CMN 100

Course ID 001274
Short Title Professional Health Comm
Long Title Professional Health Communication
Long Descr This workshop course, especially designed for students studying public health, occupational health, and social work, stresses effective communication in professionally relevant forms and contexts. The course explores the complex relationships between communicators, audiences, and varying discursive practices. Students will be introduced to fundamental concepts of rhetoric, document design, professional writing, research, and analysis and use them to persuasively communicate discipline-specific information and goals to diverse audiences.

Academic Org Professional Communication

Components Laboratory: 3.00

Requisites Equivalencies

Attributes 3 Hours, Wait List Capacity 20
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1

CMN 114

Course ID 004031
Short Title Short Management Reports
Long Title Short Management Reports
Long Descr This writing intensive workshop course helps students gain the proficiency needed to meet the reporting demands of the contemporary workplace. Participants will learn to analyze their audience and purpose while writing informative and persuasive documents such as instructional reports, personnel reports, informal proposals, and analytical reports. A module on planning, delivering professionally related oral presentations to peers, management and industry partners completes this workshop course.

Academic Org Professional Communication

Components Laboratory: 3.00

Requisites Equivalencies CYPT114/CMN114

Attributes Advertised, Certificate and degree credit, 39 Hours, 3 Hours, Part-time Only
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1
CMN 124

Course ID
000790

Short Title
Communication in BTM

Long Title
Communication in BTM

Long Descr
This course emphasizes analysis, organization, tone, style and strategy in the development of effective written and oral communications. Data collection and report documentation are included. This course is specifically designed for students in the Business Technology Management program.

Academic Org
Professional Communication

Components
Laboratory: 3.00

Requisites

Equivalencies

Attributes
Advertised, Certificate and degree credit, 39 Hours, 3 Hours, Tax Exempt

Dept Consent
No Special Consent Required

Drop Consent
No Special Consent Required

Dynamic Date
TRANSITION

Grd Basis
Graded

Hegis Code

GPA Weight
1.00/1.00

Billing Units
1.0

Course Count
1.0

Repeat for Credit
N

Total Completions
1
CMN 200

Course ID: 025925

Short Title: The Craft of Prof Writing

Long Title: The Craft of Professional Writing

Long Descr: This course introduces students to genres and styles of professional writing across organizations and industries. Considering the planning, process, and production of communication texts in professional and creative settings, topics include the variety of written professional texts, audience analysis, message purpose, selection of medium and channel, the editing/revision process, and collaborative writing. This course gives students creative and conceptual tools to develop theoretical and strategic approaches to professional writing.

Academic Org: Professional Communication

Components: Laboratory: 3.00

Requisites: Available only to Professional Communication students.

Equivalencies:

Attributes: 3 Hours

Dept Consent: No Special Consent Required

Drop Consent: No Special Consent Required

Dynamic Date: TRANSITION

Grd Basis: Graded

Hegis Code: GPA Weight: 1.00/1.00

Billing Units: 1.0

Course Count: 1.0

Repeat for Credit: N

Total Completions: 1

CMN 201

Course ID: 000071

Short Title: Retail Mgmt Communication

Long Title: Retail Management Communication

Long Descr: This workshop course introduces students to the theory and strategies of successful written and oral communications in retail management. Students apply communication theory in a variety of activities based on specific professional situations, and practice selecting and organizing pertinent information. They learn to express ideas clearly, develop sensitivity to audience and tone, and produce oral and written messages that are well received and acted upon in the manner intended by the author.

Academic Org: Professional Communication

Components: Laboratory: 3.00

Requisites: Advertised, Certificate and degree credit, 39 Hours, 3 Hours

Equivalencies:

Attributes: Advertised, Certificate and degree credit, 39 Hours, 3 Hours

Dept Consent: No Special Consent Required

Drop Consent: No Special Consent Required

Dynamic Date: TRANSITION

Grd Basis: Graded

Hegis Code: GPA Weight: 1.00/1.00

Billing Units: 1.0

Course Count: 1.0

Repeat for Credit: N

Total Completions: 1
CMN  207

Course ID 004512

Short Title Comm in Hosp/Tourism Mgmt

Long Title Communication in Hospitality and Tourism Management

Long Descr The workshop course, especially designed for students in the Hospitality and Tourism Management program, introduces students to the strategies of successful communication in professional practice. Students develop an awareness of audience and tone. They learn to select and organize pertinent information, and to express ideas clearly and persuasively.

Academic Org Professional Communication

Components Laboratory: 3.00

Requisites CMN207/CMN279

Equivalencies CMN207/CMN279

Attributes Degree credit, 39 Hours, 3 Hours

Dept Consent No Special Consent Required

Drop Consent No Special Consent Required

Dynamic Date TRANSITION

Grd Basis Graded

Hegis Code

GPA Weight 1.00/1.00

Billing Units 1.0

Course Count 1.0

Repeat for Credit N

Total Completions 1
### CMN 210

**Course ID**: 024633  
**Short Title**: Text, Image and Sound  
**Long Title**: Text, Image and Sound  
**Long Descr**: In contemporary culture, we are surrounded by media and artifacts that attempt to persuade us to buy, believe or behave in certain ways. This course provides students with the analytical tools to understand the ways that text, image and sound work together to create persuasive objects. Using concepts from a wide range of theoretical frameworks related to communication, this course focuses on the design and use of media and messages in contemporary culture and the ways that text, image, and sound interact to create meaningful experiences.  
**Academic Org**: Professional Communication  
**Components**: Lecture: 3.00  
**Requisites**: Antirequisite: FCD 210; Available only to Professional Communication and Creative Industries students  
**Attributes**: 3 Hours  
**Dept Consent**: No Special Consent Required  
**Drop Consent**: No Special Consent Required  
**Dynamic Date**: TRANSITION  
**Grd Basis**: Graded  
**Hegis Code**:  
**GPA Weight**: 1.00/1.00  
**Billing Units**: 1.0  
**Course Count**: 1.0  
**Repeat for Credit**: N  
**Total Completions**: 1

### CMN 211

**Course ID**: 024634  
**Short Title**: Language and Power  
**Long Title**: Language and Power  
**Long Descr**: Powerful texts such as influential news stories, government policies and legal decisions help shape our lives. Using concepts from critical discourse analysis, this course introduces students to the basic analytical vocabulary and tools to understand ways that powerful texts work. Students will learn to identify the linguistic techniques that characterize the important documents that affect our social worlds. They will have opportunities to respond to these texts.  
**Academic Org**: Professional Communication  
**Components**: Lecture: 3.00  
**Requisites**: Available only to Professional Communication and Creative Industries  
**Attributes**: 3 Hours  
**Dept Consent**: No Special Consent Required  
**Drop Consent**: No Special Consent Required  
**Dynamic Date**: TRANSITION  
**Grd Basis**: Graded  
**Hegis Code**:  
**GPA Weight**: 1.00/1.00  
**Billing Units**: 1.0  
**Course Count**: 1.0  
**Repeat for Credit**: N  
**Total Completions**: 1
CMN 213

Course ID 024656
Short Title Texts in Social Contexts
Long Title Texts in Social Contexts
Long Descr All texts occur in social contexts. They emerge from and affect their communities of practice. This course provides students with the conceptual tools needed to investigate both the textual (written, oral, visual) and social practices associated with professional communication. Using concepts from genre theory, rhetoric, linguistics and semiotics together with concepts from social theories such as activity system theory and actor-network theory, students will explore issues related to power, agency and ethics in professional communication.

Academic Org Professional Communication
Components Lecture: 3.00
Requisites Prerequisite: CMN 210; Available only to Professional Communication and Creative Industries students
Equivalencies
Attributes 3 Hours
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1
CMN 214

Course ID 024661
Short Title Communication and Language
Long Title Communication and Language
Long Descr Language functions as both a conveyor of information and a purveyor of social and professional identity. Using English as our language of inquiry, we will study the meaning-making process and consider how different interpretations of meaning are mediated by different linguistic practices shaped by media. Students will be introduced to a range of theoretical perspectives and challenged to apply them to practices that generate discourse communities and consider how those communities comprise organizational cultures and distinctive worldviews.

Academic Org Professional Communication
Components Lecture: 3.00
Requisites Prerequisite: CMN 200 or CMN 279; Available only to Professional Communication students

CMN 215

Course ID 024654
Short Title Messages, Modalities and Media
Long Title Messages, Modalities and Media
Long Descr The ability to interpret messages across modalities and media critically is fundamental to the transformation of information into meaningful knowledge. Using principles of discourse analysis and incorporating a range of examples and exercises, students will learn to identify, select, evaluate, and synthesize written and oral messages in ways that recognize the embeddedness of the interpretive process within its larger ethical, social, political and technological dimensions.

Academic Org Professional Communication
Components Lecture: 3.00
Requisites Prerequisite: CMN 200 or CMN 279; Available only to Professional Communication and Creative Industries students

Equivalencies
Attributes 3 Hours, Wait List Capacity 20
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1
CMN 216

Course ID          024657
Short Title        Communication Revolutions
Long Title         Communication Revolutions
Long Descr         Both old and new communication technologies, through "revolutions" or epochs of advancement, have transformed modern culture. From the origins of language to the invention of communication technologies, such as writing, the printing press and the Internet, this course explores the origins, reception and uses of new forms of communication in their historical contexts with attention to their social, political, cognitive and technological impacts.

Academic Org       Professional Communication
Components         Lecture:  3.00
Requisites          Prerequisite: Available only to Professional Communication and Creative Industries
Equivalencies
Attributes          3 Hours
Dept Consent       No Special Consent Required
Drop Consent       No Special Consent Required
Dynamic Date       TRANSITION
Grd Basis          Graded
Hegis Code
GPA Weight         1.00/1.00
Billing Units      1.0
Course Count       1.0
Repeat for Credit  N
Total Completions  1
CMN 222

Course ID 024655

Short Title Digital Discourse and Design

Long Title Digital Discourse and Design

Long Descr Through a combination of writing and design assignments, lectures and discussions, this course explores the practical and theoretical consequences of the creation, delivery, and reception of texts in digital spaces and discusses effective digital writing principles and techniques. The implications of visual and interaction design are examined as they affect digital communication. Students will have the opportunity to work with digital technologies and to critique a range of online texts.

Academic Org Professional Communication

Components Lecture: 2.00 / Laboratory: 1.00

Requisites Prerequisite: CMN 200 or CMN 279; Available only to students in the Professional Communication program.

CMN 225

Course ID 025255

Short Title Communication in Place

Long Title Communication in Place

Long Descr Where does communication happen? This course examines how place and environment shape the communicative practice. Using concepts from rhetoric, cultural studies and various communication theories, students will develop an understanding of the "communication environment," and how to consider environmental constraints and factors when constructing meaningful messages for audiences. The course uses examples from popular culture, economics, politics, architecture, science, and technology to help students understand the importance of place in the process of communication.

Academic Org Professional Communication

Components Lecture: 2.00 / Laboratory: 1.00

Requisites
CMN 230

Course ID 026110

Short Title Trans Studies and Comm

Long Title Trans Studies and Communication

Long Descr This course introduces students to trans issues through an intersectional approach to media analysis and gender studies. Intersectionality provides a theoretical framework to investigate the overlapping experiences of multiple forms of oppression, as well as ongoing resistance to state violence through decolonization and anti-racist activism. Students uncover how trans media production influences health communication and medical access narratives. Students will analyze trans communication in the workplace, in visual culture, and in emerging media creation.

Academic Org Professional Communication

Components Lecture: 2.00 / Laboratory: 1.00

Requisites

Equivalencies

Attributes Lower Level Liberal Studies, 3 Hours, Wait List Capacity 20

Dept Consent No Special Consent Required

Drop Consent No Special Consent Required

Dynamic Date TRANSITION

Grd Basis Graded

Hegis Code GPA Weight 1.00/1.00

Billing Units 1.0

Course Count 1.0

Repeat for Credit N

Total Completions 1
**CMN 269**

**Course ID** 024946

**Short Title** Countercultural Communication

**Long Title** Countercultural Communication

**Long Descr** This course examines the complex relationships between conventional and countercultural communication practices. Investigating countercultural forms, spaces, and acts such as graffiti, comix, memes, zines, culture jamming, body modification, viral videos, and others, the course considers how novel and often subversive communication practices influence and alter conventional forms. Countercultural communication can drive innovation; its original voices, forms, practices and idioms can be adapted and applied to bring new life and power to conventional contexts and forms.

**Academic Org** Professional Communication

**Components** Lecture: 3.00

**Attributes** 3 Hours, Wait List Capacity 20

**Dept Consent** No Special Consent Required

**Drop Consent** No Special Consent Required

**Dynamic Date** TRANSITION

**Grd Basis** Graded

**Hegis Code** GPA Weight 1.00/1.00

**Billing Units** 1.0

**Course Count** 1.0

**Repeat for Credit** N

**Total Completions** 1

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**CMN 279**

**Course ID** 004813

**Short Title** Intro to Professional Comm

**Long Title** Introduction to Professional Communication

**Long Descr** This case-based, interactive course introduces students to contemporary strategies of successful communication in professional contexts. Students learn how to analyze audience, situation, and medium to create messages that respond to practical challenges and build productive relationships. Students develop sensitivity to language and tone, learn to organize and convey ideas and information, and select the best means to accomplish their intended purposes.

**Academic Org** Professional Communication

**Components** Laboratory: 3.00

**Requisites** Antirequisites: CMN 124, CMN 201

**Equivalencies** CMN207/CMN279

**Attributes** Advertised, Certificate and degree credit, 39 Hours, 3 Hours, Wait List Capacity 20

**Dept Consent** No Special Consent Required

**Drop Consent** No Special Consent Required

**Dynamic Date** TRANSITION

**Grd Basis** Graded

**Hegis Code** GPA Weight 1.00/1.00

**Billing Units** 1.0

**Course Count** 1.0

**Repeat for Credit** N

**Total Completions** 1
CMN 288

Course ID: 023221

Short Title: Communication and Social Media

Long Title: Communication and Social Media

Long Descr: Social media provide new opportunities for organizations to build relationships and engage audiences as co-creators through strategic use of relevant platforms to achieve persuasive and participatory communication goals. Students will study communication theory, promotional genres, and social media to understand the principles, benefits and ethics of these interactive, mobile, and immediate communication forms. This course integrates theory and practice; students will demonstrate their understanding of course content through their engagement with social media.

Academic Org: Professional Communication

Components: Lecture: 2.00 / Laboratory: 1.00

Requisites:

Attributes: 3 Hours
Dept Consent: No Special Consent Required
Drop Consent: No Special Consent Required
Dynamic Date: TRANSITION
Grd Basis: Graded
Hegis Code: 1.00/1.00
GPA Weight: 1.0
Billing Units: 1.0
Course Count: 1.0
Repeat for Credit: N
Total Completions: 1
CMN 300

Course ID: 001485
Short Title: Comm in the Computer Industry
Long Title: Communication in the Computer Industry
Long Descr: In this workshop course, students learn to present technical information to audiences with a range of technical knowledge. The course teaches students various forms and content strategies relevant to the computer industry so they can communicate clearly and persuasively in online and traditional media. Students analyze and respond to professional situations involving documentation plans, style guides, usability testing and project planning.

Academic Org: Professional Communication
Components: Laboratory: 3.00
Requisites: Advertised, Degree credit, 39 Hours, 3 Hours, Wait List Capacity 20
Equivalencies: No Special Consent Required
Attributes: Advertised, Certificate and degree credit, 39 Hours, 3 Hours, Tax Exempt
Dept Consent: No Special Consent Required
Drop Consent: No Special Consent Required
Dynamic Date: TRANSITION
Grd Basis: Graded
Hegis Code: GPA Weight: 1.00/1.00
Billing Units: 1.0
Course Count: 1.0
Repeat for Credit: N
Total Completions: 1

CMN 304

Course ID: 021709
Short Title: Career Advancement Comm
Long Title: Career Advancement Communication
Long Descr: This course aims to develop the communication skills and strategies necessary to meet the challenges of the current workplace. With particular focus on the job search and career development, course content covers such topics as research and interviewing, persuasive writing and speaking, developing a professional image and making effective communication decisions.

Academic Org: Professional Communication
Components: Laboratory: 3.00
Requisites: Advertised, Certificate and degree credit, 39 Hours, 3 Hours, Tax Exempt
Equivalencies: No Special Consent Required
Attributes: Advertised, Certificate and degree credit, 39 Hours, 3 Hours, Tax Exempt
Dept Consent: No Special Consent Required
Drop Consent: No Special Consent Required
Dynamic Date: TRANSITION
Grd Basis: Graded
Hegis Code: GPA Weight: 1.00/1.00
Billing Units: 1.0
Course Count: 1.0
Repeat for Credit: N
Total Completions: 1
CMN 305

Course ID: 023871

Short Title: Strategic Pr In ProCom

Long Title: Strategic Public Relations In ProCom

Long Descr: This course examines the principles and application of effective public relations. Students will study the concepts underlying public relations and how to employ them in strategic planning, image management, advocacy, and media interaction. Pedagogy will be case-based and include simulation activities.

Academic Org: Professional Communication

Components:
- Lecture: 3.00

Requisites:
- Prerequisite: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or THM 200 or Direct Entry;
- Antirequisite: RTA 917/BDC 917

Equivalencies

Attributes: 3 Hours

Dept Consent: No Special Consent Required

Drop Consent: No Special Consent Required

Dynamic Date: TRANSITION

Grd Basis: Graded

Hegis Code

GPA Weight: 1.00/1.00

Billing Units: 1.0

Course Count: 1.0

Repeat for Credit: N

Total Completions: 1

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CMN 306

Course ID: 023870

Short Title: Risk and Crisis Communication

Long Title: Risk and Crisis Communication

Long Descr: All organizations must manage risk and crisis in order to avoid damage or ruin. This course investigates the components of risk and crisis management and the channels and media available to communicate related messages to an organization's audiences. Using case studies and practical applications, students will understand and analyze the process of perceiving, handling, and communicating about risk and crisis and gain experience in these areas through simulation.

Academic Org: Professional Communication

Components:
- Lecture: 3.00

Requisites:
- Prerequisite: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or THM 200 or Direct Entry

Equivalencies

Attributes: 3 Hours

Dept Consent: No Special Consent Required

Drop Consent: No Special Consent Required

Dynamic Date: TRANSITION

Grd Basis: Graded

Hegis Code

GPA Weight: 1.00/1.00

Billing Units: 1.0

Course Count: 1.0

Repeat for Credit: N

Total Completions: 1
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<tr>
<td>Short Title</td>
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<td>Long Title</td>
<td>Communication with Colour</td>
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<tr>
<td>Long Descr</td>
<td>Because colour lies at the heart of visual persuasion, understanding it equips one with a practical edge for the twenty-first century workplace. Colour is a critical factor in all modern communication industries, from design to mass media and print. This upper level course analyzes colour across media and historical registers. Students use practical techniques and visual analysis to understand colour in advertising and communications.</td>
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<td>Professional Communication</td>
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<td>Components</td>
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<td>Prerequisite: CMN 448 or CMN 601 or RTA 210 or MPC 201 or IDF 100</td>
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CMN 313

Course ID: 000970
Short Title: Organizational Report Writing
Long Title: Organizational Report Writing
Long Descr: Organizational report writing focuses on the selection, treatment and solution of a complex problem in an organization, through the development and preparation of a formal, analytical report. Students learn to propose solutions to an identifiable problem, customize a message for multiple audiences, create a work plan, apply primary and secondary research methods, and structure an argument logically and persuasively. Students will strengthen their critical thinking skills as they evaluate findings and formulate conclusions and recommendations.

Academic Org: Professional Communication
Components: Laboratory: 3.00
Requisites: Prerequisite: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 210 or CMN 279 or CMN 300 or CMN 373 or Direct Entry
Equivalencies: CMN110/CMN112/CMN313
Attributes: Advertised, Certificate and degree credit, 39 Hours, 3 Hours
Dept Consent: No Special Consent Required
Drop Consent: No Special Consent Required
Dynamic Date: TRANSITION
Grd Basis: Graded
Hegis Code: GPA Weight: 1.00/1.00
Billing Units: 1.0
Course Count: 1.0
Repeat for Credit: N
Total Completions: 1

CMN 314

Course ID: 003397
Short Title: Professional Presentations
Long Title: Professional Presentations
Long Descr: Successful professionals achieve their objectives by consistently designing and delivering meaningful presentations to diverse, demanding audiences. Students learn to structure content coherently, develop poise and confidence, and employ technology in a sophisticated way to connect with their listeners.

Academic Org: Professional Communication
Components: Laboratory: 3.00
Requisites: Prerequisites: CMN 100 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or Direct Entry
Equivalencies: CMN103/CMN108/CMN314
Attributes: Advertised, Certificate and degree credit, 39 Hours, 3 Hours
Dept Consent: No Special Consent Required
Drop Consent: No Special Consent Required
Dynamic Date: TRANSITION
Grd Basis: Graded
Hegis Code: GPA Weight: 1.00/1.00
Billing Units: 1.0
Course Count: 1.0
Repeat for Credit: N
Total Completions: 1
CMN 315

Course ID 004170
Short Title Issues in Organizational Comm
Long Title Issues in Organizational Communication

Long Descr Effective communication has always been an essential component of business. It is particularly important today, when business people communicate in increasingly complex and diverse workplaces. They must deal with ethical dilemmas, intensifying organizational change, global and multicultural partners, increased specialization, and constant technological developments. Using practical examples and case studies, this course both explores communication challenges that business professionals face today and helps them develop strategies and practices designed for the contemporary workplace.

Academic Org Professional Communication
Components Lecture: 2.00 / Laboratory: 1.00
Requisites Prerequisites: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or Direct Entry

CMN 316

Course ID 024320
Short Title Questioning Numbers
Long Title Questioning Numbers

Long Descr The course examines how political and professional agendas shape the collection and reporting of statistical data and the techniques for assessing the validity of quantitative research. Students will learn to think critically about the use of numbers in both professional settings and daily life and to develop skills necessary to understand and craft messages that communicate the results of numerically based research to public and professional audiences.

Academic Org Professional Communication
Components Lecture: 3.00
Requisites Prerequisites: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or Direct Entry

Total Completions 1
Total Completions: 1

CMN  317

Course ID  024090
Short Title  Info, Tech, and Control
Long Title  Information, Technology, and Control
Long Descr  The shift from industrial to information society is characterized by the integration of information and information technologies into the political process, the economy, health, and other areas. While information technologies open up possibilities for citizens to engage in public life, they also offer regulatory institutions modes of monitoring and controlling citizens. This course examines the relationship between information technologies and governance, and develops students' capacity to engage critically with competing notions of the information society.

Academic Org  Professional Communication

Components  Lecture:  3.00

Requisites  Prerequisites: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or Direct Entry

Attributes  3 Hours, Wait List Capacity 20
Dept Consent  No Special Consent Required
Drop Consent  No Special Consent Required
Dynamic Date  TRANSITION
Grd Basis  Graded
Hegis Code
GPA Weight  1.00/1.00
Billing Units  1.0
Course Count  1.0
Repeat for Credit  N

Total Completions: 1
CMN 321

Course ID 024636

Short Title Technical Communication

Long Title Tech Comm as Knowledge Translation

Long Descr Technical communicators are often involved in the practice of knowledge translation. Working with other subject matter specialists technical communicators are charged with assisting in developing new knowledge (digital, medical, scientific etc.) but also with sharing that knowledge with other often non-technical audiences. Using rhetorical (text and image) and linguistic perspectives, this advanced course offers students the opportunity to investigate, practice and critique the genres and practices associated with technical communication.

Academic Org Professional Communication

Components Lecture: 3.00

Requisites Prerequisite: CMN 313 or CMN 323; Available only to Professional Communication and Creative Industries students.

Equivalent

Attributes 3 Hours

Drop Consent No Special Consent Required

Course Count 1.0

Repeat for Credit N

Total Completions 1

CMN 323

Course ID 024637

Short Title Intro to Professional Practice

Long Title Introduction to Professional Practice

Long Descr This course introduces students to the practice of professional communication within and between organizations. Students will examine the variety of forms that professional communication takes and explore the role of communication professionals in organizations. Focusing on the needs of specific organizations, students will consult with clients, conduct a stakeholder/audience analysis, and produce a formal report and presentation.

Academic Org Professional Communication

Components Laboratory: 3.00

Requisites Prerequisites: CMN 222 and CMN 314; Available only to Professional Communication students

Equivalent

Attributes 3 Hours

Drop Consent No Special Consent Required

Course Count 1.0

Repeat for Credit N

Total Completions 1
CMN 324

Course ID: 024659

Short Title: Strategic Storytelling

Long Title: Strategic Storytelling in Industry

Long Descr: Stories are vibrant forms of expression that can engage others, promote values, encourage creativity, and inspire action. Students will learn the power and craft of storytelling as a professional communication strategy. Students will analyze basic concepts of narratology, examine case studies that illustrate a range of storytelling principles and practices, master a set of techniques for successful storytelling, and consider how new technologies suggest new ways of telling stories.

Academic Org: Professional Communication

Components: Lecture: 3.00

Requisites: Prerequisite: CMN 200 or CMN 279; Available only to Professional Communication and Creative Industries students

Attributes: 3 Hours

Dept Consent: No Special Consent Required

Drop Consent: No Special Consent Required

Dynamic Date: TRANSITION

Grd Basis: Graded

Hegis Code: GPA Weight: 1.00/1.00

Billing Units: 1.0

Course Count: 1.0

Repeat for Credit: No

Total Completions: 1
CMN 325

Course ID 024658
Short Title Comm and Digital Enterprise
Long Title Communication and the Digital Enterprise
Long Descr To be successful in today's workplace requires an understanding of how to effectively identify, communicate, and mobilize data as information and knowledge in the operations of an organization. This course provides students with an opportunity to explore the effects of digital data on changing organizational knowledge and social structures. Students will learn to apply the fundamentals of oral, visual and written communication within digital media environments of text, audio, video, database, and virtual worlds.

Academic Org Professional Communication
Components Lecture: 3.00
Requisites Prerequisite: CMN 200 or CMN 279; Available only to Professional Communication and Creative Industries students
Equivalencies
Attributes 3 Hours
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code
GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1

CMN 373

Course ID 021789
Short Title Fashion Comm: Prof Approaches
Long Title Fashion Communication: Professional Approaches
Long Descr In this course for the Fashion Communication and Design options, students learn fundamental concepts which are applied to correspondence, reports, oral presentations, media relations, and the job search. The emphasis is on analyzing audience and purpose; controlling language, style, and tone; and choosing communication strategies appropriate to a variety of professional situations.

Academic Org Professional Communication
Components Laboratory: 3.00
Requisites
Equivalencies
Attributes Advertised, Certificate and degree credit, 39 Hours, 3 Hours, Tax Exempt, Wait List Capacity 20
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code
GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1
CMN  376

Course ID   025254
Short Title  ProCom Internship
Long Title   ProCom Internship
Long Descr   In the internship Professional Communication students have the opportunity to gain insight into professional practice. The internship will be 240 to 320 hours and scheduled in May and June between second and fourth year. The internship is optional with admission at the discretion of the internship committee. Students will be required to write a series of weekly journals and a final reflective internship report. Minimum GPA of 3.0 (B) required for consideration.

Academic Org   Professional Communication

Components   Laboratory:  3.00

Requisites

Equivalencies

Attributes   3 Hours

Dept Consent   Department Consent Required
Drop Consent   No Special Consent Required
Dynamic Date   TRANSITION
Grd Basis     Pass/Fail
Hegis Code    GPA Weight     1.00/1.00
Billing Units  1.0
Course Count   1.0
Repeat for Credit N
Total Completions 1


CMN 380

Course ID: 026544
Short Title: Spectacle and the City
Long Title: Spectacle and the City
Long Descr: This two-week study-abroad intensive bridges empirical observation with archival research in major urban cities. Focusing on multimedia communication channels we analyze the city's hallmark spectacles in advertising, public media, and architecture to inquire: how do spectacles communicate on ideological and sensory registers? Can we enjoy and remain critical of communication and consumption in the city? Upon return, students will develop a visual project in response to the course themes.

Academic Org: Professional Communication

Components: Laboratory: 3.00
Requisites: Prerequisite: CMN 448 or CMN 601 or RTA 210 or MPC 201 or IDF 100

Attributes: 3 Hours
Dept Consent: No Special Consent Required
Drop Consent: No Special Consent Required
Dynamic Date: TRANSITION
Grd Basis: Graded
Hegis Code: GPA Weight: 1.00/1.00
Billing Units: 1.0
Course Count: 1.0
Repeat for Credit: N
Total Completions: 1

CMN 402

Course ID: 024662
Short Title: Theorizing Communication
Long Title: Theorizing Communication
Long Descr: This foundational course introduces students to the main schools of thought that comprise communication theory. Its objectives are to understand the interdisciplinary complexity that constitutes communication studies, to appreciate how theories allow scholars to build a body of knowledge in an organized and synthesized way, and to explore how the theories presented have implications and applications in our own lives as communicators.

Academic Org: Professional Communication

Components: Lecture: 3.00
Requisites: Prerequisite: CMN 323 or CMN 313; Available only to Professional Communication and Creative Industries.

Attributes: 3 Hours
Dept Consent: No Special Consent Required
Drop Consent: No Special Consent Required
Dynamic Date: TRANSITION
Grd Basis: Graded
Hegis Code: GPA Weight: 1.00/1.00
Billing Units: 1.0
Course Count: 1.0
Repeat for Credit: N
Total Completions: 1
Every day, we are bombarded by an array of visual messages in the world around us. We meet these images with an equally remarkable number of responses. This course focuses on this very phenomenon. It addresses how images are meaningful, manipulative, and connected with the communicative discourses that govern them. It explores visual semiotics and discourse through the work of many writers including Charles Sanders Peirce, Roland Barthes and many contemporary writers.
CMN 405
Course ID 024660
Short Title Oral Advocacy
Long Title Oral Advocacy
Long Descr Throughout their careers professionals are required to speak persuasively to a variety of audiences - customers, investors, employees, local communities, and government agencies - to gain approval and, typically, funding for a project or plan. This course focuses on the use of effective argumentation, audience analysis, platform manner, and visual support for persuasive presentations. In addition, students will learn strategies for the question/answer segment and effective team presentations in a persuasive context.

Academic Org Professional Communication
Components Laboratory: 3.00

Requisites
Prerequisite: CMN 314. Available only to Professional Communication and Creative Industries

Equivalencies

Attributes 3 Hours
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1

CMN 406
Course ID 024639
Short Title Comm in an Indigenous Context
Long Title Communication in an Indigenous Context
Long Descr This course studies the nature and function of communication by, for, and about Indigenous peoples in both historical and contemporary settings. Students will take an expansive view of both text and textual analysis as they explore material culture (rock art, birchbark scrolls, wampum belts), historical documents and narratives (oral histories), policies and legal documents (treaties, statutes), and popular media representations. Indigenous theory will be the guiding framework for the course, but students will also be exposed to a range of other theoretical perspectives.

Academic Org Professional Communication
Components Laboratory: 3.00

Requisites

Equivalencies

Attributes 3 Hours, Wait List Capacity 20
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1
**CMN 408**

**Course ID** 024640

**Short Title** Proposal and Grant Writing

**Long Title** Proposal and Grant Writing

**Long Descr** This course provides an introduction to the multidimensional processes of grant-seeking and the strategic principles of writing proposals for venture support. From the perspective of both grant seekers and multidisciplinary peer-review audiences, students will learn how to identify and target funding sources/opportunities, translate project goals and problem statements into clear objectives and hypotheses, and coordinate activities to plan, develop, structure, and articulate feasible and conceptually innovative proposals.

**Academic Org** Professional Communication

**Components**
- Lecture: 2.00
- Laboratory: 1.00

**Requisites**
Prerequisite: CMN 313 or CMN 323; Available only to Professional Communication and Creative Industries students

**Attributes**
- 3 Hours, Wait List Capacity 20

**Grd Basis** Graded

**Hegis Code** GPA Weight 1.00/1.00

**Billing Units** 1.0

**Course Count** 1.0

**Repeat for Credit** N

**Total Completions** 1
CMN 411

Course ID: 024641
Short Title: Special Topics in ProCom
Long Title: Special Topics in ProCom
Long Descr: This special topics course examines subjects or issues that are of current concern to business or industries. The course looks in greater depth at themes surveyed more generally in previous communication courses. Students will produce a research paper and will also present their findings and analysis in presentations.

Academic Org: Professional Communication

Components:
Lecture: 2.00 / Laboratory: 1.00

Requisites:

Attributes: 3 Hours
Dept Consent: Department Consent Required
Drop Consent: No Special Consent Required
Dynamic Date: TRANSITION
Grd Basis: Graded
Hegis Code: GPA Weight: 1.00/1.00
Billing Units: 1.0
Course Count: 1.0
Repeat for Credit: Y
Total Completions: 2

CMN 413

Course ID: 004778
Short Title: Corporate Communications
Long Title: Corporate Communications
Long Descr: How does a company communicate its reputation and image and manage these intangible features when damaged? Through examining high-level communication strategies and products, students develop sensitivity to the language, formats, and images organizations use to manage their concerns. Students also practice skills corporate communication professionals employ to communicate with a variety of audiences.

Academic Org: Professional Communication

Components:
Lecture: 2.00 / Laboratory: 1.00

Requisites:
Prerequisite: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or Direct Entry

Attributes: Advertised, Certificate and degree credit, 39 Hours, 3 Hours, Wait List Capacity 20
Dept Consent: No Special Consent Required
Drop Consent: No Special Consent Required
Dynamic Date: TRANSITION
Grd Basis: Graded
Hegis Code: GPA Weight: 1.00/1.00
Billing Units: 1.0
Course Count: 1.0
Repeat for Credit: N
Total Completions: 1
CMN 414

Course ID 002727
Short Title Interpersonal Comm in Mgmt
Long Title Interpersonal Communication in Management
Long Descr In this experiential workshop course, students participate in a variety of group and individual exercises designed to develop the interpersonal skills necessary for effective management. Students learn how member diversity and the communication medium affect group processes such as problem solving, decision making, resolving conflict, and negotiating. Some sessions may be videotaped.

Academic Org Professional Communication
Components Laboratory: 3.00
Requisites Prerequisite: CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373 or Direct Entry
Equivalencies
Attributes Advertised, Certificate and degree credit, 39 Hours, 3 Hours, Wait List Capacity 20
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1

CMN 432

Course ID 003343
Short Title Comm in Engin Professions
Long Title Communication in the Engineering Professions
Long Descr Communication lies at the heart of the engineering professions. This course introduces students to the unique and varied communication challenges of their discipline. Through a combination of lectures, workshops, readings, and online simulations, students are exposed to the types of communication they will engage in as professionals and given the opportunity to refine their analytical, writing, presentation, and problem-solving skills.

Academic Org Professional Communication
Components Lecture: 2.00 / Laboratory: 2.00
Requisites
Equivalencies
Attributes Advertised, Certificate and degree credit, 56 Hours, 4 Hours, Wait List Capacity 20, 13 Weeks
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1
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<tr>
<td>Short Title</td>
<td>Contemp Intercultural Comm</td>
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<tr>
<td>Long Title</td>
<td>Contemporary Intercultural Communication</td>
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<tr>
<td>Long Descr</td>
<td>In today's global environment, the success of almost any venture requires an understanding of intercultural issues. In this course various communication strategies and theories are analyzed in cultural context. Students learn how to overcome cultural barriers and engage in cross-cultural situations.</td>
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<tr>
<td>Academic Org</td>
<td>Professional Communication</td>
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<tr>
<td>Components</td>
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<tr>
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CMN 447

Course ID 021708

Short Title Communication and Law

Long Title Communication and Law

Long Descr Communication practitioners must understand how law matters in every day communication and be cognizant of the principles, institutions, and practices that regulate communication in a range of media and contexts. In this case and theory-based course, students explore the intersections of communication and law through the study of semiotics and legal discourse; the social and technological contexts of communication that provoke and challenge legal regulation; freedom of expression; and the legal frameworks for the protection of consumers, individual privacy, and intellectual property in the digital age.

Academic Org Professional Communication

Components Laboratory: 3.00

Requisites Prerequisite: LAW 122 and (CMN 100 or CMN 114 or CMN 124 or CMN 200 or CMN 201 or CMN 207 or CMN 279 or CMN 300 or CMN 373)

Equivalencies

Attributes Advertised, Certificate and degree credit, 39 Hours, 3 Hours

Dept Consent No Special Consent Required

Drop Consent No Special Consent Required

Dynamic Date TRANSITION

Grd Basis Graded

Hegis Code

GPA Weight 1.00/1.00

Billing Units 1.0

Course Count 1.0

Repeat for Credit N

Total Completions 1

CMN 448

Course ID 021707

Short Title Intro to Visual Communication

Long Title Introduction to Visual Communication

Long Descr This course introduces students to the study of visual communication. Students will examine the ways visual images persuade us to act, think, and feel, and will also learn vocabulary, concepts, and histories related to visual meaning-making. Students will focus on the ways images, seeing, and being seen influence the ways we experience the world within professional and social contexts and how visual images and image-making manipulate and become manipulated by a surrounding visual culture.

Academic Org Professional Communication

Components Lecture: 3.00

Requisites Prerequisites: CMN 200 or CMN 279; Antirequisites: CMN 601, FCD 601; Available only to Professional Communication and Creative Industries students

Equivalencies

Attributes Certificate and degree credit, 39 Hours, 3 Hours

Dept Consent No Special Consent Required

Drop Consent No Special Consent Required

Dynamic Date TRANSITION

Grd Basis Graded

Hegis Code

GPA Weight 1.00/1.00

Billing Units 1.0

Course Count 1.0

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<tbody>
<tr>
<td>Short Title</td>
<td>Participatory Media and Comm</td>
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<tr>
<td>Long Title</td>
<td>Participatory Media and Communication</td>
</tr>
<tr>
<td>Long Descr</td>
<td>Students will investigate theoretical and technological facets of participatory culture. Internet users have the ability to take part in digital conversations on topics ranging from entertainment to politics. Skills in the composition of text, image, and audio are developed through the production of digital media. These compositional and technical skills will develop strategies that move consumers of media to become media producers participating in digital dialogues. Students will also explore ethical aspects of participatory culture.</td>
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<tr>
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<td>Professional Communication</td>
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<td>Components</td>
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### CMN 480

**Course ID**: 024642  
**Short Title**: Applied Research Methods I  
**Long Title**: Applied Research Methods I  
**Long Descr**: As part of their careers, graduates in Professional Communication will be asked to conduct research projects in their workplaces. The objective of this capstone course is to provide students with the experience of designing such projects. The course will focus on research design and on data-gathering techniques such as interviewing, document collection, observation, and surveys. Students will develop research projects related to a specific organization or workplace.

**Academic Org**: Professional Communication  
**Components**: Laboratory: 3.00  
**Requisites**: Prerequisite: CMN 323; Available only to Professional Communication students  
**Attributes**: 3 Hours  
**Dept Consent**: No Special Consent Required  
**Drop Consent**: No Special Consent Required  
**Dynamic Date**: TRANSITION  
**Grd Basis**: Graded  
**Hegis Code**:  
**GPA Weight**: 1.00/1.00  
**Billing Units**: 1.0  
**Course Count**: 1.0  
**Repeat for Credit**: N  
**Total Completions**: 1

### CMN 490

**Course ID**: 024643  
**Short Title**: Applied Research Methods II  
**Long Title**: Applied Research Methods II  
**Long Descr**: In this course, students in groups will conduct and complete their research projects proposed in CMN 480. Attention will be devoted to data analysis techniques. The course will build on students' previous course work in terms of theoretical perspectives and identification of issues related to professional communication. The course will conclude with students presenting the results of their research to the School and to their industry partners.

**Academic Org**: Professional Communication  
**Components**: Laboratory: 3.00  
**Requisites**: Prerequisite: CMN 480; Available only to Professional Communication students  
**Attributes**: 3 Hours  
**Dept Consent**: No Special Consent Required  
**Drop Consent**: No Special Consent Required  
**Dynamic Date**: TRANSITION  
**Grd Basis**: Graded  
**Hegis Code**:  
**GPA Weight**: 1.00/1.00  
**Billing Units**: 1.0  
**Course Count**: 1.0  
**Repeat for Credit**: N  
**Total Completions**: 1
CMN 600

Course ID 010189
Short Title Science, Comm and Society
Long Title Science, Communication and Society
Long Descr This course examines how critical scientific issues are communicated to science's major stakeholders, the public and government, and within the scientific community itself. What works, what doesn't, and why? In today's multi-channel, electronic and media-dominated society, which communication strategies work best to ensure that complex issues of vital importance are communicated in a clear and engaging way? The course challenges students to theorize how science is, and should be, communicated in diverse social contexts.

Academic Org Professional Communication

Components Lecture: 3.00

Requisites

Equivalencies

Attributes 3 Hours, Wait List Capacity 20
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1

CMN 601

Course ID 024644
Short Title Visual Communication
Long Title Visual Communication: A Critical Approach
Long Descr In this challenging course students will critically examine the ways visual images persuade us to act, think, and feel in unique ways. Students will learn vocabulary, concepts, and histories related to visual meaning-making by focusing on the ways images, seeing, and being seen influence the ways we experience the world within social contexts. They will also learn how visual images and image making manipulate and become manipulated by a surrounding visual culture.

Academic Org Professional Communication

Components Lecture: 3.00

Requisites Antirequisites: CMN 448, FCD 601

Equivalencies

Attributes Upper Level Liberal Studies, 3 Hours, Wait List Capacity 20
Dept Consent No Special Consent Required
Drop Consent No Special Consent Required
Dynamic Date TRANSITION
Grd Basis Graded
Hegis Code GPA Weight 1.00/1.00
Billing Units 1.0
Course Count 1.0
Repeat for Credit N
Total Completions 1
### FCD 210

**Course ID**: 026329  
**Short Title**: Text, Image and Sound  
**Long Title**: Text, Image and Sound (FCAD Elective)  
**Long Descr**: This FCAD cross-disciplinary offering explores ways in which the contemporary city's media and artifacts attempt to persuade us to buy, believe or behave in certain ways. Students will use analytical tools to understand how text, image and sound combine to create persuasive objects and meaningful urban experiences. Using concepts, issues, and theory, this course focuses on the design and use of media in urban space.

**Academic Org**: Professional Communication  
**Components**: Lecture: 3.00  
**Requisites**  
**Antirequisite**: CMN 210  
**Equivalencies**  
**Attributes**: 3 Hours  
**Dept Consent**: No Special Consent Required  
**Drop Consent**: No Special Consent Required  
**Dynamic Date**: TRANSITION  
**Grd Basis**: Graded  
**Hegis Code**:  
**GPA Weight**: 1.00/1.00  
**Billing Units**: 1.0  
**Course Count**: 1.0  
**Repeat for Credit**: N  
**Total Completions**: 1

### FCD 601

**Course ID**: 026333  
**Short Title**: Introduction to Visual Comm  
**Long Title**: Introduction to Visual Communication  
**Long Descr**: This FCAD cross-disciplinary offering will critically examine the ways visual images persuade us to act, think, and feel in unique ways. Students will learn vocabulary, concepts, and histories related to visual meaning-making by focusing on the ways images, seeing, and being seen influence the ways we experience the world within social contexts. They will also learn how visual images and image making manipulate and become manipulated by a surrounding visual culture.

**Academic Org**: Professional Communication  
**Components**: Lecture: 3.00  
**Requisites**  
**Antirequisites**: CMN 448, CMN 601  
**Equivalencies**  
**Attributes**: 3 Hours  
**Dept Consent**: No Special Consent Required  
**Drop Consent**: No Special Consent Required  
**Dynamic Date**: TRANSITION  
**Grd Basis**: Graded  
**Hegis Code**:  
**GPA Weight**: 1.00/1.00  
**Billing Units**: 1.0  
**Course Count**: 1.0  
**Repeat for Credit**: N  
**Total Completions**: 1
FCD 810

Course ID 026322

Short Title Immersion in Comm and Design

Long Title Immersion in Communication and Design

Long Descr Students complete an experiential professional field placement consistent with their program. They reflect on the experience with respect to the structure, practices and communications of the creative sector. They make connections between academia (theories, vocabulary, formulas) and industry practices. Students are responsible for finding and securing a suitable position related to their program. Positions must be approved by the faculty mentor. Assessment includes the quality of reflection by students and feedback from workplace supervisors.

Academic Org Professional Communication

Components Lecture: 3.00

Requisites

Attributes 3 Hours

Dept Consent Department Consent Required

Drop Consent No Special Consent Required

Dynamic Date TRANSITION

Grd Basis Graded

Hegis Code GPA Weight 1.00/1.00

Billing Units 1.0

Course Count 1.0

Repeat for Credit N

Total Completions 1
Run Control Values

------------------------------------------------------------
Academic Institution: RYERU
Academic Career: UGRD
Academic Group:
Academic Organization: BUSTECH
Subject:
From Date 01-JAN-1901
Thru Date 01-AUG-2020
EFF_STATUS A
Schedule Course Y

Course Attributes - Run Control Values

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