

Journalism (COMJ)

COMJ 5302 Hispanics in the Media **3 SCH (3-0)**

Provides historically accurate information about the impact of Spanish-language media in the United States and develops appreciation for diversity and knowledge of Latino subcultures of the United States.

COMJ 5303 Select Topics in Mass Comm **3 SCH (0-3)**

Weekly reports and individual research papers. The course may be repeated once for credit when the topic changes.

COMJ 5304 Mass Communications Research **3 SCH (3)**

Systematic study of mass communication/journalism research and how to answer questions about the mass media. Quantitative and qualitative methods of research and research terminology.

COMJ 5310 Advanced Advertising/Marketing **3 SCH (3-0)**

Experience with professional presentations to national and international clients. Prepares students for the American Advertising Federation's National Student Advertising Competition.

COMJ 5320 Public Relations & Crisis Mgmt **3 SCH (3-0)**

Public relations, crisis management, reaching major audiences, emergency communications, and problem solving. Theoretical basis for public relations; relevant laws and ethical principals.