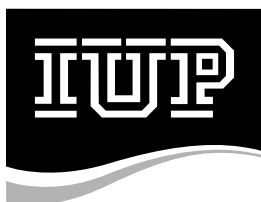


# UNDERGRADUATE CATALOG 2017–18

DEPARTMENT OF COMMUNICATIONS MEDIA  
COLLEGE OF EDUCATION AND EDUCATIONAL TECHNOLOGY  
[www.iup.edu/commmedia](http://www.iup.edu/commmedia)

This document is a direct extract from the full 2017–18 *Undergraduate Catalog*. As a result, the original page numbering will appear.

For information on other colleges at IUP, or about specific courses, please consult the full 2017–18 catalog, available at [www.iup.edu/registrar/catalog](http://www.iup.edu/registrar/catalog). Earlier catalogs are also available at this web address.



Indiana University of Pennsylvania

## Department of Communications Media

**Website:** [www.iup.edu/commmedia](http://www.iup.edu/commmedia)

**B. Gail Wilson, Chairperson;** Kleinman, Leidman-Golub, Lenze, Muchtar, Ortiz, Piwinsky, Porter, Start, Stiegler, Waltman; and professors emeriti Ausel, Dudt, Kanyarusoke, Kornfeld, Lamberski, Murray

The department offers a Bachelor of Science degree program in Communications Media, with three tracks as well as a minor in Communications Media and a minor in Educational Technology. The Communications Media minor is an 18-credit program designed to complement any major. The Educational Technology minor is a 24-credit program designed for students who are completing a teaching degree.

Students majoring in Communications Media may select one of three tracks: **Media Marketing**, **Media Production**, or **Media Studies**.

## Media Marketing

The **Media Marketing Track** encourages students to develop skills in media promotion, communication consulting, media sales, and media management. This track includes courses from the Department of Marketing. These required marketing courses introduce students to broader marketing concepts in skill-based marketing courses.

## Media Production

Students who seek a more rigorous production experience will find that in the **Media Production Track**. In this track, students will take a set of five COMM production courses that will help them to acquire higher-level production skills. Students will learn the foundational skills associated with their chosen production area and learn to use contemporary postproduction software and equipment. This more specialized track will prepare students for employment in various production fields, including video, audio, radio, graphics, photography and games.

## Media Studies

The **Media Studies Track** seeks to broadly educate students in communications media by encouraging them to develop their communication skills, written, oral, and visual. Courses include components to develop critical thinking, collaboration, and research skills. The flexibility of the program allows students to explore a range of courses in media theory, criticism, culture, and current media issues. Beginning level production courses introduce concepts of producing media messages.

With 21 credits of required out of department electives, Communications Media students in the Media Studies and Media Production Tracks are highly encouraged to pursue a minor in another program that complements their degree in Communications Media.

The department faculty offers a wide variety of experience in all areas of Communications Media. With the combination of classroom work and the required internship program, departmental graduates are competitive candidates for positions in various areas. Students graduating from this program have obtained positions in areas such as radio, television, cable television, public relations, advertising media, media relations, and corporate media relations.

Students changing majors from other academic departments within the university are required to be in good academic standing before the transfer will be approved.

## Bachelor of Science—Communications Media/Media Marketing Track

**Liberal Studies:** As outlined in Liberal Studies section with the following specifications: 46-47

**Mathematics:** 3cr

**Social Science:** PSYC 101

**Liberal Studies Electives:** 6cr, BTED/COSC/IFMG 101, no courses with COMM prefix

**Major:** 44

**Required Courses:**

COMM 101	Communications Media in American Society	3cr
COMM 150	Aesthetics and Theory of Communications Media	3cr
COMM 395	Career Planning in Communications Media	1cr
COMM 475	Senior Portfolio Presentation	1cr
COMM 493	Internship (summer only)	9cr
	Writing-Intensive Course: One writing-intensive COMM course	3cr
<b>Basic Media Production:</b>		
Minimum of two courses from the following: 6cr		
COMM 240	Communications Graphics	3cr
COMM 249	Basic Audio Recording Techniques	3cr
COMM 251	Television Production	3cr
COMM 271	Beginning Photography	3cr
COMM 306	2-D Digital Game Development	3cr
COMM 349	Radio Production	3cr

<b>Media Marketing Courses:</b>		12cr
COMM 305	Electronic Media Programming and Sales	3cr
COMM 335	Communications Consulting and Project Management	3cr
COMM 401	Promotion for Radio, Television, and Cable	3cr
COMM 470	Management Practices in Electronic Communications	3cr

**Controlled Electives:**

Other COMM elective courses 6cr

**Marketing Requirements:** 12

MKTG 320	Principles of Marketing	3cr
MKTG 433	Advertising	3cr
MKTG 439	Internet Marketing	3cr
MKTG 445	Social Media Marketing	3cr

**Other Requirements:** 9

Additional courses outside Communications Media that augment the student's major course of study (advisor approval)

**Free Electives:** 8-9

**Total Degree Requirements:** 120

## Bachelor of Science—Communications Media/Media Production Track

**Liberal Studies:** As outlined in Liberal Studies section with the following specifications: 46-47

**Mathematics:** 3cr

**Social Science:** PSYC 101

**Liberal Studies Electives:** 6cr, BTED/COSC/IFMG 101, no courses with COMM prefix

**Major:** 44

**Required Courses: (1)**

COMM 101	Communications Media in American Society	3cr
COMM 150	Aesthetics and Theory of Communications Media	3cr
COMM 395	Career Planning in Communications Media	1cr
COMM 475	Senior Portfolio Presentation	1cr
COMM 493	Internship (summer only)	9cr

**Writing-Intensive Course:**

One writing-intensive COMM course 3cr

**Basic Media Production:**

Minimum of two courses from the following: (2) 6cr		
COMM 240	Communications Graphics	3cr
COMM 249	Basic Audio Recording Techniques	3cr
COMM 251	Television Production	3cr
COMM 271	Beginning Photography	3cr
COMM 306	2-D Digital Game Development	3cr
COMM 349	Radio Production	3cr

**Advanced Media Production:**

Minimum of three courses from the following: 9cr		
COMM 340	Advanced Communication Graphics	3cr
COMM 348	Animation	3cr
COMM 350	Advanced Radio Production	3cr
COMM 351	Advanced Video Production	3cr
COMM 360	Digital Sports Production	3cr
COMM 371	Photography II: The Print	3cr
COMM 374	Documentary Photography	3cr
COMM 406	3-D Game and Simulation Design and Development	3cr
COMM 407	Television Feature Production	3cr
COMM 408	Media Field Studies	3cr
COMM 440	Multimedia Production	3cr
COMM 446	3-D Modeling and Animation for Games and Simulations	3cr
COMM 449	Advanced Audio Recording Techniques	3cr
COMM 451	Broadcast News Process	3cr
COMM 471	Electronic Imaging	3cr

<b>Controlled Electives:</b>	9cr
Other COMM elective courses, NOT including production courses	
<b>Other Requirements:</b>	21
Courses outside Communications Media that augment the student's major course of study (advisor approval)	
<b>Free Electives:</b>	8-9
<b>Total Degree Requirements:</b>	120
(1) At least 12 COMM credits must be 300 level or higher.	
(2) At least 6cr (two courses) in production must be in the same production area.	

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### Bachelor of Science—Communications Media/Media Studies Track

<b>Liberal Studies:</b> As outlined in Liberal Studies section with the following specifications:	46-47
<b>Mathematics:</b> 3cr	
<b>Social Science:</b> PSYC 101	
<b>Liberal Studies Electives:</b> 6cr, BTED/COSC/IFMG 101, no courses with COMM prefix	
<b>Major:</b>	44
<b>Required Courses: (1)</b>	
COMM 101 Communications Media in American Society	3cr
COMM 150 Aesthetics and Theory of Communications Media	3cr
COMM 395 Career Planning in Communications Media	1cr
COMM 475 Senior Portfolio Presentation	1cr
COMM 493 Internship (summer only)	9cr
<b>Writing-Intensive Course:</b>	
One writing-intensive COMM course	3cr
<b>Media Studies: Minimum of four courses from the following:</b>	12cr
COMM 205 Making Presentations with Media	3cr
COMM 230 Global Media and Communication	3cr
COMM 305 Electronic Media Programming and Sales	3cr
COMM 325 Women in Media	3cr
COMM 330 Instructional Design for Training and Development	3cr
COMM 335 Communications Consulting and Project Management	3cr
COMM 345 Television Criticism	3cr
COMM 354 Media Law and Policy	3cr
COMM 375 Mass Media and Behavior	3cr
COMM 380 The History of African Americans in Film	3cr
COMM 401 Promotion for Radio, Television, and Cable	3cr
COMM 414 Music, Media, and Culture	3cr
COMM 420 Media Portrayal of Crime	3cr
COMM 445 Applications and Techniques of Motion Pictures	3cr
COMM 460 Emerging Trends in Communication Technology	3cr
COMM 470 Management Practices in Electronic Communications	3cr
COMM 480 Seminar in Communications Media	3cr
<b>Minimum of two production courses from the following:</b>	6cr
COMM 240 Communications Graphics	3cr
COMM 249 Basic Audio Recording Techniques	3cr
COMM 251 Television Production	3cr
COMM 271 Beginning Photography	3cr
COMM 306 2-D Digital Game Development	3cr
COMM 348 Animation	3cr
COMM 349 Radio Production	3cr
COMM 350 Advanced Radio Production	3cr
COMM 351 Advanced Video Production	3cr
COMM 360 Digital Sports Production	3cr
COMM 371 Photography II: The Print	3cr
COMM 374 Documentary Photography	3cr
COMM 406 3-D Game and Simulation Design and Development	3cr

COMM 407 Television Feature Production	3cr
COMM 408 Media Field Studies	3cr
COMM 440 Multimedia Production	3cr
COMM 446 3-D Modeling and Animation for Games and Simulations	3cr
COMM 449 Advanced Audio Recording Techniques	3cr
COMM 451 Broadcast News Process	3cr
COMM 471 Electronic Imaging	3cr
<b>Controlled Electives:</b>	6cr

Other COMM elective courses including courses from the above lists not taken as part of those requirements

<b>Other Requirements:</b>	21
Courses outside Communications Media that augment the student's major course of study (advisor approval)	

<b>Free Electives:</b>	8-9
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<b>Total Degree Requirements:</b>	120
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(1) At least 12 COMM credits must be 300 level or higher.

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### Minor—Communications Media 18

<b>Required Courses:</b>	
COMM 101 Communications Media in American Society	3cr
COMM XXX Electives in Communication Media	15cr

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### Minor—Educational Technology 24

<b>Required Courses:</b>	
BTED/COSC/IFMG 101 Computer Literacy	3cr
COMM 101 Communications Media in American Society	3cr
COMM 460 Emerging Trends in Communication Technology	3cr
COMM XXX Electives in Communications Media	15cr

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### Certificate in Audio Production

Prepares students for careers producing, recording, mixing, and mastering audio. This 18-credit certificate requires students to take five 3-credit core courses and an additional 3 credits for electives. Completion of this certificate will help prepare students for positions in many fields including, radio, film and television in which knowledge of audio production techniques and technology is required. Majors from other departments will be able to declare a communications media minor along with receiving the certificate.

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### Certificate—Audio Production 18

<b>Core Courses:</b>	15
COMM 101 Communications Media in American Society	3cr
COMM 249 Basic Audio Recording Techniques	3cr
COMM 349 Radio Production	3cr
COMM 350 Advanced Radio Production	3cr
COMM 449 Advanced Audio Recording Techniques	3cr
<b>Elective:</b>	3
COMM 281 (1), 305, 354, 401, 403, 408, 414, 451 (1), 480 (1), 481 (1)	

(1) As appropriate depending on topic; approval required.

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### Certificate in Photography and Digital Imaging

For students who wish to obtain inclusive training in digital photography, image optimization, and display. This 18-credit program certificate requires students to take five 3-credit core courses and an additional 3 credits of electives. Completion of the certificate will help prepare students for positions in many fields in which knowledge of photography and digital imaging is required. Majors from other departments will be able to declare a communications media minor along with receiving the certificate.

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**Certificate—Photography and Digital Imaging** **18****Core Courses:** 15

COMM 101	Communications Media in American Society	3cr
COMM 271	Beginning Photography	3cr
COMM 371	Photography II: The Print	3cr
COMM 374	Documentary Photography	3cr
COMM 471	Electronic Imaging	3cr

**Electives:** 3COMM 151, 201, 240, 252, 335, 390, 408, 440, 481

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**Certificate in Popular Music Studies**

Introduces basic skills in the performance, recording, and marketing of popular music. This 19-credit certificate requires students to take 13 credits of core courses and an additional 6 credits of electives. Completion of the certificate will add popular music competencies for students in communications media, music, and other areas. Audition required.

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**Certificate—Popular Music Studies (1)** **19****Core Courses:** 13

APMU XXX	Two semesters of Applied Music (1cr each)	2cr
COMM 249	Basic Audio Recording Techniques	3cr
COMM 414	Music, Media, and Culture	3cr
MUSC 114	Analysis of Popular Music	3cr
MUSC 140	Popular Music Ensemble (2)	2cr

**Electives:** 6

Two courses from the following:

COMM 354, 449, MUHI 333

- (1) An audition on an instrument (including voice) or a portfolio of recorded compositions is required for entrance into the program.
  - (2) Two semesters of this 1cr course are required.
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