CCM352, Rhetorical Criticism: Introduction to critical and interpretive research methods in rhetorical analysis and criticism. (U)(3)

CCM354, Gender and Communication: This class examines communication practices in shaping and being shaped by gender. The study of gender and communication in public discourse, families, interpersonal relationships, organizations, and media are examined. We explore how communication creates, (re) produces, sustains, and sometimes challenges the meaning of gender and communication practices. (U)(3)

CCM363, Freedom of Speech and Democracy: This course examines the relationship between freedom of speech, the law, and democratic citizenship. This includes an examination of the role of free speech and the dissent in American democracy, critical and rhetorical analysis of the First Amendment, Supreme Court cases, and discourses that complicate our understanding
of free speech. Prerequisite: Junior or senior standing or permission of instructor. (U)(3)

CCM376, Film, Culture, and Criticism: Introduces the concepts of film criticism. The course considers the grammars of composition, continuity, and editing; the conventions and variations involving narrative; and the implications of film for understanding social relations based on gender, race, and class. Prerequisite: Sophomore or above or permission of instructor. (U)(3)

CCM390, Special Topics: An in-depth study of a particular topic in the field of media, rhetoric, and culture. May be repeated when the topics change. (U)(3)

CCM398, Argumentation and Advocacy: This course acquaints students to principles and skills of effective argumentation pertinent to a variety of situations including politics, entertainment, and advertising. Students critically examine the uses of advocacy in contemporary public culture and develop arguments about a contemporary public issue. Prerequisite: Sophomore or above or permission of instructor. (U)(3)

CCM420, Queering Film: From a critical-cultural studies perspective, this course will critically examine gay, lesbian, bisexual, transgender, and queer (GLBTQ) images in film. Examines both historical and contemporary examples while recognizing cultural conditions and industry restrictions imposed on queer life and images. Prerequisites: Junior or senior standing or permission of instructor. (U)(3)

CCM430, Rhetoric of Horror Films: Explores how the application of fundamental rhetorical principles and concepts can elucidate complex understandings about the social and political dimensions of both recent and classical horror films. Students will apply a variety of approaches including allegory, psychoanalysis, and auteur studies to a variety of horror and suspense films. (U)(3)

CCM435, Media and Cultural Criticism: Students will analyze mediated and popular culture texts from a critical-cultural perspective (semiotics, Marx, ideology, feminism). Through writing and reading in critical theory and media studies, students will explore media representations of race, gender, sexuality, class, and other identity categories. Prerequisites: Junior or senior standing or permission of instructor. (U)(3)

CCM466, Audience, Community, and Fandom: Using qualitative research methods (data collection, field work, interviewing), students will explore the relationship of audiences and fans with mediated texts. Prerequisite: Junior or senior standing or permission of instructor. (U)(3)

CCM468, Women and Rock: Within a feminist studies framework, this course explores women’s past roles in the development of music within Western culture and more specifically rock’n’roll. While considering the intersections of gender with race, class, and sexual orientation, we will also critically examine the current state of women in rock. Prerequisite: Junior or senior standing. (U)(3)

CCM470, Sports, Media, and Culture: This class is a critical study of mediated sports and their relationship to society. The class will examine the major issues and controversies surrounding sports and their cultural impact. Prerequisite: Junior or senior standing. (U)(3)

CCM481, Technologies of the Body: As the body is always a site of power relations, it can be “read” to express a particular culture’s desires and anxieties. We will examine the technologies that we employ to alter, change, and “perfect” the human body in order to meet the demands and desires of contemporary life. (U)(3)

CCM482, Voices of Dissent and Social Change: This course explores the communication strategies that activists have used to challenge the political and social injustices of their time. Case studies include women’s suffrage, civil rights, free speech, and anti-globalization movements. Prerequisite: Junior or senior standing or permission of instructor. (U)(3)

CCM486, Apprenticeship: Student work with faculty member on his or her teaching or research. In teaching apprenticeship, students work with professor in development and discussion of classroom experience. In research apprenticeship, students work with faculty mentor on his or her research. Prerequisites: Junior or senior standing, completion of at least two MRC courses, by application only. (U)(1)

CCM488, Apprenticeship: Students work with faculty member on his or her teaching or research. In teaching apprenticeship, students work with professor in development and discussion of classroom experience. In research apprenticeship, students work with faculty mentor on his or her research. Prerequisites: Junior or senior standing, completion of at least two MRC courses, by application only. (U)(3)

CCM490, Special Topics: An in-depth study of a particular topic in the field of media, rhetoric, and culture. May be repeated when topics change. (U)(3)
CCM491, Internship: Offers students the opportunity for a supervised educational work experience in a setting pertinent to media, rhetoric, and culture. Prerequisite: Majors only. (U)(1)

CCM492, Internship: Offers students the opportunity for a supervised educational work experience in a setting pertinent to media, rhetoric, and culture. Prerequisite: Majors only. (U)(2)

CCM493, Internship: Offers students the opportunity for a supervised educational work experience in a setting pertinent to media, rhetoric, and culture. Prerequisite: Majors only. (U)(3)

CCM494, Independent Study: An opportunity for qualified students to pursue a topic of individual interest. Prerequisite: Junior or senior standing or permission program director. (U)(1)

CCM495, Independent Study: An opportunity for qualified students to pursue a topic of individual interest. Prerequisite: Junior or senior standing or permission of program director. (U)(2)

CCM496, Independent Study: An opportunity for qualified students to pursue a topic of individual interest. Prerequisite: Junior or senior standing or permission of program director. (U)(3)

CCM499, Independent Study: An opportunity for qualified students to pursue a topic of individual interest. Prerequisite: Junior or senior standing or permission of program director. (U)(3)

Human Communication and Organizational Leadership
Administration
Jessica Moore, PhD, Department Chair

Department Website
www.butler.edu/human-communication-and-organizational-leadership

Why Study Human Communication and Organizational Leadership?
Every great leader is a great communicator. Whatever your trajectory in life—if you want to challenge yourself and change your world—you need the skills to intelligently, strategically, and intentionally express yourself. Additionally, successful organizations are often the result of people who understand the importance of building and maintaining relationships, effectively communicating with organizational stakeholders, leveraging technology wisely and ethically, and leading with excellence.

Why Study Human Communication and Organizational Leadership at Butler?
The Human Communication and Organizational Leadership Department at Butler blends innovative courses with opportunities for local, national, and international real-world professional experiences in order to position our students for personal and professional success. The department is supported by the expertise of faculty with academic training and professional expertise that propel the department’s three areas of specialization within the major: Organizational Communication, Health and Human Communication, and Leadership Studies.

In addition to the opportunity for students to study abroad, the Indianapolis campus offers students access to a variety of internships and experiences that prepare them to begin a professional career immediately after graduation or facilitate their transition into graduate study in communication, business, medical, technology, or legal programs, among others. In addition, students may choose to take advantage of the many co-curricular activities offered in the College of Communication, including Lambda Pi Eta national communication honor society, Butler’s nationally recognized Speakers Lab, the Butler Speech and Debate Team, or one of many other activities designed to enhance social, academic, and professional development.

The department encourages students to think synergistically by requiring innovative courses designed to build expertise in organizational communication, interpersonal and professional relationship management, social networks, research and analytics, communication technologies, social responsibility, and leadership. Whether students are considering local, national, or international positions and whether they are interested in nonprofit or Fortune 500 careers, the Human Communication and Organizational Leadership major offers a wide range of opportunities for students hoping to become the leaders of the future. One major; unlimited possibilities.

Human Communication and Organizational Leadership Student Learning Outcomes
- Demonstrate the ability to communicate appropriately and effectively in a variety of
interpersonal, group, organizational, and public settings
• Apply research and analytics to academic and professional communication contexts
• Demonstrate how and explain why to engage in socially responsible communication and leadership
• Analyze and implement research-supported approaches to the study of organizational communication, health communication, interpersonal communication, and/or leadership
• Demonstrate the ability to create and implement appropriate and effective organizational communication in professional contexts

Degree Programs
• Major in Human Communication and Organizational Leadership (BA)
• Minor in Human Communication and Organizational Leadership

Requirements for the Major
Department Foundations (15 hours)
• ORG253, Interpersonal Communication
• ORG270, Organizational Communication
• ORG358, Communication & Social Responsibility
• ORG315, Business and Professional Communication

Plus one research methods course:
• ORG356, Communication Research Methods
• STR327, Research Methods for Strategic Communication
• CCM352, Rhetorical Criticism

Applied Technology (3 hours)
• CME106, Survey of Digital Media
• CME219, Design for the Web
• STR351, Advanced Graphic Design
• STR426, Photo Graphic Communication

Experiential Requirements (6 hours)
• ORG362, Leadership & Communication
• ORG440, Professional or Academic Internship

Students also select one of three areas of specialization (12 hours):

Organizational Communication
• ORG470, Advanced Organizational Communication
• Plus 9 upper-level credits* in ORG (see examples below)

Health and Human Communication
• ORG 453: Relational Communication
• Plus 9 upper-level credits* in ORG (see examples below)

Leadership Studies
• ORG470, Advanced Organizational Communication
• ORG453, Relational Communication
• Plus six leadership courses (#) or upper-level credits* approved by advisor

* Examples of upper-level courses for all tracks in the major:
• ORG351, Small Group Communication
• ORG355, Communication Consulting
• ORG357, Health Communication
• ORG454, Persuasion, Compliance, and Social Influence
• ORG471, Communication & Globalization
• ORG481, Topics in Communication Studies
• COM305, Intercollegiate Speech
• COM307, Intercollegiate Debate
• E1201, Real Business Experience (#)
• E1325, Social Entrepreneurship (#)
• ED348, Perspectives in Leadership (#)

In addition to major course requirements, students may need an additional course to meet the Butler Cultural Requirement as well as earn the minimum number of upper-level courses needed to graduate at Butler. All majors in the College of Communication are also required to declare a minor, concentration, or second major.

Requirements for the Minor
Department foundations (12 hours)
• ORG253, Interpersonal Communication
• ORG270, Organizational Communication
• ORG358, Communication and Social Responsibility
• ORG315, Business and Professional Communication
• Plus any two upper-level courses in ORG (6 hours)

Human Communication and Organizational Leadership Courses
ORG215, Speech for Business: Competent communicators are able to gather information through reading and listening and to convey ideas through oral and written means. This course is designed to give students an introduction to business communication and the standards for effective professional communication. (U)(2)

ORG253, Interpersonal Communication: This course is an introduction to the study of interpersonal communication and dyadic relationships. Students will receive exposure
to applied and theoretical research on identity formation, perception, emotion, listening, language, nonverbal behavior, love relationship development, conflict resolution, and computer-mediated communication (U)(3) Fall.

**ORG270, Organizational Communication:** This course is designed to introduce students to organizational communication by taking a comprehensive approach to the study of management, organizations, work, and society through the lens of communication. Students explore a range of organizational communication theories and practices. No prerequisites. (U)(3) Occasionally.

**ORG300, Tutoring and Mentoring:** This course will focus on the concepts of tutoring and mentoring for skills development in oral presentation. Coaching techniques and Speakers Lab protocol will be studied. Successful completion of COM102 or approved performance course required. (U)(1)

**ORG315, Business and Professional Communication:** This course is designed to help students critically develop and refine business communication skills in order to become more innovative professionals and effective leaders. Students will gain experience with applied techniques in business communication, and learn to effectively integrate and manage new technologies in various professional contexts. (U)(3) Fall.

**ORG350, Contemporary Communication Theory:** An introduction to contemporary models of communication and to experimental and field research dealing with human communication. (U)(3) Spring.

**ORG351, Small Group Communication:** Theory and practice in group discussion, leadership, decision making, and interpersonal communication in small groups. (U)(3) Spring.

**ORG355, Communication Consulting:** Survey of communication consultancy, including assessment (audit) of communication needs for clients; techniques of learning, training, and teaching; assessment and reporting of training outcomes; and how to become a consultant. (U)(3) Fall.

**ORG356, Communication Research Methods:** This course prepares students to become knowledgeable consumers and novice producers of social scientific and humanistic communication research. By the end of this course, students should possess introductory skills in developing research questions/hypotheses as well as gathering, organizing, interpreting, and presenting qualitative and quantitative data using appropriate, effective, and ethical methods. (U)(3) Fall.

**ORG357, Health Communication:** This course encourages students to become familiar with fundamental interpersonal communication processes that are involved in managing physical and mental health. Students will have the opportunity to develop an awareness of how communication among friends, relatives, professional colleagues, and others influences well-being and, in turn, how health and illness shape communication and relational dynamics. Topics will include health identity, managing sensitive information, social support, the role of positive communication on health and well-being, conversations in close relationships about health issues, and patient-provider communication. (U)(3) Occasionally.

**ORG358, Communication and Social Responsibility:** This course is designed for students to explore, critique, and study issues related to communication, community, and social responsibility. Students will increase their understanding and sensitivity to the role of communication in addressing contemporary social issues. (U)(3) Fall and spring.

**ORG359, Intercultural Communication:** The purpose of this course is to lead students to acquire the concepts and skills needed to manage effectively communicative encounters in which intercultural factors make a difference. (U)(3) Occasionally.

**ORG362, Leadership and Communication:** This course introduces students to the theories and practices of leadership from a communication perspective. Students will learn concepts of interpersonal, organizational, public, and team leadership. Concepts of power, diversity, charisma, and ethics will be featured. Leadership styles of both historical and contemporary leaders will be examined. (U)(3) Spring.

**ORG404, Internship:** Supervised internship directly related to the student's degree and career objectives. Prerequisites: Junior or senior standing and approval of internship director. (U)(3) Fall, spring, and summer.

**ORG405, Internship:** Supervised internship directly related to the student's degree and career objectives. Prerequisites: Junior or senior standing and approval of the internship director. (U)(3) Fall, spring, and summer.

**ORG453, Relational Communication:** This course is designed to provide you with the
opportunity to develop an understanding of the theories, concepts, and findings associated with interpersonal and relational communication. This course will encourage you to examine the conceptual foundations for studying human relationships as well as the communication patterns associated with the development, maintenance, and deterioration of relationships. Prerequisite: ORG353 or instructor approval. (U) (3) Spring.

**ORG454, Persuasion, Compliance, and Social Influence:** This course is designed to provide students with the opportunity to develop an understanding of the theories, principles, and strategies associated with effective persuasion, compliance, and social influence. This course examines the psychological and communicative processes that lead to effective persuasion, compliance, and influence, as well as how students can utilize these tools to have a positive impact on the world. Prerequisite: ORG353 or instructor approval (U)(3) Occasionally.

**ORG470, Advanced Organizational Communication:** This course investigates major topics within organizational communication theory, such as culture and identity, gendered work, work/family balance, organizational power and decision-making, or organizational change. An underlying theme of this course is to explore the communicative possibilities for meaningful work in various contexts, such as for-profit, nonprofit, and global organizations. (U) (3) Spring.

**ORG471, Globalization, Communication, and Organizations:** This course will explore the multiple dimensions of globalization as they affect and are shaped by today’s organizations. The course will highlight the economic, political, cultural, and ecological implications of globalization and the influence of communication in those various dimensions. Prerequisite: ORG370 or instructor approval. (U) (3) Occasionally.

**ORG481, Topics Communication Studies:** An in-depth study of a particular topic in the field of communication chosen from the areas represented by the upper-division courses in the department. (U)(3)

**ORG485, Senior Seminar in Communication Studies:** Capstone course in communication studies. Working in consultation with a faculty member, students will complete a major research project and present their senior portfolio. Prerequisite: Senior standing. (U)(3) Spring.

**ORG499, Honors Thesis.** (U)(3) Annually, term varies.

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**Eugene S. Pulliam School of Journalism**

**Administration**
Nancy Whitmore, PhD, Director

**School of Journalism Website**
www.butler.edu/journalism

**Why Study Journalism?**

Journalism is all around us. It appears on our televisions, computers, mobile devices, and on the printed page. It is both a discipline that is indispensable to the world’s democratic societies, and an approach to communication that has been universally adopted by news organizations and the media industry as well as government bodies, law firms, trade associations, corporations, nonprofit groups, and digital entrepreneurs. In fact, almost every profession uses the knowledge, skills, and mindset of journalism to tell their stories and present information. In short, journalism has become a gateway degree that applies regardless of where your career path leads.

As highly innovative and creative professionals, journalists today use a wide range of digital tools and investigative approaches to produce meaningful, multidimensional content and stories that inform, teach, attract, entertain, and engage audiences. Individuals who produce journalism are adept at finding, questioning, analyzing, interpreting, and explaining complex information and data. While vast opportunities abound for students trained in journalism, the true value of the profession flows from its commitment to seek the truth and provide people throughout the world with accurate, verified information that is used to effect change, chronicle the human condition, and improve and enrich lives, communities, and nations.

**Why Study Journalism at Butler?**

The Eugene S. Pulliam School of Journalism offers a newly designed, digitally focused undergraduate degree that prepares students for the demands of the ever-changing media world in which we live. At Butler, we offer:

- Hands-on coursework that integrates audio, video, visual, and interactive technologies and social media with audience-based writing to produce engaging multimedia stories and digital content
- Extensive field-reporting experiences that allow students to gain professional knowledge while making valuable contacts in the Indianapolis metro area
• Publication of professionally produced coursework on news, sports, and community-based websites to enrich résumés and portfolios
• Wide-ranging opportunities to participate in our nationally recognized student-led media organizations
• Fundamental working knowledge of the ethical, legal, economic, and global aspects of the field
• Internship opportunities in Indianapolis and Washington, DC, and an extensive alumni network of successful professionals in Indianapolis and throughout the country

Journalism Student Learning Outcomes

Students majoring in journalism at Butler will learn to produce professional-quality stories and programming for a variety of audiences in a variety of media formats. In the process, students will develop professional skills, competencies, and knowledge in the following areas:
• Source development, interviewing, observational reporting, documentary/public records, research, and investigation
• Critical analysis, skeptical thinking, complex reasoning, and evaluation
• All aspects of communication, including various forms of audience-based writing; audio, video, visual, and interactive communication; audio and video presentation and delivery; and social media
• Digital software programs appropriate to the field of journalism
• Team-building and collaboration
• Professional, ethical, and legal standards and responsibilities of the field
• Application of relevant analytical and theoretical frameworks to the practice of journalism in the United States and around the globe.

Degree Programs
• Major in Journalism (BA)
• Minor in Journalism

Requirements for the Major

One course in media technology:
• CME106, Survey of Digital Media

One introductory course in print journalism:
• JR112, News Writing: Print

Two introductory courses in electronic journalism:
• JR113, News Writing: Electronic
• JR213, Electronic Journalism

Two courses in multimedia journalism:
• JR212, Multimedia Journalism I
• JR312, Multimedia Journalism II

One course in visual communication or broadcast journalism:
• JR311, Visual Storytelling and Design, or JR313, Advanced Reporting for Electronic Media

One practicum course:
• JR350, Media Internship (3 hours), or JR353, Media Internship (6 hours)

One capstone course:
• JR412, In-depth Journalism

Four conceptual courses:
• JR409, Media Economics and Regulation
• JR414, Mass Communication Law
• JR417, International Communication
• JR420, Mass Communication Ethics

Plus nine hours of additional communication courses in an area of specialization.

Requirements for the Minor

A minor in journalism consists of 18 credit hours in journalism, six of which are at the 300 and 400 level.

Journalism Courses


JR112, News Writing Print: This course introduces the student to the techniques of gathering, writing, and editing news for print media. No prerequisites. (U)(3) Fall and spring.

JR113, News Writing Electronic: This course introduces the student to the techniques of gathering, writing, and editing news for broadcast media. The emphasis is on broadcast style, basic aspects of writing news for radio and television, and broadcast news operations. (U)(3) Fall and spring.

JR133, Performance Lab 1: Students engage in hands-on experiential learning using departmental facilities and equipment. Prerequisite: Journalism major or minor or permission of instructor. (U)(1) Fall and spring.

JR212, Multimedia Journalism I: The application of beat reporting assignments in a converged media environment. Prerequisites: C- or above in JR112, JR113, and CME106. Fall.
JR213, Electronic Journalism: This course concentrates on television reporting skills. Students learn to use portable cameras, audio equipment, and lighting equipment to gather and produce news stories for television. Prerequisite: JR113. (U) Fall.

JR235, Digital Journalism: Students learn to use mobile devices and social media platforms to report on important news events and issues. Prerequisites: C- or above in JR112 and JR113. (U)(3) Annually, term varies.

JR309, Feature Writing: Writing the feature story, interviewing, personality profiles, and the human interest story. Prerequisite: C- or above in JR112. (U)(3) Occasionally.

JR310, Producing Television News: Techniques of producing, shooting, and editing news for television. Prerequisite: JR213. (U)(3) Occasionally.

JR311, Visual Storytelling and Design: Focuses on the art of telling a story through a variety of digital techniques, media, and design principles. Prerequisite: C- or above in JR212 or JR213 (U). Fall.

JR312, Multimedia Journalism II: Students practice accountability journalism, and learn to cover problems, programs, and policies on public issues such as education, health, public safety, and jobs, while seeking a diverse range of perspectives in a multimedia environment. Prerequisites: C- or above in JR212 and JR213. (U)(3) Fall.

JR313, Advanced Reporting for Electronic Media: The course concentrates on advanced reporting techniques for the electronic media. Emphasis is placed on writing and on-air presentation as well as strong production values. Prerequisite: JR113, JR213, or permission of the instructor. (U)(3) Spring.

JR315, News Photography: A professional journalism course teaching the importance of the visual image for communicating ideas and information with emphasis on the development of photojournalistic skills. Instruction covers basic photographic concepts, digital camera handling, and the aesthetics of photography. Prerequisite: C- or above in JR112. (U) Fall.

JR316, News Photography 2: Advanced work in news photography. Prerequisite: C- or above in JR315 or the permission of the instructor. (U) Fall.

JR317, Editorial Writing: The nature and purpose of newsprint and electronic editorials. Prerequisite: C- or above in JR 112. (U)(3) Occasionally.

JR333, Performance Lab: Students engage in hands-on experiential learning using departmental facilities and equipment. Prerequisite: C- or above in JR212 or JR213. (U)(1) Fall and spring.

JR350, Media Internship: Supervised training that requires 15+ hours of work a week in an internship directly related to the student’s degree and career objectives. Prerequisites: JR212 and JR213. (U)(3) Fall and spring.

JR352, Post Media Internship: Supervised training at a previous internship. Prerequisites: C- or above in two JR350 classes with different positions and approval of the director. Pass/fail. (U)(1) Fall and spring.

JR353, Media Internship: Supervised training that requires 30+ hours of work a week in an internship directly related to the student’s degree and career objectives. Prerequisites: JR212 and JR213. (U)(6) Fall and spring.

JR355, Sports Journalism: The course will provide a foundation for reporting and writing about sports in an urban setting. Prerequisite: C- or above in JR112. (U)(3) Spring.

JR357, Web Design: The introductory course in Web design focuses on website development techniques and skills. Students will learn Web-based software and other critical Web basics. The course includes writing for the Web, design and layout, and best practices. Prerequisite: C- or above in JR112. (U)(3) Fall.

JR358, Perspectives in Sports Media: This course will provide an in-depth education about the sports media industry, how the management of sports media is changing, and the effect that sports media has on the relationship between media and sports organizations. Prerequisites: C- or above in JR112 and JR113 or CME202. (U)(3) Fall and spring.

JR401, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(1) Fall and spring.

JR402, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(2) Fall and spring.
JR403, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(3) Fall and spring.

JR407, Sportscasting: The course concentrates on advanced techniques in sports coverage for the electronic media. Emphasis is placed on writing and on-air presentation as well as strong production values. Prerequisite: JR313. (U)(3) Spring.

JR409, Media Economics and Regulation: This course provides an overview of the economic and regulatory concepts that have a distinct application on the structure and performance of media industries and focuses on those factors that direct and constrain the media. Prerequisite: Junior or senior standing. (U)(3) Spring.

JR412, In-depth Journalism: This capstone experience focuses on creating an in-depth, long-form reporting project that is disseminated in one of a variety of media formats depending on the career interest and special skills of the student. Prerequisite: C- or above in JR312. (U) (3) Spring.

JR414, Mass Communication Law: Study of the major legal standards underlying the free speech clause of the First Amendment and the major legal issues confronting mass communicators, including libel, privacy, access to information, journalist privilege, free press/ fair trial, commercial speech, and intellectual property law. Prerequisite: Junior or senior standing. (U/G)(3) Fall and spring.

JR415, History and Literature of Journalism: The historical development of the press and the literature of the field. Historical trends and press freedom, from colonial times to present. Prerequisites: Junior or senior standing (U/G)(3) Occasionally.

JR416, Mass Communications in Society: The role of the mass media and its social determinants, government and social utility, ethics, values, and problems. Prerequisite: Junior or senior standing. (U/G)(3) Occasionally.

JR417, International Communication: Study of critical issues in international communication in an era of globalization. Prerequisite: Junior or senior standing. (U/G)(3) Fall and spring.

JR418, Gender and Media—Global Views: This course focuses on the representation and participation of women and other disempowered groups in global media. Students will study media that are produced, distributed, and consumed across national boundaries as well as media in a national context, thereby increasing their awareness of inequalities and avenues for media activism. Prerequisite: Junior or senior standing. (U)(3) Fall and spring.

JR420, Mass Communication Ethics: This course focuses on the application of ethical frameworks to ethical dilemmas faced by the converged news media and mass communication professionals. Students develop skills in analyzing ethical issues and making ethical decisions. Prerequisite: Junior or senior standing. (U)(3) Fall.

JR427, Special Topics in Journalism: Thematic study of contemporary topics and issues in journalism. May be repeated when topics change. Prerequisite: Permission of director. (U)(3) Fall and spring.

JR499, Honors Thesis. (U)(3) Fall and spring.

Sports Media Administration
Ken Creech, PhD, Co-Chair; Nancy Whitmore, PhD, Co-Chair

Department Website
www.butler.edu/sports-media

Why Study Sports Media?
The sports media industry has grown into a multibillion-dollar business that involves ongoing technological innovation that allows media professionals to expand sports content across multiple media platforms. While sports continues to deliver massive audiences and advertising revenue to the media, sports coverage has become the product that drives audience interaction and interest in sports. In short, the sports media industry has become the defining commercial and cultural connection for both industries. Given its proliferation, numerous career opportunities exist for graduates with a sports media degree.

Why Study Sports Media at Butler?
Butler’s Sports Media Program places students in one of the nation’s leading sports cities, covering NCAA and pro-sporting events like the Final Four, NFL Monday Night Football, and “The Greatest Spectacle in Racing”—the Indianapolis 500. Students develop and broaden their skills and understanding of the industry on the field, in the press box, and in the locker room at some of the nation’s biggest sporting events.

Offered through the Eugene S. Pulliam School of Journalism and the Creative
Media and Entertainment Department, our interdisciplinary approach to sports media provides students with a solid foundation in multimedia journalism and digital media production. We offer:

- Rich, hands-on education in sports journalism, sports media and information, sportscasting, and sports media production
- High-quality internships with professional sports organizations, such as the NFL Colts, the NBA Pacers, the NCAA, and Indianapolis Sports Corporation
- Wide-ranging opportunities to participate in our student-led, multi-platform sports media outlet, BU:30; produce live streams of Butler Athletics; and build your professional network through Butler’s sports industry connections

**Sports Media Student Learning Outcomes**

The sports media degree will provide students with a:

- Solid foundation in the fundamentals of multimedia journalism and digital media production
- Rich experiential education in sports journalism, sports media and information, sportscasting, and sports media production
- Broad understanding of the sports media industry; its cultural, legal, ethical, and economic impact; and the role media professionals play in the industry

In the process, students will develop professional skills, competencies, and knowledge in the following areas:

- The sports media industry and its historical, cultural, economic, and evolutionary aspects
- Information gathering, i.e., source development, interviewing, observational reporting, documentary/public records research, and investigation
- Synthesizing information, i.e., critical analysis, skeptical thinking, complex reasoning, and evaluation
- Communicating information, i.e., writing, audio and video communication, on-camera delivery, and mediated communication
- Digital software, platforms, and technology appropriate to the field of sports media
- Team-building, collaboration, and leadership
- Media economics
- Professional, ethical, and legal standards and responsibilities of the field
- Application of relevant analytical and theoretical frameworks to the practice of sports media

**Degree Program**

- Major in Sports Media (BA)

**Requirements for the Major**

One course in media technology:
- CME106, Survey of Digital Media

One introductory course in print journalism:
- JR112, News Writing: Print

One introductory course in electronic journalism:
- JR113, News Writing: Electronic

Two introductory courses in digital media production:
- CME102, Media Aesthetics and Basic Studio Production
- CME215, Fundamentals of Videography and Video Editing

One introductory course in digital journalism:
- JR235, Digital Journalism

Two applied courses in sports media:
- JR355, Sports Journalism
- JR407, Sportscasting

One elective course in the sports industry:
- STR356, Sports Promotion
- JR427, Special Topics in Journalism: Sports Media Topics

One advanced course in journalism or digital media production:
- CME415, Advanced Editing
- JR312, Multimedia Journalism II

One practicum course:
- JR350, Media Internship (3 hours)
- JR353, Media Internship (6 hours)
- CME455, Internship (3 hours)
- CME475, Internship (6 hours)

One capstone course:
- CME457, Digital Media Project Design and Management
- JR412, In-depth Journalism

Three conceptual courses:
- JR358, Perspectives on Sports and Media
- JR409, Media Economics and Regulation
- CME452, Entertainment Media and the Law
Strategic Communication: Public Relations and Advertising

Administration
Rose Campbell, PhD, Department Chair

Department Website
www.butler.edu/strategic-communication

Why Study Strategic Communication?
Strategic communication emphasizes the creation and distribution of socially responsible, research-supported, and theoretically sound targeted communication messages for both internal and external audiences. Strategic communication majors, therefore, learn the theories and skills required for successful written, visual, and oral communication. In addition, majors gain valuable skills related to research, strategic thinking, and problem solving that will serve them well in professional careers or graduate school.

Why Study Strategic Communication at Butler?
While many programs offer courses in advertising and public relations, few have successfully merged their curriculum to reflect the increased blurring of lines between these two disciplines. Butler’s Strategic Communication Department, however, recognizes that it is necessary for our majors to understand the synergistic nature of advertising and public relations to succeed in the diverse fields that comprise strategic communication. But success in strategic communication relies on more than this, of course. Our courses are rigorous, highly interactive, and experiential. Students are not only introduced to concepts, processes, and theories, but also are challenged to apply their knowledge to solve real-world strategic communication challenges through problem-based learning and service-learning opportunities, and national-level public relations and advertising competitions. We like to say that our students “practice the profession” from day one. Class sizes are also small, typically around 18 students, and led by passionate and dedicated professors.

Strategic communication students also learn outside of the classroom as active participants in the various extracurricular opportunities the program offers. Through participation in the Public Relations Student Society of America Butler University chapter, ADrenaline advertising club, and an internship program, our students have outstanding experiential learning opportunities with a diverse array of businesses, advertising, and public relations agencies, as well as government and nonprofit organizations in Indianapolis and throughout the country. In this way, students gain the real-world knowledge necessary for a successful career.

Strategic Communication Student Learning Outcomes
- In keeping with the liberal arts tradition, students majoring in strategic communication will gain a broad-based education that emphasizes an understanding of the larger cultural context in which strategic communication occurs.
- On a practical level, students will also gain the theoretical foundation and industry-relevant skills to create and produce effective oral, written, and visual communication messages for distribution via a diversity of media, including print, broadcast, and digital platforms.
- To achieve these ends, students learn to research, analyze, select, and organize relevant data and information; they learn and apply relevant analytical or theoretical frameworks to professional practices and situations; they critique and evaluate the effectiveness of communication messages; they work collaboratively to achieve desired goals; and they integrate communication technology effectively into all of these efforts.
- Further, as the strategic communication major emphasizes the production of socially responsible messages, students learn to appreciate and respect the professional, ethical, and legal standards that govern our field.

Degree Programs
- Major in Strategic Communication, with optional specializations in Public Relations or Advertising (BA)
- Minor in Strategic Communication

Requirements for the Major
- STR128, Promotional Writing I or course equivalent
- STR222, Principles of Strategic Communication
- STR228, Promotional Writing II
- STR251, Design and Production for Strategic Communication
- STR324W, Ethics and Case Studies in Strategic Communication
• STR327, Research Methods for Strategic Communication
• STR329, Strategic Media Planning
• STR350, Strategic Communication Internship (or STR353)
• STR424S, Public Communication Campaigns

One elective course:
• STR321, Advertising Practices
• STR322, Advertising Copywriting
• STR328W, Public Relations Writing
• STR332, Advertising Campaigns (spring)
• STR341, Bateman Case Study Competition
• STR342, Strategic Communication for Nonprofits Practicum
• STR355, Photo Graphic Communication
• STR356, Sports Promotion
• STR357, Hospitality and Tourism Promotion
• STR358, Video Graphic Communication
• STR426, Special Topics in Strategic Communication

One of these courses in media law:
• JR414, Mass Communication Law
• CME432, Law and Regulation of the Electronic Media
• CME452, Entertainment Media and the Law
• Or current equivalents

One of these courses in international communication:
• JR417, International Communication
• JR418, Gender and Media: Global Views
• COM359, Intercultural Communication
• STR405, Global Strategic Communication
• Or current equivalents

One of these courses in communication theory:
• ORG350, Contemporary Communication Theory
• CCM310, Media and Cultural Theory
• CCM315, Rhetorical Theory
• CCM462, Influence in Public Culture
• STR410, Theories of Persuasion
• Or current equivalents

Requirements for Public Relations Specialization
• All STR major requirements
• STR328W, Public Relations Writing

Two courses in public relations and related areas:
• STR341, Bateman Case Study Competition
• STR342, Strategic Communication for Nonprofits Practicum
• STR355, Photo Graphic Communication
• STR356, Sports Promotion

Requirements for Advertising Specialization
• All STR major requirements
• STR321, Advertising Practices

Two courses in advertising and related areas:
• STR322, Advertising Copywriting
• STR331, Advertising Campaigns (fall, occasionally)
• STR332, Advertising Campaigns (spring)
• STR355, Photo Graphic Communication
• STR356, Sports Promotion
• STR357, Hospitality and Tourism Promotion
• STR359, Video Graphic Communication
• STR426, Special Topics in Strategic Communication (advertising-focused)
• Other courses selected with permission of department chair

Requirements for the Minor
• STR128, Promotional Writing I or course equivalent
• STR222, Principles of Strategic Communication
• STR228, Promotional Writing II
• STR251, Production and Design for Strategic Communication

One of the following two courses:
• STR324W, Ethics and Case Problems in Strategic Communication
• STR327, Research Methods for Strategic Communication

One elective course in STR:
• STR321, Advertising Practices
• STR322, Advertising Copywriting
• STR328W, Public Relations Writing
• STR332, Advertising Campaigns (spring)
• STR341, Bateman Case Study Competition
• STR342, Strategic Communication for Nonprofits Practicum
• STR355, Photo Graphic Communication
• STR356, Sports Promotion
• STR357, Hospitality and Tourism Promotion
• STR359, Video Graphic Communication
Strategic Communication Courses

STR128, Promotional Writing I: Introduces students to strategic communication writing in a converged media environment, while instilling the important values and responsibilities that underlie communication in a digital world. Prerequisites: None. (U)(3) Fall, spring, and summer.

STR222, Principles of Strategic Communication: A survey of strategic communication for students interested in public relations and advertising. Course emphasizes the strategic communication industry, including its history, functions, theories, ethics, and relations to marketing products, ideas, organizations, and people, and the components of strategic communication campaigns. Prerequisite: C- or above in STR128 or JR112. (U)(3) Fall, spring, and summer.

STR228, Promotional Writing II: Applications of strategic communication writing at the intermediate level, for the fields of public relations and advertising; emphasis on professional quality, effective writing for a variety of audiences across a number of media channels, both print and digital, including social media. Prerequisites: STR128, or JR112, and STR222. (U)(3) Fall, spring, and summer.

STR251, Design and Production for STR: This course is an introduction to the principles and practice of graphic design for strategic communication. Students will learn foundational design techniques with critical thinking, typography, and an introduction to concept development. Prerequisite: C- or above in STR222. (U)(3) Fall, spring, and summer.

STR321, Advertising Practices: This course introduces the student to the practice of advertising in agencies and organizations, including analyses of agency functions. Students study audience analysis, diversity in advertising, creative briefs, copywriting, and strategic concept development for advertising. Prerequisite: C- or above in STR222, STR228, STR251, and STR327. (U)(3) Annually, term varies.

STR322, Advertising Copywriting: This course is an in-depth examination of creative strategy and advertising copywriting, with a practical emphasis on the application of concepts, principles, and techniques to develop persuasive copy tailored to various communication media. Prerequisite: C- or better in STR222, STR228, and STR251. (U)(3) Fall and spring.

STR324W, Ethics and Case Problems in STR: Ethical approaches in public relations and advertising are examined using the case-study method. The intensive-writing course emphasizes best practices in strategic communication for internal and external publics, as socially responsible global citizens and professional practitioners. Prerequisites: C- or above in STR222 and STR228. (U)(3) Fall and spring.

STR327, Research Methods for STR: Principles and exploration of qualitative and quantitative methods for research employed in planning, monitoring, and evaluating public relations and advertising projects and campaigns. Prerequisites: C- or above in STR222 and STR228. (U)(3) Fall and spring.

STR328W, Public Relations Writing: Advanced public relations writing, with an emphasis on strategic public relations techniques for internal and external audiences across multiple media channels including print, digital, and social media. Prerequisites: C- or above in STR222 and STR228. (U)(3) Annually, term varies.

STR329, Strategic Media Planning: An introduction to media planning and media relations for students interested in public relations and advertising. Course emphasizes media fragmentation; the concepts, theories, and strategies involved in planning, buying, and pitching messages in traditional and new media; and the development of strategic media plans. Prerequisites: C- or above in STR222 and STR228. (U)(3) Fall and spring.

STR331, Advertising Campaigns: The American Advertising Federation’s National Student Advertising Competition will provide the students with real-world experience by creating a fully developed strategic advertising campaign plans book for a corporate sponsor. Prerequisites: C- or above in STR327 and permission of instructor. (U)(3) Occasionally.

STR332, Advertising Campaigns (AAF National Student Adv Comp): The American Advertising Federation’s National Student Advertising Competition will provide the students with real-world experience by creating a fully-developed strategic advertising campaign plans book for a corporate sponsor. Prerequisite: Permission of instructor. (U)(3) Spring.
STR341, Bateman Case Study Competition: Student teams develop and implement a communications campaign for a national client in the Public Relations Society of America’s annual Bateman competition. Prerequisite: Permission of instructor. (U)(3) Spring.

STR342, Strategic Communication for Nonprofits: This course helps students hone skills while developing professional-quality communication tactics that will be published in a variety of media, distributed to target audiences or staged and presented as a special event. Communication activities are implemented for a nonprofit selected by the instructor(s). Prerequisite: Junior standing and permission of instructor. (U)(3) Occasionally.

STR350, Strategic Communication Internship: Supervised strategic communication training that requires 15+ hours of work per week in an internship directly related to the student’s degree and career objectives. Prerequisites: C- or above in STR222, STR228, STR251, and STR327. (U)(3) Fall, spring, and summer.

STR352, Post Strategic Communication Internship: Supervised strategic communication training in an internship. Students work 15+ hours per week in an internship directly related to their degree and career objectives. Prerequisites: C- or above in two semesters of STR350 at different internship sites. (U)(1) Fall, spring, and summer.

STR353, Strategic Communication Internship: Supervised strategic communication training that requires 30+ hours of work a week in an internship directly related to the student’s degree and career objectives. Prerequisites: C- or above in STR222, STR228, STR251, and STR327. (U)(6) Fall, spring, and summer.

STR356, Sports Promotion: Overview of sports promotion, with particular emphasis on team sports. Course includes exploration of promotions, sponsorships, ticket sales, media relations, community relations, and event management. Additionally, the interrelationship of the team, the media, and the corporate and civic communities will be explored. Prerequisites: C- or above in STR222 and STR228. (U)(3) Spring.

STR357, Hospitality and Tourism Promotion: This course introduces students to the field of hospitality and tourism with the key objective to prepare students for careers in this field. Students will learn essential strategic communication methods to promote cities and attract more tourists and convention groups. Prerequisites: C- or above in STR222 and STR228. (U)(3) Fall.

STR359, Video Graphic Communication: In this course we work on developing the tools necessary for effective visual communication in advertising and public relations through the medium of video. This course prepares students to enter the real world with a comprehensive knowledge of how to prepare effective video collateral materials in a variety of formats and sizes for different distribution methods. This course covers the basics of video pre-production, production, and post-production techniques. Students will earn the language of video and visual storytelling through careful camera operation, editing, and graphics. Students create video press releases, public service announcements, and short-form documentaries. Prerequisite: STR251 or consent of instructor. (U)(3) Annually, term varies.

STR401, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(1) Fall, spring, and summer.

STR402, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(2) Fall, spring, and summer.

STR403, Independent Study: Provides opportunity for qualified students to pursue a topic of individual interest. Open to juniors and seniors. (U)(3) Fall, spring, and summer.

STR405, Global Strategic Communication: Introduction to advertising and public relations in the global and cross-cultural context. Topics include the role of culture in strategic communication; intercultural communication theories, ethics, and regulatory issues; history
of globalization; new media technologies; international advertising and PR cases; and communication strategies for diverse audiences. Prerequisite: Junior or senior standing. (U)(3) Occasionally.

STR410, Theories of Persuasion: Through readings and lectures, students are exposed to the different challenges that make advertising a unique application of the creative process. This course challenges students to develop their creative potential by developing advertising copy and design materials with hands-on projects. (U) (3)

STR415, Strategic Crisis Communication: Crisis communication is the sub-specialty of public relations designed to protect and defend an individual, company, or organization facing a public challenge to its reputation. A combination of lectures, readings, and in-class activities will help prepare you to recognize, assess, and respond ethically to a wide range of crisis situations. By the end of the semester, you should be able to distinguish among several categories of crises and determine suitable communication responses for each. Prerequisites: STR222, STR228, and junior or senior status. (U)(3) Annually, term varies.

STR424S, Public Communication Campaigns: Application of research-based strategic communication campaign methods to address specific client problems and opportunities for nonprofit organizations. The service-learning course integrates the theories and skills required for professional practice; the course serves as the capstone course for the major and fulfills an ICR requirement. Prerequisites: C- or better in STR222, STR228, STR251, STR324, and STR327. (U) (3) Fall and spring.

STR426, Special Topics in Strategic Communication: Thematic study of contemporary topics and issues in strategic communication. May be repeated when topics change. Prerequisite: Permission of director. (U/G)(3) Fall, spring, and summer.

STR499, Honors Thesis. (U)(3) Annually, term varies.