



COMMUNICATIONS

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PROGRAMS OFFERED

Bachelor of Science-Communications

Communications Major

Concentrations in:
Journalism
Public Relations
Advertising

Communications Minor

Concentrations in:
Journalism
Public Relations
Advertising

The Communications Major

Communications has become one of the growth fields of the new century. The Bachelor of Science in Communications combines theory and practice, professional standards and hands-on experience to equip students with the skills to take on professional roles in the information age. Within the context of a liberal arts and science curriculum, the Communications degree offers a professional program covering communications theory and skill-based learning. Intensive courses in writing, editing, research, and desktop publishing along with a concentration in journalism, public relations or advertising prepare students to work in a variety of communications fields.

Most students spend a semester in an internship position, while many get credits writing for the SSC newspaper or working in the Communications Computer Lab. A 500 level course titled "Seminar" constitutes a capstone course in which seniors create a professional portfolio of their work and learn to market themselves for the professional world. Communications majors are also expected to select an academic minor that complements their professional goals.

The Communications degree consists of 36 hours distributed differently for each concentration. The accompanying flow sheets detail the core and concentration requirements. Faculty members in the Communications Department have both academic and professional experience in the communications field and guide students during the advising and registration periods each semester.

Bachelor of Science in Communications

Communications Major

The Communications major consists of 36 credits and offers three choices to students: Journalism, Public Relations, or Advertising.

All Communications Majors take:

- COM 201 Introduction to Communications
- COM 202 Writing for Media
- COM 205 Computer Production
- COM 300 Communications Research Methods
- COM 309 Editing
- COM 503 Seminar in Communications
- COM 505 Internship or COM 501 (Log) Practicum
- OR
- COM 502 Lab Practicum

In addition, students take the following courses in their concentration:

Concentration in Journalism:

- COM 351 Public Relations Writing
- COM 370 Fundamentals of News Writing
- COM 371 News Reporting and Writing
- COM 470 Feature Writing
- COM 471 Public Affairs Reporting

Concentration in Public Relations:

- COM 349 Principles of Public Relations
- COM 351 Public Relations Writing
- COM 370 Fundamentals of News Writing
- COM 450 Advanced Public Relations Writing
- COM 455 Public Relations Case Studies

Concentration in Advertising:

- COM 320 Principles of Advertising Communications
- COM 321 Print Copywriting
- COM 410 Direct Response Writing
- COM 412 Advertising Case Studies
- COM 421 Copywriting for Electronic Media

Communications Minor:

The minor in Communications consists of 18 credits and offers three choices to students: Journalism, Public Relations, Advertising.

Minor in Journalism:

- COM 201 Introduction to Communications
- COM 202 Writing for Media
- COM 205 Computer Production
- COM 370 Fundamentals of News Writing
- COM 371 News Writing and Reporting

Plus one of the following:

- COM 470 Feature Writing
- COM 471 Public Affairs Reporting
- COM 501 Practicum in Communications

Minor in Public Relations:

- COM 201 Introduction to Communications
- COM 202 Writing for Media
- COM 205 Computer Production
- COM 349 Principles of Public Relations
- COM 351 Public Relations Writing

Plus one of the following:

- COM 450 Advanced Public Relations Writing
- COM 455 Public Relations Case Studies
- COM 502 Communications Laboratory Practicum

Minor in Advertising:

- COM 201 Introduction to Communications
- COM 202 Writing for Media
- COM 205 Computer Production
- COM 320 Principles of Advertising
- COM 321 Print Copywriting

Plus one of the following:

- COM 410 Direct Response Writing
- COM 412 Advertising Case Studies
- COM 416 Advertising Campaigns
- COM 421 Copywriting for Electronic Media

Salem State College Organizations

The student newspaper, *The Log*, recruits students to work in the areas of reporting, editing, layout and advertising. Public Relations Student Society of America (PRSSA) and American Advertising Federation (AAF), both affiliated with national organizations, also recruit students who attend conferences, participate in student competitions, sponsor fundraising events, and take advantage of networking opportunities within the communications fields.



Communications
Salem State College
Advisor: _____

Name: _____
Date admitted into Major: _____
Transfer credits: _____

**BACHELOR OF SCIENCE
COMMUNICATIONS
ADVERTISING COMMUNICATIONS CONCENTRATION**

CORE REQUIREMENTS

Competency-Based Skills

- Basic College Math
- Reading Comprehension
- Computer Literacy

@	ENG	101	Composition I	3	_____
@	ENG	102	Composition II	3	_____
@	SPC	101	(Speech)	3	_____
@	SFL	194	Health and Wellness	3	_____

Physical Education Activities (1 cr. total)

@	SFL	_____	_____	_____	_____
@	SFL	_____	_____	_____	_____

Distribution Sequences (18-20 credits)

_____	_____	(Literature I)	3	_____	
_____	_____	(Literature II)	3	_____	
_____	_____	(Lab Science I)	3-4	_____	
_____	_____	(Lab Science II)	3-4	_____	
@	HIS	101	History of World Civilization I	3	_____
@	HIS	_____	(History II)	3	_____

Distribution Electives (18 credits)

Among the distribution electives, the student must earn at least 3 but no more than 9 additional semester hours in each of the three divisions.

Humanities (Division I)

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Science/Mathematics (Division II)

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Social Sciences (Division III)

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

COURSES IN MAJOR (30 credits)

Required Core Courses

COM	201	Intro. to Communications	3	_____
COM	202	Writing for Media	3	_____
COM	205	Computer Prod. in Communications	3	_____
COM	300	Research Methods in Communications	3	_____
COM	309	Editing	3	_____
COM	503	Seminar in Communications	3	_____

COM 505 Internship in Communications
OR
COM 501 Practicum in Communications
OR

COM	502	Communications Lab Practicum	3	_____
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Required Concentration Courses

COM	320	Principles of Advertising	3	_____
COM	321	Print Copywriting	3	_____
COM	410	Direct Response Writing	3	_____
COM	412	Advertising Case Studies	3	_____
COM	421	Copywriting for Electronic Media	3	_____

MINOR: _____ (15-18 credits)

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

FREE ELECTIVES (minimum: 21 credits)

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

(Note: Courses allowable as distribution electives are marked 'D' in the College Catalog or indicated by appropriate footnotes.)

@ Requirements so marked should be completed within the first 53 credits of study (i.e., before Junior status). Exceptions will be made for transfer students.
Note: If a course is used to satisfy two or more requirements (for example, a support course and a distribution elective), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the credit total required for graduation.



Communications
Salem State College
Advisor: _____

Name: _____
Date admitted into Major: _____
Transfer credits: _____

BACHELOR OF SCIENCE
COMMUNICATIONS
PUBLIC RELATIONS CONCENTRATION

CORE REQUIREMENTS

Competency-Based Skills

- @ Basic College Math
@ Reading Comprehension
@ Computer Literacy

Table with 5 columns: @, ENG, 101, Composition I, 3

Physical Education Activities (1 cr. total)

Table with 5 columns: @, SFL, blank, blank, blank

Distribution Sequences (18-20 credits)

Table with 5 columns: blank, blank, blank, blank, blank

Distribution Electives (18 credits)

Among the distribution electives, the student must earn at least 3 but no more than 9 additional semester hours in each of the three divisions.

Humanities (Division I)

Table with 5 columns: blank, blank, blank, blank, blank

Science/Mathematics (Division II)

Table with 5 columns: blank, blank, blank, blank, blank

Social Sciences (Division III)

Table with 5 columns: blank, blank, blank, blank, blank

(Note: Courses allowable as distribution electives are marked 'D' in the College Catalog or indicated by appropriate footnotes.)

COURSES IN MAJOR (36 credits)

Required Core Courses

Table with 5 columns: COM, 201, Intro. to Communications, 3

Table with 5 columns: COM, 501, Practicum in Communications, 3

Table with 5 columns: COM, 502, Communications Lab Practicum, 3

Required Concentration Courses

Table with 5 columns: COM, 349, Principles of Public Relations, 3

MINOR: (15-18 credits)

Table with 5 columns: blank, blank, blank, blank, blank

FREE ELECTIVES (minimum: 21 credits)

Table with 5 columns: blank, blank, blank, blank, blank

@ Requirements so marked should be completed within the first 53 credits of study (i.e., before Junior status). Exceptions will be made for transfer students. Note: If a course is used to satisfy two or more requirements (for example, a support course and a distribution elective), the credits are counted in only one place. Using a course to satisfy more than one requirement does not reduce the credit total required for graduation.

Total credits for graduation: 126

Effective: 9/04



Communication
Salem State College
Advisor: _____

Name: _____
Date admitted into Major: _____
Transfer credits: _____

**BACHELOR OF SCIENCE
COMMUNICATIONS
JOURNALISM CONCENTRATION**

CORE REQUIREMENTS

Competency-Based Skills

- Basic College Math
 - Reading Comprehension
 - Computer Literacy
-
- @ ENG 101 Composition I 3 _____
 - @ ENG 102 Composition II 3 _____
 - @ SPC 101 (Speech) 3 _____
 - @ SFL 194 Health and Wellness 3 _____

Physical Education Activities (1 cr. total)

- @ SFL _____ 3 _____
- @ SFL _____ 3 _____

Distribution Sequences (18-20 credits)

- _____ (Literature I) 3 _____
- _____ (Literature II) 3 _____
- _____ (Lab Science I) 3-4 _____
- _____ (Lab Science II) 3-4 _____
- @ HIS 101 History of World Civilization I 3 _____
- @ HIS _____ (History II) 3 _____

Distribution Electives (18 credits)

Among the distribution electives, the student must earn at least 3 but no more than 9 additional semester hours in each of the three divisions.

Humanities (Division I)

Science/Mathematics (Division II)

Social Sciences (Division III)

(Note: Courses allowable as distribution electives are marked 'D' in the College Catalog or indicated by appropriate footnotes.)

COURSES IN MAJOR (30 credits)

Required Core Courses

COM 201	Intro. to Communications	3	_____
COM 202	Writing for Media	3	_____
COM 205	Computer Prod. in Communications	3	_____
COM 300	Research Methods in Communications	3	_____
COM 309	Editing	3	_____
COM 503	Seminar in Communications	3	_____
COM 505	Internship in Communications		
	OR		
COM 501	Practicum in Communications		
	OR		
COM 502	Communications Lab Practicum	3	_____

Required Concentration Courses

COM 351	Public Relations Writing	3	_____
COM 370	Fundamentals of News Writing	3	_____
COM 371	News Reporting and Writing	3	_____
COM 470	Feature Writing	3	_____
COM 471	Public Affairs Reporting	3	_____

MINOR: _____ (15-18 credits)

FREE ELECTIVES (minimum: 21 credits)

@ Requirements so marked should be completed within the first 53 credits of study (i.e., before Junior status). Exceptions will be made for transfer students.
Note: If a course is used to satisfy two or more requirements (for example, a support course and a distribution elective), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the credit total required for graduation.

Total credits for graduation: 126

Effective: 9/04



COURSE DESCRIPTIONS

COMMUNICATIONS

COM 201 Introduction to Communications 3 credits

A study of the communications media from a variety of perspectives – historical, psychological, economic, political and social, as well as of the moral and legal issues raised by technological developments. Course will explore theories of communications with particular application to the analysis of contemporary media. Required in the Communications major and minor. Three lecture hours per week. Prerequisite: ENG 102.

COM 202 Writing for Media 3 credits

This course will be an introduction to the research, planning, writing, and editing processes in media, emphasizing print, audio and visual mediums. Primary topics will include varieties of styles from objective to persuasive, combining verbal and visual communications, logical and psychological development and persuasion, and aesthetic and ethical considerations. Three lecture hours per week. Required for B.S. in Communications major. Prerequisite: ENG 102.

COM 205 Computer Production in Communications 3 credits

This course will involve the application of computer programs to the design and development of communication materials. Students will be introduced to computer software for word processing, desktop publishing, web design and electronic information presentations. Students will produce such communication materials as flyers, brochures, web sites and other visual presentations. Limited to Communications majors and minors. Three lecture hours per week. Prerequisite: ENG 102.

COM 210 Technology for Communications 3 credits

This skills-based course instructs students in the digital dissemination of communications materials for the Internet, Intranets, and on CD-ROM. The three tracks of journalism, advertising and public relations are used to provide context for understanding how and why these technologies are being applied in communications-related fields.

COM 300 Communication Research Methods 3 credits

This course provides students with a foundation in the research methods commonly used in advertising, public relations and journalism. Students will be introduced to the attitude necessary for scientific inquiry in the social sciences, as well as the capability to read and understand research reports based upon quantitative and qualitative methods, including sampling, surveys, experiments, content analysis, focus groups and critical analysis. Students will design, administer and interpret several such research tools. Required for Communications majors. Three lecture hours per week. Prerequisite: COM 201.

COM 305 Communications: Problems of Law and Ethics in Media 3 credits

This course will deal with the moral and legal problems encountered by mass media since the invention of the printing press. Attention will be given to landmark events and to the historical, political and technological developments, which gave rise to them. Emphasis will be placed on: the concept of legal precedent; those assumptions about the nature of man on which moral judgments are made; the evolution of libertarian thought from the First Amendment to the present. The course will rely heavily on case studies. Three lecture hours per week. Prerequisites: COM 201, COM 202.

COM 309 Editing 3 credits

This course will introduce students to the theory and practice of editing for various media. Practical editing assignments will include copy and text editing, editing for print and electronic media, layout, writing headlines and cutlines, placing art and photographs, as well as consideration of legal and ethical issues. Three lecture hours per week. Required for Communications majors. Limited to Communications majors and minors. Not open to students who have received credits for COM 331. Prerequisites: COM 202.

COM 315 Communication Theory 3 credits

In this course we will examine ways of understanding human communication behavior from both scientific and humanistic perspectives, with applications to mass communications and social interaction. Major communication theories will be evaluated and debated. Three lecture hours per week. Prerequisite: COM 201

COM 320 Principles of Advertising Communications (Fall) 3 credits

This course will examine both the management and creative processes of communication techniques and issues in advertising. Discussed will be social, economic and ethical aspects of advertising; the creative processes of copywriting, of art and print design, and of broadcast advertising; and specialized applications in business, education, and politics. Three lecture hours per week. Limited to Communications majors and minors. Prerequisites: COM 202, COM 205. Not open to students who have received credits for COM 310.

COM 321 Print Copywriting (Spring) 3 credits

This course will deal with the planning, writing and editing of advertising copy for the print medium. Copy will be related to overall design, and assignments will be completed using desktop publishing. Three lecture hours per week. Required for Communications majors and minors in Advertising Communications. Limited to Communications majors and minors. Not open to students who have received credits for COM 311. Prerequisites: COM 320, or permission of Department Chairperson.

COM 335 Writing for Corporations (Spring) 3 credits

Through workshop, lecture and discussion, this course is designed to help students develop the specialized skills needed to write on behalf of a business or non-profit organization: researching and writing the organization's history; preparing grant proposals; creating formatted letters to be used by others; responding on behalf of the organization to individual inquiries. Three lecture hours per week. Prerequisites: COM 201 and COM 202 or permission of the Department Chairperson.

COM 349 Principles of Public Relations (Fall) 3 credits

Introduction to the role, processes, and practices of public relations. The course will explore the overall role and techniques of public relations in general and then consider specific cases and such issues as demographics and psychographics. Three lecture hours per week. Required of Communications majors in the Public Relations concentration and minors in Public Relations. Limited to Communications majors and minors. Not open to students who have received credits for COM 350. Prerequisites COM 202, COM 205, or permission of Department Chairperson.

COM 351 Public Relations Writing (Spring) 3 credits

Course will deal with the research and planning of a publicity program. Students will explore various writing techniques, styles and feedback evaluation techniques. Three lecture hours per week. Required of Communications majors in Public Relations or Journalism concentrations and minors in Public Relations. Limited to Communications majors or minors. Prerequisites: COM 202.

COM 370 Fundamentals of News Writing (Fall) 3 credits

News Writing covers the fundamentals of writing news stories and covering news events. Emphasis will be upon writing a range of news leads, and developing and organizing news stories and obituaries. Three lecture hours weekly. Required for Communications majors in Journalism and Public Relations concentrations and the minor in Journalism. Not open to students who have received credits for COM 230. Prerequisite: COM 202.

**COM 371 News Reporting and Writing (Spring) 3 credits**

A continuation of COM 370, News Writing, this course stresses research, reporting principles and key formats. Students will conduct library and computer-oriented research, practice reportorial interviewing skills, and write articles on business, the courts, local government, sports and other beats. Three lecture hours per week. Required for B.S. Communications majors and minors in Journalism. Not open to students who have received credits for COM 231.

Prerequisite: COM 370.

COM 410 Direct Response Writing (Fall) 3 credits

This course, involving lectures and workshop assignments, will examine the processes for successful direct marketing. Students will be involved in the research, planning, writing and development of direct response newspaper, magazine, radio, and television ads, and of direct mail and mail order packages. Three lecture hours per week.

Prerequisites: COM 321.

COM 412 Advertising Case Studies (Spring) 3 credits

This lecture and research course will examine actual advertising cases in print and electronic media. Students will examine the creative process: how it is affected by marketing, media, management and creative considerations as well as legal and ethical issues. Cases will be based on text, video and printed examples and on library and media research. Required of Communications majors in the Advertising Communications concentration, junior or senior year. Limited to Communications majors and minors. Three lecture hours per week.

Prerequisites: COM 321 or permission of Department Chairperson.

COM 416 Advertising Campaigns (Spring) 3 credits

This course is a practical application of the materials learned in all previously completed Advertising courses. Students will compete in a nationwide student-based advertising competition sponsored by a widely recognized corporate or advertising organization. Through team activities, they will complete all campaign requirements and meet all deadlines. Limited to Senior Communications majors, Advertising Communications concentration. Senior Advertising Communications minors with permission of department chairperson. Three lecture hours per week.

Prerequisite: COM 412.

COM 421 Copywriting for Electronic Media (Fall) 3 credits

This course, using lectures and workshop experiences, involves students in the research, writing and editing of business-to-business, radio, television, and out of home advertising. Students will produce at least one audio and one video advertisement. Three lecture hours per week plus laboratory work outside of class. Required for communications majors in the Advertising Communications concentration. Limited to Communications majors and minors. Not open to students who have received credits for COM 491.

Prerequisites: COM 321, or permission of the Department Chairperson.

COM 450 Advanced Public Relations Writing (Fall) 3 credits

This course will develop writing, persuasive and design skills necessary for publications such as ads, flyers, brochures and newsletters. Students will develop projects using desktop publishing. Three lecture hours or computer workshops per week. Required of Communications majors in the Public Relations concentration. Limited to Communications majors and minors.

Prerequisites: COM 349, COM 351, or permission of Department Chairperson.

COM 455 Public Relations Case Studies (Spring) 3 credits

This course will examine how effective public relations campaigns are planned and implemented. It will cover such elements as management by objectives, selection of programs (publicity, publications, events, posters, advertising, press conferences, speeches, and others), selection of media, targeting audiences, and measurement and evaluation. Three lecture hours per week. Limited to Communications majors or minors, or others with permission of Department Chairperson. Not open to students who have received credits for COM 460.

Prerequisites: COM 201, COM 202, and COM 349.

COM 456 Media Relations and Publicity (Fall) 3 credits

This course covers the essential principles and practices of media relations, which is the public relations specialty of creating developing and maintaining successful professional, publicity-generating relationships with reporters, editors and producers of news-related print and electronic media. Students will be required to write media relations-related documents, including pitch letters, media alerts and news releases; additional requirements include feature-story writing development and the ethical framing of problematic news. Limited to Communications majors and minors/Public Relations concentration.

Prerequisite: COM 349 and COM 351.

COM 470 Feature Writing (Fall) 3 credits

Writing of non-fiction articles for newspapers and magazines. Problems of staff writers and free lancers; how to market articles. Three lecture hours per week. Required of Communications majors in the Journalism concentration. Not open to students who have received credits for COM 430.

Prerequisites: COM 370, or permission of Department Chairperson.

COM 471 Public Affairs Reporting (Spring) 3 credits

This course will focus on major news stories, trends in reporting as well as on cultural changes and media innovations, which have increased the demand for investigative, culturally oriented reporting. Students will analyze issues and events, and develop in-depth pieces. Three lecture hours per week. Required of Communications majors in the Journalism concentration. Not open to students who have received credits for COM 441.

Prerequisites: COM 371, or permission of Department Chairperson.

COM 472 Health and Medical Journalism 3 credits

This course is designed for journalism and other communications majors as well as undergraduates across the college community who are interested in writing for newspapers and magazines on a wide of spectrum health, medical, environmental and biotechnology issues. Topics may include disease, wellness, nutrition, mental health, the health professions, drug development, clinical research and environmental activism. Writing assignments, drawn from current health issues, scientific journals and medical conferences, will include journalistically written pieces targeted for newspapers and consumer magazines.

Prerequisite: COM 370 or permission of Department Chairperson.

COM 495 Special Topics Seminar (Spring) 3 credits

This seminar will develop a campaign using integrated marketing approaches combining the methodologies from advertising, public relations, journalism and corporate communications. Limited to Communications majors and minors, or by the approval of the Department Chairperson. Three lecture hours per week.

Prerequisites: Concentration requirements through all 300-level courses.

COM 500 Directed Study in Communications 3 credits

Independent projects for Communications majors under the supervision of a member of the Communications faculty. Open only to Junior or Senior Communications majors. Permission of the Department Chairperson is required.



COM 501 Practicum in Communications 3 credits

Students will be assigned to on-campus locations for practical experiences in communications under terms of a practicum contract with a supervising faculty member. Practicum locations will include The Log (college newspaper), The Clipper (college yearbook), WMWM-FM (college radio station), the Media Center, Public Relations Student Society of America and other sites where students assume responsibility for communication-related activities.

Prerequisite: Completion of all 200 level Communications courses and permission of faculty advisor and the Department Chairperson.

COM 502 Communications Laboratory Practicum 3 credits

This practicum will be limited to ten students, accepted upon approval of the instructor, who will arrange seminars to prepare participants for practical applications of public relations and advertising. Students will be assigned to actual projects from the College and from the community. Students will also provide tutorial assistance in advertising, journalism and public relations writing. Limited to Communications majors and minors.

Prerequisite: Completion of all 200 level Communications courses and permission of Lab Practicum Coordinator and the Department Chairperson.

COM 503 Seminar in Communications 3 credits

Students will connect their academic and experiential learning about communications with communications industries and careers. They will evaluate their internships and other professional experiences and prepare a portfolio. Required for B.S. in Communications. Limited to Communications majors.

Prerequisites: Completion of/or completing concentration requirements; completion of/or taking COM 501, COM 502 or COM 505, and permission of Department Chairperson.

COM 505 Internship in Communications 3 credits

A program designed to provide on-the-job experience and training in areas directly related to the student's academic concentration in Communications. Time and services will be arranged by a contract between the student, training site, and the Department. The number of credits will vary with commitment, intern advisor's recommendations, and Department Chairperson's approval. Required of Communications majors. Limited to Communications majors.

Prerequisites: Completion of/or completing all 300 level Communications courses, or permission of the Department Chairperson.

