

# COMMUNICATION (COMM)

## COMM-200 Communication Foundations (3 credits)

Communication Foundations introduces learning outcomes in the major/minor, core frameworks in the discipline, technology platforms, career prospects, and community resources. The instructor guides students in careful consideration of individual interests to identify a focus or specialization to pursue in future coursework. Foundational theories and contemporary practices support exploration of communication forms, creativity, and technology tools. The course includes an embedded hybrid lab that explores social media.

## COMM-220 Listening and Mindfulness (3 credits)

This course builds literacy in listening and mindfulness to support student efforts in academic, personal, and professional contexts while strengthening wellness and sense of purpose. The course includes an embedded hybrid lab in audio production.

*Prerequisite(s):* CM-125 completed.

## COMM-230 Production Lab 1: Visual Communication (3 credits)

Production Lab in visual communication

## COMM-231 Production Lab 1: Information Technology (3 credits)

## COMM-298 Field Lab (1 credit)

In this course students will gain experience through a short-term community-based or service-learning project. Through experiential learning, a student will help solve a problem for an organization, augment her professional portfolio, and/or expand her professional network.

*Prerequisite(s):* Student must discuss topic ideas with Department Chair before registration is completed.

## COMM-300 Communication Strategies (3 credits)

This project-based course builds on introductory communication theories, frameworks, and practices and engages students in experiential learning in effective interpersonal, small group, and organizational communication. Students practice core communication modalities (listening, speaking, writing, and media analysis and creation) in a variety of contexts to develop technical proficiency as well as rhetorical sensitivity and adaptability. Students work individually and collaboratively in class and online as they learn and practice with a variety of digital platforms selected to deepen their discipline understanding and increase their fluency as communication professionals. The course includes an embedded hybrid lab that explores digital collaboration platforms.

*Prerequisite(s):* COMM-200 completed or Communication Level 3 ICM and instructor permission.

## COMM-320 Media Studies (3 credits)

Media Studies engages students in a topical investigation of contemporary media, including perspectives from theory, research, and practice. Students develop media literacy and conceptualize creative approaches to media production and interpretation. The course includes an embedded hybrid lab that explores video.

*Prerequisite(s):* LA-230 or COMM-200 completed.

## COMM-330 Production Lab II: Emerging Technologies (3 credits)

*Prerequisite(s):* COMM-200 or One Communication Level 3 ICM completed. For MDIA Majors: MDIA-395 completed

## COMM-340 Persuasion and Advocacy (3 credits)

Concise communication, audience and message analysis, and persuasion are powerful tools as we advocate for ideas, ideals, communities, products, and services. Through an exploration and application of persuasive theories and frameworks, students focus upon analytical reading, scholarly writing, digital presentation skills, and digital advocacy via social media in local and global communities. The course includes an embedded hybrid lab exploring digital photography.

*Prerequisite(s):* FA-110 or LA-230 completed. HUM-150 completed; CM-125 completed. For COMM Majors: COMM-200 completed or concurrent. For ELA Majors: CM-225 completed. Other information Fall 2018: This class is offered fully online,

## COMM-360 Logic & Argumentation (3 credits)

Students learn how to produce logical conclusions through the systematic formalization of information and reason, as well as the principles of argumentation and debate. With a focus upon writing, public speaking, problem solving and innovation, the course examines digital logic and its applications, as well as research, policy analysis, evidentiary quality, issue framing and storytelling. The course includes an embedded lab in which students are introduced to code.

*Prerequisite(s):* COMM-200 or One Communication Level 3 ICM completed.

## COMM-371 Prod Lab III: Adv Audio&Internet radio (3 credits)

This course provides an opportunity for students to manage all aspects of Alverno Inferno Free Radio (AIFR) including production, marketing, and management of the College radio station. Students gain experience in digital audio production, independently produce weekly programming and live broadcasts, and contribute to the marketing and management needs as a team, fully responsible for the operation of AIFR. Course is open to all majors, undergraduate and graduate students.

*Prerequisite(s):* COMM-200 or Communication Level 3 ICM & permission of instructor through a general permit. For MDIA Majors: MDIA-395 completed.

## COMM-372 Production Lab III: Adv Photography (3 credits)

In this three credit face-to-face course, students expand their understanding of and ability to apply image composition theory and technology in order to plan, create, display, and evaluate photographs. They are introduced to commercial and open source post-processing programs. They study different genres, formats, and purposes of photography. They also learn about historical aspects and the evolving ethical dimensions photography. The course culminates in each student creating and displaying a portfolio of her original work.

*Prerequisite(s):* COMM-200 completed. For MDIA Majors: MDIA-395 completed

## COMM-374 Prod Lab III: Adv Digital Publishing (3 credits)

This class provides client-based experiences that expand and refine your repertoire of effective design. Operating as an emerging professional, you will develop your individual brand identity, manage time and resources, and interact effectively with service bureaus. Working within the client's budget and brand-identity constraints, you will ascertain the client's needs, determine the look and feel of desired materials, produce design pieces that meet client criteria, including budget, and pitch your ideas in a professional presentation.

*Prerequisite(s):* COMM-230 completed. For MDIA Majors: MDIA-395 completed

**COMM-376 Prod Lab III:Advanced Web Design (3 credits)**

Students learn design principles and basic HTML to create effective web pages that include a variety of media. Students explore and analyze a variety of hardware, software, platforms and applications used to support website development.

*Prerequisite(s):* COMM-200 completed. For MDIA Majors: MDIA-395 completed.

**COMM-380 Project Management (3 credits)**

students manage a semester-long project following Project Management Institute guidelines. Students investigate project organization and structures while working on financial issues in project management. Students become familiar with and use technological tools, and apply related terms, definitions, and common acronyms used in project management to the semester-long project of innovation. The course includes an embedded lab to develop proficiency with analytics.

**COMM-397 Independent Study (3 credits)**

**COMM-398 Advanced Field Lab (1 credit)**

This course provides students with the opportunity to gain experience through a specified short-term community-based or service-learning project pursued with faculty supervision. Through experiential learning, a student will help solve a problem for an organization, augment her professional portfolio, and/or expand her professional network.

*Prerequisite(s):* Student must discuss topic ideas with Department Chair before registration is completed.

**COMM-399 Formal Introduction to Advanced Work (0 credits)**

Offered Spring Term only. The Advanced-Level Event marks a significant accomplishment for each student as she proceeds into the work of her major department. When a department determines that a student is ready for advanced work within a discipline, the student is invited to participate in a ceremony that is both a celebration and an explanation of future requirements of the major and support areas. She registers for this experience at a point determined by her major department: for most majors the registration is connected to the taking of a particular course. Students and faculty gather for an afternoon during Mid-semester Assessment Days. Following a general program, students meet in departmental sessions with their faculty to discuss advanced outcomes, department courses, advising procedures, and so on.

**COMM-400 Intercultural Communication & Leadership (3 credits)**

This short-term travel course to Costa Rica focuses on Sustainability. As you learn and apply models for effective Intercultural Communication and study the people, history, and culture of Costa Rica, you will experience first-hand Costa Rica's nation-wide focus on sustainable practices in rainforest preservation, food production, energy and marine resources, and much more.

*Prerequisite(s):* Additional information: Class meetings are Thursday 6-9 p.m. Class Dates: Jan 25, Feb 8, Mar 15 & Apr 19 Travel dates: May 20-29, 2018 Registration and Cost: \$150 deposit in the Business Office required before registration. Course fee/trip cost of approximately \$ 3,000 will be added to student tuition bill, \$500 confirmation cost of which is non-refundable after December 15, 2017. Entire course fee/ trip cost is non-refundable as of January 31, 2018, even if you drop the course itself and do not travel. Enrollment limited to 15 students. Students should also plan for an additional amount of \$ 50 for optional expenses and free time. The exact amount of this extra spending money is dependent on your own spending habits. Scanned Color Copy of Passport emailed to Judeen.Schulte@alverno.edu by February 20, 2018. If your passport is due to expire before May 1, 2018, you must renew your passport immediately. Contact the IIC if you need information about how to obtain, or renew, a passport. Important notes: –Attendance at on-campus classes is mandatory. –All travelers must be able to participate in physical activities such as hiking on rough terrain over a sustained period of time. –We are able to accommodate vegetarian diets; however, we may not be able to modify meals for other dietary restrictions. –Because travelers are in class during this trip, cell phones are restricted during excursions, lectures and group processing time except to take photos or make notes. –There are no single-occupancy options. Travelers will be sharing rooms with 1-5 others depending on the venue (hotel, cabana, B&B or student lodge)

**COMM-470 Production Lab IV (3 credits)**

**COMM-483 Advanced Internship (2 credits)**

Advanced Internship for COMM Majors

**COMM-490 Communication Capstone (3 credits)**

In this capstone course, students prepare to transition to career and/ or graduate work and produce a culminating project that integrates and synthesizes their Communication studies and professional interests. Building upon reflection, analysis, and research conducted throughout their work in the Communication major, students revisit and refine their vision for the future, set goals, review personal branding and online presence, and generate their professional portfolio. Students also select a culminating project to conceptualize, develop, and produce. Examples might include a significantly refined product or project or a new product or project to enhance their professional portfolio, a comprehensive book review reflecting professional interests, or a research proposal that identifies a communication-related hypothesis or question and includes a literature review, methodological approach, and ethical considerations.

*Prerequisite(s):* COMM-380 completed or concurrent

**COMM-497 Independent Study (1-3 credits)**

Under the approval and direction of a faculty member, independent study is available to students.