Communications

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Courses


U48 Comm 203 Writing for Business Communication
Effective and appropriate written communication skills are a distinct advantage to any employee and an essential requirement for today's manager. In this course we will take a creative and active approach to increasing your knowledge of communications principles and formats as well as your ability to express yourself in a variety of written forms, including memos, proposals, presentations and reports. Communications strategy, and the importance of how the message, medium and an understanding of the audience all relate to affect communications outcomes, will also be reviewed. Prerequisite: one college-level course in English composition.
Credit 3 units. UColl: OLI

U48 Comm 204 Writing for Survival
The focus of this course is clarity of expression in written documents and verbal exchanges, with an emphasis on effective communication in the workplace. Students will study and practice writing business letters, memorandums, proposals, reports, press releases, and speeches. Additionally we develop and deliver presentations using adaptive learning technology. Using writing and presentation skills acquired in the course, students will propose and develop a nonprofit organization, focusing on a strategic communications strategy for this new organization.
Credit 3 units.

U48 Comm 211 Introduction to Journalism
This course provides an overview of hands-on journalism skills with an emphasis on clear, accurate, and persuasive writing. Students will learn how to get the story, conduct interviews, report the story, and proofread their work. We will study and practice the art of pursuing a story, digging up and verifying facts, sorting fact from opinion, and uncovering information using principles of fairness, truth, and accuracy. As the format for news distribution varies and changes regularly, the course prepares students to use all platforms, including newspaper, television, radio, Facebook, Twitter, social media, citizen journalism, blogs, and all other formats.
Same as U49 JRN 211
Credit 3 units. UColl: OLI

U48 Comm 211M Introduction to Public Speaking
Public Speaking is an essential skill for success in a student's professional career and in public life. This class is geared for students to succeed. The focus of this class is to develop each student's innate ability and the confidence necessary to speak effectively in public. The presentation skills we will work on are: structuring an effective speech, writing to be heard and not read, and using the voice and body successfully. Students will present an introductory speech, an informative speech and a persuasive speech.
Credit 3 units. UColl: OLI

U48 Comm 218 Website Design and Development
This course covers website development using the three methods that have been used since web design first began: hand-coding HTML using a text editor; building webpages using a WYSIWYG editor like Dreamweaver; and using the most modern method, a Content Management System that separates design from content while making it easy for nontechnical users to update a site. We will cover design principles, Cascading Style Sheets, server-side vs. client-side technologies, web browsers, and web servers. We will conclude the course with a brief overview of the future of web development: XHTML and XML.
Credit 3 units. UColl: OLI

U48 Comm 234 Foundations of Communications
Foundations of Communication is designed to help you be a more effective communicator by examining the principles and contexts of human communication. It introduces fundamental elements (including self-awareness, perception, listening and responding, and verbal and nonverbal messages) and models of communication, basic communication theory, interpersonal communication, small group communication, and public speaking, with an emphasis on a practical application at each level. Students will learn the skills and techniques essential to effective communication and will be expected to demonstrate those in each communication context throughout the semester.
Credit 3 units. UColl: OLI

U48 Comm 260 Marketing Communications
An introduction to advertising, public relations, and promotions and how they influence communications, journalism, and mass media. Students explore each of the "three sisters" of marketing and how they are used to build integrated marketing programs. Specific tools, including special events, direct mail, sponsorship, and press materials, will be discussed. In addition, the class will examine current and memorable marketing campaigns, view new technologies, and learn techniques and trends from professionals in the marketing field.
Students in this course will learn how to incorporate a strategic digital marketing plan into broader marketing strategies in best practices organizations. Studying how content marketing converts interested buyers into customers, we will learn and practice the four E’s of content marketing — educate, engage, encourage, and embrace repeat customers — and study essential digital marketing skills and practices such as inbound marketing and website search engine optimization (SEO). We also look closely at successful email marketing strategies and how they optimize the website conversion funnel, all along learning and using reliable data analytical tools such as Google analytics. Students will be able to connect and fully understand the relationship between a company website, marketing strategy, current and prospective customers, and an effective inbound marketing program.
Credit 3 units.
U48 Comm 3240 Intercultural Communication
This course is designed to further students' sensitivity toward cultural variables and to cultivate their practical skills in managing cultural diversity in everyday life and business. Our interrogation focuses on how cultural variables affect the thought, behavior, value systems, the transmission and interpretation of messages, and characteristics of interpersonal and cross-cultural communication. We learn key concepts in this field (verbal and non-verbal communication, individualism and collectivism, stereotypes and ethnocentrism, etc.), and issues of particular concern in the current world (inter-ethnic/racial relations, and intercultural communication in classrooms, medical care, and international business, etc.).
Same as U43 IS 324
Credit 3 units. UColl: CD

U48 Comm 326 Blogs to Wikis: Building Community in a Virtual Environment
Credit 3 units.

U48 Comm 328 Online Journalism
The internet continues to have a major impact on the practice of journalism. All major newspapers now maintain web sites; journalists routinely use the worldwide web for research and communication purposes, including interviews; many newspapers maintain themselves online as information portals; and the web itself has given birth to a wide variety of online journals, magazines, and newsletters. Some have said that the internet is "democratizing" journalism, in that a major capital investment is no longer necessary to participate in the journalism marketplace. This course will examine the rapidly developing state of online journalism, including how traditional print newspapers and news magazines are utilizing the worldwide web; "webzines" and other online publications; how online journalism differs from print and broadcast journalism in style, technique and content; and how the web both simplifies and complicates journalistic research.
Same as U49 JRN 328
Credit 3 units. UColl: OLI

U48 Comm 330 Photojournalism
This course introduces students to the tools, techniques, and concepts of visual journalism; the mechanics of photography and its uses as a language of communication. Students develop an awareness of visual literacy and establish a point of view through shooting assignments. The benchmark for success is understanding concepts, not photographic expertise. No darkroom work. Access to a digital or film camera and a flash is recommended. Cell phone cameras are acceptable.
Same as U49 JRN 330
Credit 3 units. UColl: OLI

U48 Comm 331 Technical Writing
For those whose professions require them to present complex information precisely, logically, and efficiently. Examination of the audiences for technical writing and effective methods of organizing information to meet their needs. Variety of formats: letters, memos, trip reports, progress reports, proposals, and informal reports. Prerequisite: U11 203 or 203M.
Same as U11 EComp 331
Credit 3 units.

U48 Comm 3324 Intercultural Communication
This course is designed to further students' sensitivity toward cultural variables and to cultivate their practical skills in managing cultural diversity in everyday life and business. Our interrogation focuses on how cultural variables affect the thought, behavior, value systems, the transmission and interpretation of messages, and characteristics of interpersonal and cross-cultural communication. We learn key concepts in this field (verbal and non-verbal communication, individualism and collectivism, stereotypes and ethnocentrism, etc.), and issues of particular concern in the current world (inter-ethnic/racial relations, and intercultural communication in classrooms, medical care, and international business, etc.).
Same as U43 IS 324
Credit 3 units. UColl: CD

U48 Comm 3326 Blogs to Wikis: Building Community in a Virtual Environment
Credit 3 units.

U48 Comm 3328 Online Journalism
The internet continues to have a major impact on the practice of journalism. All major newspapers now maintain web sites; journalists routinely use the worldwide web for research and communication purposes, including interviews; many newspapers maintain themselves online as information portals; and the web itself has given birth to a wide variety of online journals, magazines, and newsletters. Some have said that the internet is "democratizing" journalism, in that a major capital investment is no longer necessary to participate in the journalism marketplace. This course will examine the rapidly developing state of online journalism, including how traditional print newspapers and news magazines are utilizing the worldwide web; "webzines" and other online publications; how online journalism differs from print and broadcast journalism in style, technique and content; and how the web both simplifies and complicates journalistic research.
Same as U49 JRN 328
Credit 3 units. UColl: OLI

U48 Comm 3330 Photojournalism
This course introduces students to the tools, techniques, and concepts of visual journalism; the mechanics of photography and its uses as a language of communication. Students develop an awareness of visual literacy and establish a point of view through shooting assignments. The benchmark for success is understanding concepts, not photographic expertise. No darkroom work. Access to a digital or film camera and a flash is recommended. Cell phone cameras are acceptable.
Same as U49 JRN 330
Credit 3 units. UColl: OLI

U48 Comm 3331 Technical Writing
For those whose professions require them to present complex information precisely, logically, and efficiently. Examination of the audiences for technical writing and effective methods of organizing information to meet their needs. Variety of formats: letters, memos, trip reports, progress reports, proposals, and informal reports. Prerequisite: U11 203 or 203M.
Same as U11 EComp 331
Credit 3 units.

U48 Comm 334 Technology for Managers: Tools and Strategies
This course is designed for managers involved in making business decisions involving technology. Students are expected to know how to use a computer, but this course is not a hands-on tutorial. Instead, we will discuss a range of issues focusing around modern technologies used by businesses around the world. Topics include networking, communications, open source software, content management systems, computer based training, web services, website usability, wireless, productivity tools, and more.
Credit 3 units.

U48 Comm 3451 Effective Editing
Today's communicators don't just write, they also must edit their work for posting on a website or publishing in print. Learn about editing, including the basics of professional-grade grammar, punctuation and style usage. Most editing today involves not just copyediting, however. Communicators must know how to spot sexist and racist language, poor organization and imprecise sentences. This class will help students edit others' work, and, most importantly, their own.
Same as U49 JRN 345
Credit 3 units. UColl: OLI

U48 Comm 350 Public Relations Principles and Social Media
This course provides an overview of public relations and its social media and online components. We will consider theoretical and practical applications of communications with various publics: media, employees, consumers, the community, and shareholders.
Credit 3 units. UColl: OLI

U48 Comm 372 Crisis Communications
Both profit and nonprofit organizations are increasingly embroiled in controversies and crises. Consequently, demands are growing for public relations practitioners to help restore an organization’s good name and reputation, along with its financial stability. In learning to construct, implement and evaluate a crisis communication plan, students will research and analyze an organizational crisis, identify the communication demands of various audiences affected by a crisis, and develop strategies and communication tools for managing a crisis.
Credit 3 units. UColl: OLI

U48 Comm 374 Communications That Work
Credit 3 units.

U48 Comm 378 Communications Technology and New Media
This course explores concepts, production, design, publications, strategies and practical applications of interactive media. The course focuses on emerging topics and technologies to help students develop strategies for addressing and resolving both basic and complex issues associated with interactive media. Case studies will be introduced to examine a range of interactive media topics including photography, blogging, videography, ethics and social media marketing.
Credit 3 units. UColl: OLI
U48 Comm 381 The Business of Communications
This course presents the business side of journalism and media organizations, from publication and creation of content to day-to-day operations. Students will study business practices and procedures of all types of media organizations, with emphasis on sales and marketing, product distribution, production, and audience identification and engagement. We also will learn to develop publications and products which speak to readers and viewers.
Credit 3 units. UColl: OLI

U48 Comm 383 Politics of Encryption: Snowden, Surveillance, and the Fourth Amendment
In 2013 Edward Snowden disclosed the existence and extent of worldwide government surveillance, leading to important debates about encryption, surveillance, and control. This course uses the implications of Snowden's revelations as a takeoff point to explore the politics of encryption. Topics include encryption and secure communications, the use of encryption by terrorists and criminals, United States and international laws concerning encryption, and the clash between businesses like Apple and U.S. intelligence agencies.
Credit 3 units.

U48 Comm 385 Digital Communications Analytics
For the last quarter century, organizations, companies and brands have entered into an increasingly evolving world of digital communications, offering unbridled opportunities to reach and engage their key stakeholder audiences. This course delves deep into how to uncover and utilize data analytics and their related insights to better understand, plan and optimize communications within digital channels and platforms. It goes into detail on how the digital ecosystem has evolved and is still evolving due to technological advances, regulatory actions, and other cultural impacts. It explores how to use digital data to better understand audiences and their behavior as well as for specific marketing and communications objectives, such as launching a new product and planning for a crisis.
Credit 3 units.

U48 Comm 400 Independent Study
Credit variable, maximum 3 units.

U48 Comm 4160 Communications Ethics and the Law
In this course, we will analyze principles that influence ethical judgment in the newsroom, the public relations firm, and the broader communications business. We will look at historical foundations of ethical thought in communications, study laws governing mass communications, and examine tools and strategies for ethical judgment in the field. We will also consider how one's personal ethical framework influences judgment, and we will use case studies to analyze ethical questions associated with social responsibility, commercial speech vs. political speech, and censorship.
Credit 3 units. UColl: ML, OLI

U48 Comm 453 Internship in Public Relations and Advertising
Credit variable, maximum 3 units.