



# COMMUNICATION

## Course Offerings • Spring 2025

The Communication (COMM) Department offers students five concentrations to complete the communication major:

- Community and Professional Communication (CPC)
- Media Studies (MST)
- Media Production (MPD)
- Multimedia Journalism (MMJ)
- Public Relations and Strategic Communication (PRSC)

In addition, the department offers minors in:

- Communication
- Media Production
- Multimedia Journalism

Please visit the department website for more information:

[salisbury.edu/comm](https://salisbury.edu/comm)

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## SPRING 2025 COURSES BY CONCENTRATION

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New courses are added and changes to existing courses are made all the time. This means that some classes that we offer do not show as options on your Academic Requirements page in GullNet, but will count toward your major. Please use the list below to see what will count for you and check with your advisor if you have questions.

Also, remember that you can take classes from outside your concentration to count toward the 120-credit degree requirement.

### Community and Professional Communication (CPC)

- Concentration Core: COMM 218 and 297
- Relational Competences: COMM 205 and 312
- Organizational Competences: COMM 260, 310 and 414
- Cultural Competences: COMM 430, 452 and 465
- General Electives: COMM 317, 348 and 390

### Public Relations and Strategic Communication (PRSC)

- Concentration Core: COMM 248, 249, 260 and 344
- Analytical Electives: COMM 297, 317, 430 and 465
- Applied Electives: COMM 310, 348, 414 and 452

### Media Production (MPD)

- Concentration Core: COMM 234, 243, 331, 343 and 446
- Electives: COMM 331, 446 and 454

### Media Studies (MST)

- Concentration Core: COMM 332
- Electives: COMM 240, 241, 297, 331, 336, 337 and 404

### Multimedia Journalism (MMJ)

- Concentration Core: COMM 240, 241 and 404
- Electives: COMM 337 and 466

## WINTER 2025 COURSE OFFERINGS

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- COMM 100, 101, 102, 131, 205, 248, 249, 260, 308, 399 and 495

## FREQUENTLY ASKED QUESTIONS

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### How do I sign-up for an advising appointment?

Check your email for a message from your advisor that will contain a link to sign up.

### How do I know what courses I can take to satisfy my General Education requirements?

You can find a list of courses that fulfil General Education at [salisbury.edu/academic-offices/advising-center/\\_files/handouts/pp-general-education-selected-courses.pdf](https://salisbury.edu/academic-offices/advising-center/_files/handouts/pp-general-education-selected-courses.pdf)

### What should I prepare for the appointment?

You should carefully read your advisor's email for specific instructions. In general, you should check your Academic Requirements page in GullNet, compare upcoming course offerings with your remaining requirements and prepare a list of possible classes to discuss.

### How do I find information on reviewing my Academic Requirements and other advising-related technology assistance?

The Academic Advising Center's "How To" page contains a wealth of information on using GullNet and Sea Gull Scheduler, adding and dropping classes, adding majors and minors, applying for graduation, and studying at another institution: [salisbury.edu/academic-offices/advising-center/how-to.aspx](https://salisbury.edu/academic-offices/advising-center/how-to.aspx)

### How do I apply for COMM 101, 102, 249 (Practicum) or 490 (Senior Seminar)?

All these forms are posted on the department website: [salisbury.edu/academic-offices/liberal-arts/communication/departments-forms.aspx](https://salisbury.edu/academic-offices/liberal-arts/communication/departments-forms.aspx)

### How do I apply for COMM 495 (Internship)?

Videos, guidelines and the application form are available at: [salisbury.edu/academic-offices/liberal-arts/communication/internships.aspx](https://salisbury.edu/academic-offices/liberal-arts/communication/internships.aspx)

### What should I do if the class that I want to take is full?

All COMM classes allow you to add yourself to the waitlist that will automatically add you to the class should a place become available. It is recommended that you use the "Swap" feature, so register for a full schedule of classes, but tell the system which class to drop if the class you want becomes available. Instructions can be found at: [webapps.salisbury.edu/registrar/video/transcripts/Wait-List-Student-Process.pdf](https://webapps.salisbury.edu/registrar/video/transcripts/Wait-List-Student-Process.pdf)

### Who should I speak to if I am interested in declaring a COMM major or a minor in COMM or MMJ?

Please email [CommunicationDept@salisbury.edu](mailto:CommunicationDept@salisbury.edu) and we will give you all the help that we can.

**Note:** Check GullNet for Course Modality, Times and Location

**Concentrations:** See concentration notation at the end of the title if the course meets its requirements.

### **COMM 100: FUNDAMENTALS OF COMMUNICATION**

Does the thought of public speaking make your heart race and your stomach sink? Perhaps you're confident in front of an audience, but you want to enhance your ability to connect with people from all walks of life. Learn how to speak your mind confidently and ethically to diverse audiences in a variety of contexts. Sharpen your interpersonal and group communication skills, while gaining an overview of the dynamic communication field.

### **COMM 101: INTRODUCTION TO HUMAN COMMUNICATION STUDIES • ALL**

**Dr. Casey Stratton**

Recently declared communication majors and minors learn the foundational history, theories, research questions and conceptual parameters of the interdisciplinary field of communication. Come to appreciate the communication discipline's contributions to our collective self-understanding in relation to multiple communication contexts, including interpersonal, group, organizational and intercultural.

### **COMM 102: INTRODUCTION TO MASS MEDIA • ALL**

**Dr. Michael Moeder**

Becoming media literate is like seeing the world in a whole new way. Gain deeper insights into your own mass media consumption habits as you come to understand the foundation and trajectory of mass media in U.S. history from the advent of the printed word to binge-watching Netflix. Gain a comprehensive understanding of mass communication, including essential theories and ethical considerations, as you cultivate your media literacy savvy.

### **COMM 205: INTERPERSONAL COMMUNICATION • CPC**

**Dr. Freda Lekey**

Want to minimize the drama in your relationship? Interpersonal communication involves communicating with those who have influence over each other within different types of relationships. Explore communication concepts and theories as they relate to family, friend, coworker and romantic relationships.

### **COMM 218: RHETORIC AND PUBLIC PRESENTATION • CPC**

**Dr. Casey Stratton**

Are you equipped with the top skills employers demand? According to Forbes, they include verbal communication, written communication, learnability, resilience, agility, collaboration, empathy, creativity and problem-solving. Develop and showcase these essential abilities on your resume by participating in creative, community-driven course projects that strengthen public communication and professional skills. Beyond a traditional public speaking class, this immersive learning experience focuses on building meaningful community and professional connections – preparing you for success in today's competitive job market.

Prerequisite: C or better in COMM 101

### **COMM 234: BEGINNING AUDIO PRODUCTION • MPD**

**Prof. Nathan Hartman**

Explore the world of audio production and learn how it works within several production fields, including radio, digital content and film. The hands-on course gives you experience in both on-location and studio recording as well as the skills you'll need to edit audio like a professional.



### **COMM 240: PRINT AND ONLINE JOURNALISM • MMJ, MST**

**Dr. Jennifer Cox**

Learn the basics of print and online news reporting, gaining hands-on journalism experience and a critical understanding of media work. Learn to report on a variety of topics, including crime, government, events, profiles and features. Also gain vital skills that apply in any communication field, such as photography, interviewing and media critiques.

Prerequisite: C or better in COMM 102.

### **COMM 241: MULTIMEDIA JOURNALISM • MMJ, MST**

Discover the exciting arena of electronic news gathering for television. Through hands-on exercises and projects, become exposed to the basics of shooting video in the field, interviewing, non-linear editing and script writing. Master basic video editing and producing with the help of the university's AVID editing and newsroom software platforms.

Prerequisite: C or better in COMM 102.

### **COMM 243: TELEVISION STUDIO PRODUCTION • MPD**

Learn production techniques, pre-production planning and using the equipment found in most television stations and studios. Produce non-dramatic and dramatic programs.

### **COMM 248: INTRODUCTION TO PUBLIC RELATIONS • PRSC**

**Dr. Meredith Morgoch**

This course broadly surveys public relations (PR) concepts and practices. Students learn PR's history, various PR roles and how PR theories can help community-based, non-profit, corporate organizations and government agencies achieve their strategic communication goals. This course encourages students to become better media consumers, critical thinkers, storytellers and problem solvers. Gain experience in written, oral and visual communication, with a special emphasis on the ability to communicate ethically through multiple communication channels.

Prerequisites: C or better in COMM 101 and COMM 102

### **COMM 249: COMMUNICATION PRACTICUM • PRSC**

**Prof. Amanda Welch-Hamill**

Want real world professional experience in the public relations and strategic communication concentration? This class is for you! Get hands-on opportunities to explore these fields. Work 90 hours at a professional placement and leave the class with an online portfolio of your experiences to use in the future.

Prerequisites: C or better in COMM 101 and COMM 102, sophomore standing, permission of the department.

## **COMM 260: BUSINESS & PROFESSIONAL COMMUNICATION • CPC, PRSC**

**Prof. Amanda Welch-Hamill**

Have you ever had to speak to someone in a professional setting or interview for a job? Need to know how to communicate at work? Want to know more about business, organizations or strategic communication? Unsure how to give a professional presentation? This class helps you with all of the above. Learn the basics of professional and strategic communication through activities, discussion, analysis and presentations.



## **COMM 297: COMMUNICATION RESEARCH • CPC, MST, PRSC**

**Dr. Meredith Morgoch**

Are you interested in the why and how of communication-related phenomenon? This course provides a broad survey of communication research methods and practices. Learn how to gather data, conduct your own research projects and present the research findings. Gain experience in written, oral and visual communication with a special emphasis on real-world applications and applied research discussions.

Prerequisites: C or better in COMM 101 and COMM 102.

## **COMM 310: SMALL GROUP DISCUSSION • CPC**

**Dr. Freda Lekey**

Do you like people and problem solving? This class has both! Small group discussion is an interactive exploration of the formation of groups through their development and ultimate adjournment. Learn about how groups function through analysis, practice and reflection. Explore working with others through discussions, activities and presentations and reflect on how groups influence our life and communication.

Prerequisites: Junior Standing and C or better in COMM 100 or COMM 101 or COMM 260.

## **COMM 312: NONVERBAL COMMUNICATION • CPC**

**Dr. Carolina Bown**

Do you believe your gestures or your body speaks louder than words? Learn various types of nonverbal communication, including physical appearance, gesture and movement, facial expression, eye behavior, vocal behavior, use of space and territoriality, touch, environment and physical surroundings, and time. Enjoy lots of in-class activities as well as small group discussions.

Prerequisites: Junior Standing and C or better in COMM 100 or COMM 101 or COMM 260.

## **COMM 317: PERSUASION AND ARGUMENTATION • CPC, PRSC**

**Dr. Joshua Bolton**

Everyone is confronted by hundreds of persuasive messages every day. Learn how to analyze and create persuasive appeals relating to a wide variety of real-life communication contexts, situations and settings.

Prerequisites: Junior Standing and C or better in COMM 100 or COMM 101 or COMM 260.

### **COMM 331: SCREENWRITING • MPD, MST**

**Prof. Nathan Hartman**

All movies start with a story. Learn the basics of film structure and screenplay formatting as well as what it takes to create dynamic characters and natural dialogue. Also workshop your own ideas into original short films and find out what it takes to sell a script in the entertainment industry.

Prerequisites: C or better in ENGL 103 or HONR 111.

### **COMM 332: MEDIA CRITICISM AND ANALYSIS • MST**

**Dr. Michael Moeder**

With all the media platforms out there today, this is a new golden age for television. Viewers have more choices about what they watch than ever before. As a result, there's never been a better time to consider the influence of television. Explore how television shapes attitudes and opinions about such issues as race, social and economic class, sexual orientation, gender, and body image.

Prerequisite: C or better in COMM 102.

### **COMM 336: CINEMA AND SOCIETY • MST**

**Dr. James Burton**

Cinema has had a revolutionary impact on American society, transforming culture from the bottom up, radically revising attitudes toward pleasure, and, at the same time, cementing the myth of the American dream. The purpose of this course is to study the reflection of American society in American films and film's impact on society. Examine how ideological and socio-economic factors influence the portrayal of race, class and gender on film, and how the cinema has continuously been a site of the contestation of American values.

Prerequisite: C or better in COMM 102.

### **COMM 337: INTERNATIONAL MEDIA SYSTEMS • MMJ, MST**

**Dr. David Burns**

Free speech may be a right in the United States, but it's by no means guaranteed everywhere! The U.S. may think of itself as technologically advanced, but, in fact, we barely make the list of tech nations. Intrigued? Join the class and the conversation as we discuss global mass media systems and their impact on cultural and political landscapes in an interconnected world.

Prerequisites: C or better in COMM 102.

### **COMM 343: VIDEO FIELD PRODUCTION • MPD**

**Dr. Aaron Gurly**

Learn to shoot videos on location and out in the real world. Learn how to choose locations, plan productions, use professional video and audio equipment, and edit using industry-standard software. Become experienced at making documentaries and scripted short movies.

Prerequisites: C or better in COMM 234 and COMM 243.



### **COMM 344: WRITING FOR THE PROFESSIONS • PRSC**

**Dr. Joshua Bolton**

Learn the format and style of many of the tools public relations professionals utilize every day. Work with a community partner to research, plan and design all of the artifacts for a public relations campaign.

Prerequisite: C or better in COMM 248.

### **COMM 348: MEDIA DESIGN AND LAYOUT • CPC, PRSC**

**Dr. Meredith Morgoch**

This course explores the creative and practical aspects of printed and digital communication, with an emphasis on typography, layout and design principles. Gain proficiency in media publishing software to create various publications commonly used in promotional materials and professional communication. Through hands-on projects, develop a portfolio that showcases your skills in designing media samples, refining your understanding of visual communication and media aesthetics.

Prerequisites: Junior Standing and C or better in COMM 100 or COMM 101 or COMM 260.

### **COMM 390: STUDIES IN COMMUNITY AND PROFESSIONAL COMMUNICATION • CPC**

**Dr. Eun-Jeong Han**

In this class, students explore and analyze various social issues in contemporary Korean society through the lens of popular Korean films/TV series. Learn about Koreans' value system, communication style, culture and brief history of modern Korea for the in-depth understanding of those social issues in a global context. More importantly, examine and discuss how Korean society and their own world (mainly America) are similar or different in dealing with those social issues. Throughout the semester, students select one specific topic that is related to social issues in contemporary Korean society, K-Pop, Korean-Americans and Korean students/immigrants in the U.S., conduct their own empirical research on that topic, write a scholarly research paper and make a professional/academic presentation.

Prerequisites: Junior standing and C or better in COMM 100 or COMM 101 or COMM 260.

### **COMM 404: MASS COMMUNICATION LAW • MMJ, MST**

**Dr. David Burns**

On what basis does our society regulate mass media? Does the First Amendment do too much or not enough in relation to freedom of the press? Wrestle with these questions and strengthen your understanding of First Amendment protections and affordances. As the only private industry explicitly protected by the Constitution, develop an understanding of the relationship between the First Amendment and the evolving mass communication sector.

Prerequisites: C or better in COMM 102 and junior standing. May not receive credit for both COMM 404 and COMM 438.

### **COMM 414: CONFERENCE AND MEETING MANAGEMENT • CPC, PRSC**

**Dr. Chrys Egan**

The course studies the basic principles and procedures for the effective management of small and large-scale conferences and meetings. The course applies the knowledge gained through readings and lecture to be involved in the actual planning and management of a conference.

Prerequisites: Junior Standing and C or better in COMM 100 or COMM 101 or COMM 260. May not receive credit for COMM 314 and 414.



### **COMM 430: POLITICAL COMMUNICATION • CPC, PRSC**

**Dr. Joshua Bolton**

During a political campaign, candidates rely on many different mediums and messaging styles to attract voters. In this course, learn how campaigns are planned and executed through real-time analysis of current campaigns for political office.

Prerequisites: Junior Standing and C or better in COMM 100 or COMM 101 or COMM 260.

### **COMM 446: DIGITAL FILMMAKING • MPD**

**Dr. Aaron Gurilly**

Make a film from script to the screen. Produce, cast, direct, shoot and edit a short film in a genre of your choice. Screen the finished film before an audience that may result in a film release and an exhibition.

Prerequisites: C or better in COMM 343.

### **COMM 452: HEALTH ENGAGEMENT AND ADVOCACY • CPC, PRSC**

**Dr. Vinita Agarwal**

Health is happiness. Health is a coveted resource. Envision green spaces in neighborhoods and target literacy challenges for correctly using pharmacy labels. Be immersed in an action-based communication of health as connected with equity and justice in our local communities, neighborhoods and the environment. Gain the marketable knowledge of health-in-action and sharpen skillful communication credentials in using the tools of advocacy, participation, inclusion and collaboration. In this course, each of us makes a difference to the health, happiness and well-being of a disadvantaged or marginalized community in a demonstrable way.

Prerequisites: Junior Standing and C or better in COMM 100 or COMM 101 or COMM 260.

### **COMM 454: ADVANCED AUDIO PRODUCTION • MPD**

**Dr. Andrew Sharma**

Learn what goes into creating sounds for movies. Find out what foley is and how automated dialogue replacement works. Learn how to create sound for media.

Prerequisites: C or better in COMM 234. May not receive credit for COMM 354 and COMM 454.

### **COMM 465: DIGITAL STRATEGY • CPC, PRSC**

**Dr. Vinita Agarwal**

Strategy is king when it comes to digital content. Focus on designing social media content strategy (e.g., for Facebook, Pinterest, Instagram, TikTok, LinkedIn, Threads, X and YouTube). Go from understanding how to craft an effective digital strategy that integrates effective messaging and centers the audience to taking a deep dive into the world of gaining actionable insights. Delve into defining goals, selecting an appropriate mix of platforms, crafting authentic content and measuring success through a data analytic approach utilizing key metrics, analytics dashboards and social listening tools.

Prerequisites: Junior Standing and C or better in COMM 100 or COMM 101 or COMM 260.

### **COMM 466: SPECIALIZED REPORTING • MMJ**

**Dr. David Burns**

You've got a terrific story and this is the class in which to show and tell it! Choose a story topic, drill down into the details, and then produce a television and web product that you present to the world! A former student said of the class: "There are things you just can't read out of a book. It takes being there and actually interacting with people and technology to be prepared for [life after] graduation." Join the class. Learn to tell a compelling story.

Prerequisites: C or better in COMM 241.

## COMPLETING YOUR MAJOR CORE

Each communication major is required to complete a final core requirement: either a study abroad experience (399), a senior seminar (490) or an internship (495).

### COMM 399: INTERNATIONAL STUDIES IN COMMUNICATION • ALL

Students have two opportunities to study abroad with the Communication Department. In winter 2023, we offer short-term trips to Scotland and India. The deadline to apply is September 15, but applications are reviewed on a first-come, first-served basis, so apply now!

The Lori J. DeWitt Memorial Scholarship is available to help students with financial need study abroad. Students can receive \$1,000 to apply toward a communication-based study abroad experience. Get more information here: [salisbury.academicworks.com/opportunities/2246](https://salisbury.academicworks.com/opportunities/2246).

### COMM 490: COMMUNICATION SEMINAR • ALL

#### COMM 490-001 TELEVISION GENRES

##### Dr. Michael Moeder

Study of the way television program categories establish industry conventions, create audience expectations and influence the making of meaning. Course work focuses on enhancing students' critical/analytical abilities, as well their research, writing and presentation skills.

Prerequisites: Senior standing and permission of the instructor.

#### COMM 490-002 FAITH IN DIALOGUE: COMMUNICATING IDENTITY AND BELONGING ACROSS RELIGIONS

##### Dr. Casey Stratton

Explore the organizing effect of religious communication on spiritual identity and belonging, from scriptures, sermons, music and prayers to rituals and other symbolic practices across diverse faiths. Participate in thought-provoking discussions, community-focused learning, and hands-on experiences to develop empathy, ethical reasoning and critical thinking. Foster appreciation for religious similarities and differences by contributing to a supportive environment that encourages meaningful exploration. No religious affiliation is required, only intellectual curiosity and openness to new perspectives. Come empower, explore and empathize!

Prerequisites: Senior standing and permission of the instructor.

#### COMM 490-003 LIVE THE STORY: AN INTRODUCTION TO THEMED ENTERTAINMENT

##### Prof. Nathan Hartman

Gain an understanding of the creative and technical processes behind creating immersive experiences for theme parks, museums, virtual reality and more. Explore the history and evolution of themed environments while learning key principles of storytelling and design as well as the interdisciplinary nature of the industry.

Prerequisites: Senior standing and permission of the instructor.

### COMM 495: INTERNSHIP IN COMMUNICATION • ALL

##### Dr. Carolina Bown

Internships provide practical experience in the application of theoretical concepts, including broadcasting, theatre, journalism, organizational communication, public relations and training. Visit the internship website for more information on how you can get one: [salisbury.edu/academic-offices/liberal-arts/communication/internships.aspx](https://salisbury.edu/academic-offices/liberal-arts/communication/internships.aspx)

We also offer semester-long internship in communication throughout Europe, where you can gain valuable experience working with our global partners. Visit the Global Experiences page [globalexperiences.com/landing/salisbury](https://globalexperiences.com/landing/salisbury) for more information.

Junior standing and C or better in COMM 101, COMM 102, track core courses, 2.5 overall GPA, 3.0 GPA in COMM and permission of the department

# Student Organizations

The department offers many opportunities to engage in social and organizational activities through student groups and professional student organizations.



## ***Delta Theta Chapter of Lambda Pi Eta***

Lambda Pi Eta (LPH) is the National Communication Association's official honor society. LPH goals are to recognize, foster and reward outstanding scholastic achievement; stimulate interest in the field of communication; and promote and encourage professional development among communication majors.



## ***The Flyer***

The Flyer is a free, student-run publication that seeks to provide a voice for the students of the Salisbury University community. Sections consist of news, sports, editorial and "Gull Life" (features). Any student interested in writing, newspaper design or photography is welcome!



## ***Public Relations Student Society of America (PRSSA)***

The Public Relations Student Society of America (PRSSA) is the foremost organization for students interested in public relations and communications. They advocate rigorous academic standards for public relations education, the highest ethical principles and diversity in the profession.



## ***SU-TV***

Salisbury University Television is a student-staffed and -managed television station on SU's campus. The station is run in collaboration with Television Services, the Communication Department and Information Technology. Any student, staff or faculty member at Salisbury University is eligible to participate within the organization or to propose program concepts.



## ***Society of Professional Journalists (SPJ)***

The Society of Professional Journalists at Salisbury University is dedicated to training upcoming media practitioners and providing networking opportunities with professionals in the field. SPJ explores issues affecting contemporary media, including ethics, online journalism, social media and media management.



## ***WXSU Radio***

WXSU brings you music that YOU want to hear, that other stations wouldn't dare to play. From the college students, to the college students.



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SU is an Equal Opportunity/AA/Title IX university and provides reasonable accommodation given sufficient notice to the University office or staff sponsoring the event or program. For more information regarding SU's policies and procedures, please visit [salisbury.edu/equity](https://salisbury.edu/equity).