



Whether you're interested in Journalism or Broadcasting, whether you want to develop your skills at Public Speaking or Event Planning—from Advertising to Administration, Ministry to Media, Publishing to Public Relations, what we offer at the Department of Communication will well equip you to serve.

Electronic media are a part of our focus but ideas, concepts, creativity and the human connection transcend technology. Your ideas of accomplishing God's mission will be stretched as you are inspired by all the innovative ways in which you can support the task of taking the good news to the whole world at this time.

### **Lambda Pi Eta**

Lambda Pi Eta is the National Communication Association (NCA) affiliated honor society.

## **Undergraduate Programs**

Recommended minors are marketing, graphic arts, behavioral sciences, business, English, or graphic design.

**International Public Relations Emphasis—59**

**Major Requirements:** *Communication core*; PREL255, 320, 389,

2)

## Delivery

Courses may be delivered as summer courses, as intensives on a three-year rotation basis and pre-campus and post-campus work may be required. The courses may be offered on a regular on-campus basis during the semester.

## Credits

### Total Credits for Graduate Certificate—12

#### Core—5

COMM648 Communication Workshop: Competencies in speaking, writing, visual communication, PLSC420 Human Rights, Violations, Remedies, and Accountability (in-person)

<b>COMM445</b>	<b>Alt (3)</b>	<b>COMM515</b>	<b>(3)</b>
The study of the interactive relationships between gender and communication as experienced in various contexts such as personal relationships, school and work settings (odd years).		The study of communication theories from covering laws, human action, and systems perspectives. Students engage in seminar presentations and classroom discussions of how the theories can be applied in practical ways.	
<b>COMM446</b>	<b>Alt (3)</b>	<b>COMM535</b>	<b>(2)</b>
The study of the interactive relationships between gender and communication as experienced in various contexts such as personal relationships, school and work settings (even years).		Understanding communication during crisis conditions. Planning, preventing and anticipating Public Relations emergencies. Preparing a crisis communication's plan including internal and external consulting factors. Implementing Public Relations activities including understanding and handling the media and the press, explaining technical information, communicating about risks and responding to warnings. Notification priorities and protocols. Developing information centers and methods and tools for disseminating information during emergencies.	
<b>COMM450</b>	<b>Alt \$ (3)</b>	<b>COMM536</b>	<b>(2-3)</b>
The study and development of effective communication skills within the context of the classroom. Focus is on interactive learning where the student rather than the instructor is central. Open only to upper division and graduate students.		Examination of intercultural communication issues with specific applications to student's chosen fields of enquiry or employment. Students explore critical issues influencing the effectiveness of their interaction with individuals from varied cultures in specific organizational and societal contexts.	
<b>COMM454</b>	<b>(1-3)</b>	<b>COMM554</b>	<b>(1-2)</b>
Topics of current significance. Repeatable with different topics. Credit to be announced with topic in advance.		Study of selected communication topics of current significance. Topics to be announced in advance. Repeatable to 6 credits with different topics.	
<b>COMM456</b>	<b>S \$ (3)</b>	<b>COMM589</b>	<b>\$ (2-3)</b>
An experiential study of groups in process within organizations for the purpose of problem-solving and team building. Students work in teams to plan and complete a service project during the semester.		Students apply their academic preparation at a full-time professional communication-related job. At least 400 clock hours of work experience are required. Obtain procedures and guidelines from the department. S/U grade.	
<b>COMM465</b>	<b>(3)</b>	<b>COMM590</b>	<b>\$ (2-3)</b>
Study of selected topics in Communication Arts. Topic to be announced in advance. Repeatable to 9 credits with different topics. Prerequisites: Varies according to topic.		Projects, reports, and discussions. Seminars are offered in various subjects such as Conflict Management, Prejudice Communication and Forgiveness, Religious Journalism, Contextualized Communication, Communication Paradigms, and Teambuilding. Repeatable with different subject matter. Topic announced in advance.	
•		<b>COMM651</b>	<b>(1)</b>
•		A seminar for analysis of communication research in which students explore published research from a variety of approaches. Emphasis is given to understanding and critiquing research studies.	
•		<b>COMM652</b>	<b>(2)</b>
<b>COMM475</b>	<b>Alt \$ (3)</b>	A research seminar in which students present, evaluate and critique original research. This seminar provides students an opportunity to refine their proposals and develop their original research/production projects under the direct guidance of an instructor. COMM652 is usually taken in conjunction with COMM599 or COMM695 after completing other course work. Prerequisites: COMM651, 520 or equivalent is strongly recommended.	
For students who wish to continue their study and practice of public oral presentations. Grounded in rhetorical theory and research. Students deliver presentations on subjects of their choice to an interdisciplinary audience and, in addition to improving their public-speaking skills, they gain expertise in using presentational aids, in analyzing oral argument, in assessment of their own speaking skills and in evaluating the effectiveness of others' presentations. Prerequisite: COMM104 or COMM230.			
<b>COMM480</b>	<b>\$ (3)</b>		
A practical capstone class which helps students integrate and synthesize material acquired in their major. Practical applications are made to specific communities of practice. Students are required to complete their portfolios including mission statements and samples of performance in their major, and give evidence of an organized job search. Preparation for internship.			
<b>COMM495</b>	<b>\$ (1-3)</b>		
Topics chosen in consultation with an instructor. Repeatable to 3 credits. Requires prior approval from instructor.			



all aspects of meetings, events and program planning, and evaluation. Whether the meeting or event is for 10 or 10,000, the fundamentals are the same and planning is the key to success. Prerequisite: PREL255.

**PREL389** **\$ (1-3)**

Students intern at public relations or a related field. At least 400 clock hours per credit of work experience are required. Obtain procedures and guidelines from the department. S/U grade.

**PREL454** **\$ (3)**

Examines the characteristics of successful public relations campaigns. Emphasis given to public relations planning and evaluating, as well as to advanced techniques in news publicity, controlled media publicity, and media relations. Professional practitioners are frequent guest lecturers. Prerequisites: PREL255, and PREL320 or JOUR330.

**PREL460** Alt **(3)**

Provides student with an understanding of the facets of development intrinsic to a non-profit organization. Students work on team projects in local agencies and organization. They report to the class, write reflection papers, and give a final oral presentation about their experiences.

**PREL465** **\$ (3)**

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