

CJC GRADUATE COURSES – FALL 2021

NOTE: Courses listed as “Advanced” courses are intended for doctoral students. Master’s students need written permission (see advisor for form) from their advisor and the instructor to register in any courses designated Advanced-level. Keep in mind that even if you are “able” to register for the course on your own, you will need to obtain approval.

Applied Theory— C. Morton or J. Fernandes (Required Pro Master’s)

MMC 6936— 3 credits.

Sec #:3A18, Class #:16784, in Weimer 1098, Wednesdays, Periods 6 – 8 w/ C. Morton.

Sec #:3A19, Class #:27058, in Weimer 3020, Tuesdays, Periods 4 & in WM 100, Thursday, Periods 4 – 5 w/ J. Fernandes.

Applied Theories in Mass Communication aims to bridge theory with practice in mass communication industries. The course objective is to help students understand mass communication theories, as well as media law and ethics, and use them to address contemporary issues. The course focuses on theories that can be utilized as the foundation for effective communication strategies using traditional and new media. In a final project, students will apply mass communication theories in their development of strategies to solve problems or capitalize on opportunities.

The purpose of this course is to provide students with a greater understanding of how communication theories can be employed to investigate, analyze, and well-founded recommendations for solving real-world problems, particularly those pertinent to mass communications contexts, practices, processes, and industries.

Comm, Tech, and Society— R. Coche (Required Pro Master’s)

MMC 6660 — 3 credits.

Sec #:0956, Class #:16762, in Weimer 1098, Thursdays, Periods 10 – E1.

Impacts of communication technology on individuals and society, and the impact that society has on these technologies; Rights, responsibilities, ethics of communication and media.

Digital Persuasive Communication— K. Windels (Specialization Option Pro Master’s)

MMC 6466 — 3 credits.

Sec #:07B4, Class #:19478, Weimer 2050, Tuesdays, Periods 7 – 9.

As an increasing amount of our time is spent with digital technologies, an increasing amount of persuasion is performed through digitally-mediated communication. This course is designed to provide you with a foundation of practically-oriented knowledge on persuasive communication that can be used in digital and traditional contexts.

Documentary & Social Change— C. Roberts

MMC 6936 — 3 credits.

Sec #:8646, Class #:16862, Weimer 3020, Mondays, Period 5 & Wednesdays, Periods 5 – 6.

This course looks at documentary film as both an index and agent of social change—an index in the sense that documentary chronicles many important moments and movements of social change in the twentieth and twenty-first centuries, and agent in the sense that documentary is often used to bring about social change. For the purposes of this course, the term social change is used in the broadest sense—to encompass social, economic, political, and cultural change.

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Environmental Communication— J. Hmielowski (Advanced)

MMC 6936 — 3 credits.

Sec #:9090, Class #:27263, in Weimer 1098, Thursdays, Periods 6 – 8.

This class is designed to introduce you to the role of communication in the formation of attitudes, opinions, and knowledge about important science and environmental issues. Topics covered include how structural factors affect the coverage of science and environmental issues, how different forms of media affect public opinion about these important issues, and how people process environmental and scientific messages. In addition, this class will examine the components of effective communication strategies aimed at informing or persuading the public.

Foundations of Intercultural Communication— M. Leslie

MMC 5708 — 3 credits.

Sec: #1226, Class #: 16615, ONLINE, 100% Synchronous, Mondays, Periods 9 – 11.

The study of intercultural communication is often approached from a social- psychological perspective. Although that perspective has yielded many important ideas about intercultural communication, the historical, interpretive and critical perspectives also contribute to our understanding of our subject, particularly in acknowledging the influence of context and power in intercultural interactions. Through your participation in this course, you will come to appreciate the complexity in intercultural interactions and increase your intercultural communication competence.

Mass Comm Statistics— F. Waddell

MMC 6455 — 3 credits.

Sec #:1774, Class #:16730, Weimer 1098, Thursdays, Periods 3 – 5.

Mass communication statistics provides an introduction to the fundamentals of descriptive and inferential statistics in communication science. Topics covered include central tendency/dispersion, index reliability, factor analysis, chi-square, t-test, ANOVA, regression, and path analysis, among others. Ethical issues germane to the replicability and reproducibility of data are also discussed.

Multicultural Advertising — S. Kember

MMC 6936 — 3 credits.

Details pending

Course description TBD.

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Persuasion Theory and Research— S. Kiouisis (Advanced)

PUR 5507— 3 credits.

Sec #:1G70, Class #:18430, in Weimer 1098, Tuesdays, Periods 9– 11.

In the field of public relations and related areas, we are constantly surrounded by messages intended to influence how people think, feel, and behave. To better understand how the process of influence operates, this course provides a broad overview of the main scholarly perspectives in persuasion. The course is designed to introduce you to principal theories and empirical research programs exploring how communication, particularly from public relations efforts, impacts persuasion. While the primary focus is conceptual, we will also examine persuasion in applied settings, including political campaigns, health communication, and public information/social action campaigns.

Pro Master's Seminar— L. Calienes (Required for 1st semester Pro Master's)

MMC 6936 — 2 credits.

Sec #:7070, Class #:27035, ONLINE, 100% Synchronous, Thursdays, Periods 6 – 7.

This course provides an overview of the Professional Master's Program and a structure to kick-off your Capstone project. The course is a combination of lectures and guest speaker presentations. Students will work towards completion of a proposal for their Capstone projects.

Professional Writing— T. Spiker (Required for 1st semester Pro Master's)

MMC 6936— 1 credit.

Sec #:36PW, Class #:26635, Weimer 3020, Mondays, Period 9.

Workshop in improving professional writing skills. Emphasis on clarity, concision, voice, storytelling and other elements of effective writing in a variety of platforms.

Public Relations Research— M. Ferguson (Research Option Pro Master's)

PUR 6506 — 3 credits.

Sec #:12DD, Class #:18456, Weimer 1098, Tuesdays, Periods 5 – 7.

The purpose of Public Relations Research for graduate students is to learn about the relationships among public relations processes and public relations research. The course provides an introduction to, and experience with, research methods in public relations.

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Qualitative Research— H. Chen (Research Option Pro Master's)

MMC 6426 — 3 credits.

Sec #:1959, Class #:16729, in Weimer 1098, Wednesdays, Periods 3 – 5.

MMC 6426 provides a survey of qualitative research philosophies and methods. Its focus is on the use of qualitative research to understand phenomenon generally considered within the domain of communication. We spend the majority of the time comparing and contrasting five approaches to qualitative research – narrative, phenomenology, grounded theory, ethnography, and case study to illustrate the variations on qualitative research available. While philosophical foundations are referenced from time to time, the course places primary emphasis on the application of qualitative research methods. Of special interest are decisions and activities that the qualitative researcher must accomplish, such as selecting a phenomenon for study, determining research objectives and questions, selecting a qualitative research design, choosing data sources, conducting a long interview and a field observation, analyzing qualitative data, evaluating qualitative research, and writing a report of the results.

Research Methods in Mass Communication— J. Hmielowski (Research Option Pro Master's)

MMC 6421 — 3 credits.

Sec #:07EA, Class #:16702, in Lit 201, Tuesdays, Periods 7 – 9.

This class intends to provide an overview of the important aspects of qualitative and quantitative research methods that are often employed in the field of communication. This class will focus primarily on three components: 1. Qualitative methods (focus groups, interviews, etc.); 2. Quantitative methods (surveys, experiments, sampling, content analysis, etc.); and 3. an introduction to SPSS and statistics (cleaning data, creating variables, running analyses, etc. This course is simply designed to provide you with an overview of the various methods and analytical techniques used in communication.

Visual Storytelling — T. Sorel (Specialization Option Pro Master's)

MMC 6936 — 3 credits.

Sec #:096G, Class #:16674, Weimer 3324, Tuesdays, Periods 3 – 5.

This course will assist students in developing hands-on technical skills for the creation and dissemination of content for digital production, including photography, video production, audio recording, and visualizations. Through this professional graduate workshop, students will gain the skills needed to develop or enhance a career in the fields of journalism, marketing, public relations or a digital communication. Students will become proficient with DSLR cameras, lenses and video editing using Adobe Premiere.

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CJC Online Electives

Limited spots will be available in the classes below.
Please reach out to Pro Master's advisors to be put on the interest list.

Branding Using Social and Mobile Media

MMC 6936 — 3 credits
Online, Asynchronous.

Students will learn to create an Integrated Marketing Communication (IMC) plan, describe the role the social media marketing plan plays in the IMC, develop a social media plan with a focus on branding, and analyze the impact of social media on branding efforts. Using the fundamental principles learned in this course as a foundation, the students will map the landscape of social media, create brand strategies for social media marketing, audit the competitive scope of social media activities for a brand, assess the effectiveness of social media engagement strategies, and use the most influential tools in social media engagement and branding.

Copywriting for Digital Messaging

MMC 6936 — 3 credits
Online, Asynchronous.

The students in this course will learn the methods of how to stand out, make an audience connect with a company, and to turn a website into a brand story. The students will study the value of design and copy partnership as well as create ads, emails, blog posts, and other marketing content. Students will understand what it means to write for a brand and as a brand. By the end of this course, the students will develop a brand guide and messaging documents for a brand.

Introduction to Audiences

MMC 6936 — 3 credits
Online, Asynchronous.

The purpose of this course is to provide students with an understanding of the nature and evolution of contemporary audiences and how they can be conceptualized from both firm and consumer perspectives. The students will examine the diversity of audiences and how they can best be served in today's marketplace. In addition, students will learn about the ethical implications of serving modern consumers, including the challenges that accompany new technologies and data access.

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Statistics for Analysts in Communication

MMC 6936 — 3 credits

Online, Asynchronous.

In this course, students are provided an overview of statistical methods commonly utilized within the communications and media industries. The overall goals of the course are for students to develop an understanding of statistical principles and concepts, develop the ability to perform statistical tests within various research contexts, and to critically evaluate statistical test results, their relevance, implications, and application.

Design Thinking for Communicators

MMC 6936 — 3 credits

Online, Asynchronous.

This course will provide students with a comprehensive overview of the major concepts of the design thinking process. Students will gain confidence in using design thinking concepts to identify problems, ask better questions, brainstorm more deeply and thoughtfully, communicate as a part of a team, and innovate with more insight. This theoretical background in design thinking can aid and empower students in the process towards completing their capstone project, building their personal brand, and/or enhance their career.

International Issues and Crisis Communication

PUR 6409 — 3 credits

Online, Asynchronous.

This course analyzes the tools and applications in proactive strategic communications development for crisis communications and international issues. The students will learn formulas for establishing distinctions in a market, the fundamentals for reducing risk, and advancing creative and meaningful solutions to communications challenges and crises. The students will apply theory to practice by designing communications that help protect and defend individuals, companies, and organizations facing challenges to their reputation.

Fundamentals of Political Engagement

MMC 6936 — 3 credits

Online, Asynchronous.

In this course, the students will learn how to utilize email and other channels to engage potential voters, volunteers, and donors. The students will learn about voter messaging and how to ask potential donors for contributions. In addition, students will learn about email deliverability, A/B testing, and the proper use of web analytics. By the end of this course, the students will know how to reach voters organically in a variety of ways.

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Introduction to Political Organizing

MMC 6936 — 3 credits

Online, Asynchronous.

This course is designed to help the students learn the necessary skills and best practices of political organizing online. The students will learn how to develop, execute, and evaluate activist and voter engagement plans on policy and political issues. The students will also implement campaign-style tactics across email, social media, websites, voter targeting, advertising, and fieldwork. Finally, this course will help the students acquire a fundamental understanding of how to engage voters online based on self-identified and publicly available data points.

Co-Listed Electives

Limited spots will be available in the classes below.

The following classes are co-listed with undergraduate courses. There will be undergraduate and graduate students in the class, with graduate students being expected to complete more work to elevate the class to graduate standing.

Account Management— D. Windels

MMC 6936 — 3 credits.

Sec #: TBD, Class #:TBD, MCCA 1142 on Mondays, Period 4 and LIT 0125 on Wednesday, Periods 4-5.

Course description TBD. Co-listed with ADV4930. Pre-reqs: Instructor approval.

Audience Engagement— M. Sheehan

MMC 6936 — 1credit.

This class meets in-person the weekend of Oct. 1-3 only, with some work before and after the class meetings. Instructor will send details to class roster.

Variable content provides opportunity for study in academic areas of journalism, such as the literature of journalism and other fields within the province of the college. Co-listed with JOU 4930. Pre-reqs: Instructor approval.

Copywriting and Visualization— R. Goodman

MMC 6936 — 3 credits.

Sec #: TBD, Class #:TBD, WEIM 1074, Mondays and Wednesdays, Periods 5 – 6.

Application of creative strategy/concepts, copywriting and design to the creation of advertising for traditional and nontraditional media. To evaluate and present creative work, create ads for multicultural audiences. Co-listed with ADV 4101. Pre-reqs: Adobe knowledge (INDD, PSD), general advertising knowledge and/or ADV 3001.

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Digital Insights— B. Johnson

MMC 6936 — 3 credits.

Sec #: TBD, Class #:TBD, WEIM 1076 on Tuesdays, Periods 8 - 9 and WEIM G030 on Thursdays, Period 8

Acquiring, evaluating, and analyzing information for advertising decisions. Emphasizes understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies, and analyzing data. Pre-reqs: MAR 3023, ADV 3008 or instructor approval.

Environmental Journalism— C. Barnett

MMC 6936 — 3 credits.

Sec #: EJ20, Class #:23723, TUR 2350, Tuesdays, Periods 2 – 4.

Tell stories of the planet and its life. Report on science with credibility and flair. Investigate shenanigans. Instill wonder. Help people understand the profound role of the environment and their impact. Give your audiences the knowledge they need to make the best decisions on behalf of land, water, climate, wildlife and future generations.

Principles of Advertising— M. Weigold

MMC 6936 — 3 credits.

Sec #: EJ20, Class #:23723, TUR 2350, Tuesdays, Periods 2 – 4.

Tell stories of the planet and its life. Report on science with credibility and flair. Investigate shenanigans. Instill wonder. Help people understand the profound role of the environment and their impact. Give your audiences the knowledge they need to make the best decisions on behalf of land, water, climate, wildlife and future generations. Co-listed with ADV 3008. Pre-reqs: none.

Photographic Journalism— J. Freeman

MMC 6936 — 3 credits.

Sec #: TBD, Class #:TBD, WEIM 1070, Tuesdays and Thursdays, Period 3 and WEIM 3028 Tuesdays, Period 7 – 8.

Study and practice of photography as a major component of journalism. Emphasizes newspaper/magazine style photography and use of photographs; ethical, historical, legal, and stylistic aspects. Digital cameras provided by the department. Pre-reqs: instructor approval.

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Sports Media & Society— T. Spiker

MMC 6936 — 3 credits.

Sec #:8904, Class #:16863, in Weimer 1064, Tuesdays, Period 3 & Thursdays, Periods 3 – 4.

In this survey course, we will cover the relationships between the sports industry, athletes, media, and audience. We will discuss the evolution of sports media from the early sportswriters to the day when athletes control their own messages via social media. We will cover the various mediums—newspapers, magazines, books, radio, TV, online, forums, blogs, and social media—in terms of their history, function, impact, and ethical implications. This course is about developing literacy and critical thinking skills about the sports industry and its relationship with the media. The course will consist of lectures, discussion, and guest speakers (live and via Skype). Please use professional courtesy when instructor, fellow students, and guests are talking. Note: Grad section meets in same section as large undergraduate lecture.