



Faculty

Tara Hargrove, chair; Tammy McGuire, Lynne Thew

Departmental Office: 327 Irwin Hall; (707) 965-6687

Degrees and Programs

Communication, B.A.	85
Communication, B.S.	86
Health Communication, B.S.	86
Marketing Communication, B.S.	86
Multimedia Communication, B.S.	87
Communication, Minor	87
Public Relations/Journalism, Minor	87

The *Communication Department* serves the communication needs of students in every department, offering instruction in a variety of communication skills and principles that apply in mass media, public presentations, small group, and interpersonal settings. The department provides curricula leading to a variety of communication-related careers, with specific preparation for careers in public relations, journalism, health communication, and marketing communication. Communication courses also provide valuable learning opportunities for those preparing for careers which incorporate public speaking, such as business, law, medicine, pastoral or evangelistic ministry, broadcasting, and others.

Major in Communication, B.A.

A minimum of 60 hours (26 upper-division hours)

► Required Core Courses (42 hours):

COMM 105	Communication and Public Speaking	4
COMM 223	Interpersonal Communication	3
COMM 326	Advanced Public Speaking	3
COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 330	Intercultural Communication	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 450	Senior Seminar	1
COMM 494	Communication Internship	3
JOUR 110	Current Issues in the Media	3
JOUR 243	Copyediting I	3
JOUR 244	Copyediting II	3

At least one of the following courses:

COMM 426	Argumentation (3)	3
COMM 427	Persuasive Communication (3)	3

► Required Major Electives (18 hours):

At least 12 hours from the following: 12
Additional COMM, JOUR, PREL courses.

At least 6 hours from the following: 6
Additional COMM, PREL, or JOUR courses. The following courses may also apply: ARTD 130, DRMA 229, PSYC 126, PSYC 390, SOCI 355, and WRIT 320.

Communication

Major in Communication, B.S.

A minimum of 69 hours (26 upper-division hours)

► Required Core Courses (42 hours):

COMM 105	Communication and Public Speaking	4
COMM 223	Interpersonal Communication	3
COMM 326	Advanced Public Speaking	3
COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 330	Intercultural Communication	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 450	Senior Seminar	1
COMM 494	Communication Internship	3
JOUR 110	Current Issues in the Media	3
JOUR 243	Copyediting I	3
JOUR 244	Copyediting II	3

At least one of the following courses:

COMM 426	Argumentation (3)	3
COMM 427	Persuasive Communication (3)	3

► Required Electives (27 hours):

At least 15 hours from the following: 15
Additional COMM, JOUR, PREL courses.

At least 12 hours from the following: 12
Additional COMM, PREL, or JOUR courses. ARTD 130, DRMA 229, PSYC 126, PSYC 390, SOCI 355, and WRIT 320 may also apply.

Major in Health Communication, B.S.

A minimum of 72 hours (25 upper-division hours)

► Required Major Courses (38 hours):

COMM 105	Communication and Public Speaking	4
COMM 220	Health Communication	3
COMM 223	Interpersonal Communication	3
COMM 326	Advanced Public Speaking	3
COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 330	Intercultural Communication	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 440	Health Communication Seminar	3
COMM 493	Health Communication Internship	3
JOUR 243	Copyediting I	3

► Required Major Electives (6 hours):

At least 6 hours from the following: 6
Additional COMM, PREL, or JOUR courses.

► Required Cognate Courses (28 hours):

At least 28 hours from the following: 28

BIOL 101	Human Anatomy (5)	
BIOL 102	Human Physiology (5)	
BIOL 111+12+13	Biological Foundations II, I, III (5+5+5)	
BIOL 348	Systems Physiology (5)	
BIOL 366	Medical Microbiology (5)	
BIOL 422	Advanced Human Anatomy (4)	
CHEM 101	Introductory Chemistry (4)	
CHEM 102	Survey of Organic Chemistry (4)	
CHEM 103	Survey of Biochemistry (4)	
CHEM 111+111L	General Chemistry I + Lab (4+1)	
CHEM 112+112L	General Chemistry II + Lab (4+1)	
CHEM 113+113L	General Chemistry III + Lab (4+1)	
CHEM 371+371L	Organic Chemistry I + Lab (3+1)	
CHEM 372+372L	Organic Chemistry II + Lab (3+1)	
CHEM 373+373L	Organic Chemistry III + Lab (3+1)	
CHEM 481	Biochemistry I (4)	
ESTH 371	Biomechanics (4)	
ESTH 372	Physiology of Exercise (4)	
FDNT 235	Nutrition (3)	
MICR 134	General Microbiology (5)	
PHYS 111+12+13	Physics I, II, III (4+4+4)	
SPAN 105	Spanish for Health Care Professionals (4)	

Recommended Cognates

PSYC 121	General Psychology (4)
SOCI 121	Introduction to Sociology (4)

Major in Marketing Communication, B.S.

A minimum of 75 hours (47 upper-division hours)

► Required Core Courses (63 hours):

COMM 105	Communication and Public Speaking	4
COMM 223	Interpersonal Communication	3
COMM 326	Advanced Public Speaking	3
COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 330	Intercultural Communication	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 450	Senior Seminar	1
JOUR 110	Current Issues in the Media	3
JOUR 141	Newswriting and Reporting	3

JOUR 243	Copyediting I	3
JOUR 244	Copyediting II	3
JOUR 434	Media Communication Ethics	3
PREL 231	Intro to Public Relations	3
PREL 232	Crisis Communication	3
PREL 337	Fundraising for Non-Profits	3
PREL 339	Marketing Communication	3
PREL 345	Social Media Marketing	3
PREL 494	Public Relations Internship	3

At least one of the following courses: 3

COMM 340	Visual Communication & Semiotics (3)
COMM 427	Persuasive Communication (3)

► **Required Cognate Courses (12-14 hours):**

At least one of the following courses:

ARTD 130	Fundamentals of Graphic Design	3
WRIT 320	Creative Writing: Online Publication	4

At least three of the following courses: 9-10

MKTG 351	Marketing (4)
MKTG 360	Consumer Behavior (3)
MKTG 372	Retailing Management (3)
MKTG 374	Advertising (3)
MKTG 377	Sales Management (3)
MKTG 417	Services Marketing (3)
MKTG 481	Marketing Problems (3)

Typing Proficiency

Typing skill is essential for an emphasis in marketing communication. If you are deficient in this area, you should work on improving your typing proficiency during your freshman year.

Major in Multimedia Communication, B.S.

A minimum of 69 hours (35 upper-division hours)

► **Required Core Courses (51 hours):**

COMM 105	Communication and Public Speaking	4
COMM 223	Interpersonal Communication	3
COMM 326	Advanced Public Speaking	3
COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 330	Intercultural Communication	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 450	Senior Seminar	1
JOUR 110	Current Issues in the Media	3
JOUR 141	Newswriting and Reporting	3
JOUR 243	Copyediting I	3
JOUR 244	Copyediting II	3

JOUR 434	Media Communication Ethics	3
JOUR 494	Journalism Internship	3
PREL 345	Social Media Marketing	3

At least one of the following courses: 3

COMM 340	Visual Communication & Semiotics (3)
COMM 350	Nonverbal Communication (3)

► **Required Cognate Courses (12 hours):** 12

ARTD 130	Fundamentals of Graphic Design	3
ARTP 250	Photography: Digital Fundamentals	3
FILM 152	Introduction to Filmmaking	3
FILM 256	Editing	3

► **Required Emphasis Electives (6 hours):**

At least 6 hours from the following: 6

Additional COMM, PREL, or JOUR courses selected in consultation with the advisor. ARTD, ARTP, and FILM courses and WRIT 311 and 320 may also apply.

Minor in Communication

A minimum of 24 hours (9 upper-division hours)

► **Required Courses (9 hours):**

COMM 223	Interpersonal Communication	3
COMM 330	Intercultural Communication	3
COMM 326	Advanced Public Speaking	3

► **Required Electives (15 hours):**

At least 15 hours from the following (6 upper-division): 15

Additional COMM, PREL, or JOUR courses. DRMA 229 may also apply.

Minor in Public Relations/Journalism

A minimum of 24 hours (9 upper-division hours)

► **Required Courses (12 hours):**

JOUR 110	Current Issues in the Media	3
JOUR 141	Newswriting and Reporting	3
JOUR 244	Copyediting II	3
PREL 231	Intro to Public Relations	3

► **Required Electives (12 hours):**

At least 12 hours from the following (9 upper-division): 12

Additional PREL or JOUR courses. ARTD 253, ARTP 150, COMM 340, COMM 427, and COMM 450 may also apply.

Communication

Communication

LOWER-DIVISION COURSES:

COMM 105 **4 F, W, S** **Communication and Public Speaking**

Develops skills in communication, surveys the human communication process, and encourages responsible speaking and listening. Focuses on intrapersonal, interpersonal, small group, and public communication with a specific emphasis on interaction with diverse others in a collaborative setting.

COMM 220 **3 F** **Health Communication**

Overview of the role communication plays in healthcare. Introduction to the ways that body language, gender, culture, and personality effect communication among groups and teams of healthcare professionals as well as in patient provider communication. Prerequisite: COMM 105.

COMM 223 **3 S** **Interpersonal Communication**

Transactional nature of interpersonal communication, including the roles of both verbal and nonverbal communication, empathic listening, and self-disclosure as means of building trusting relationships and developing rhetorical sensitivities. Prerequisite: COMM 105.

UPPER-DIVISION COURSES:

COMM 326 **3 W** **Advanced Public Speaking**

Advanced instruction in composing informative and persuasive speeches and delivering them before groups. Focuses on speech organization and individual delivery. Prerequisite: COMM 105. Odd years.

COMM 328 **3 S** **Small Group Communication**

Effective use of communication in small groups; analysis of the nature of group productivity, cohesiveness, and leadership; group problem-solving within various contexts. Prerequisite: COMM 105.

COMM 329 **3 W** **Organizational Communication**

Communication problems and variables unique to the organizational environment. Current and traditional theories are reviewed and applied to various communication studies. Prerequisite: junior or senior class standing.

COMM 330 **3 S** **Intercultural Communication**

Variables and effects of both verbal and nonverbal communication between cultures. Practical applications for careers in all communication fields (domestic and international), business, international relations, international relief and development, language-translation, foreign affairs, social work, and education. Prerequisite: COMM 105.

COMM 340 **3 F** **Visual Communication and Semiotics**

The visual, symbolic, classificatory, and meaning-making practices at the heart of all cultural production, consumption, and communication. Even years.

COMM 350 **3 S** **Nonverbal Communication**

An overview of nonverbal codes and their role in communication. Includes the influence of culture and gender on the interpretation of nonverbal language. Introduction to various theoretical constructs that influence the interpretation of nonverbal communication. Odd years.

COMM 360 **1 W** **Junior Seminar**

Step-by-step process of how to find and apply for jobs. Includes exercises such as creating and updating a résumé, writing a cover letter, what to look for, and how to apply for internships/jobs. Enrollment limited to department majors. Course should be taken during the sophomore or junior year. Prerequisite: sophomore class standing.

COMM 424 **3 F** **Communication Research I**

Planning communication research, designing research instruments, and writing a research plan. Includes overview of ethical issues involved in research. Prerequisites: senior class standing, COMM 328, JOUR 243 or 244, and at least 9 additional hours of COMM, JOUR, or PREL courses.

COMM 425 **3 W** **Communication Research II**

Implementing a communication research plan, survey techniques, tabulation procedures, and simple statistical tests. Includes interpreting survey results, as well as writing and presenting research in a professional, ethical, and credible fashion. Prerequisites: senior class standing, COMM 424, STAT 222.

COMM 426 **3 S** **Argumentation**

Logical reasoning, fallacies in reasoning, the structure of arguments, and methods of analyzing and evaluating arguments for critical decision making. Emphasis includes both oral and written arguments. Prerequisite: senior class standing.

COMM 427 **3 S**
Persuasive Communication

Rhetorical principles of ethical persuasion in public speaking, interpersonal relationships, public relations, and advertising. Development of skills in logical argument, emotive influence, psychological appeal, and achieving source credibility. Prerequisite: junior or senior class standing. Even years.

COMM 440 **3 W**
Health Communication Seminar

Exploration, discussion, and review of original research in many areas of health communication. Each student will conduct an extensive review of the research in a specialized area of health communication. Prerequisites: COMM 105, 220, 223, junior or senior class standing.

COMM 450 **1 W**
Senior Seminar in Communication Disciplines

Capstone course emphasizing professional skills, ethics, creation of portfolio, and career planning. Prerequisite or corequisite: COMM 360.

COMM 490 **1-3 Arranged**
Issues in Communication

Study of a specific issue in an area of communication such as rhetoric and public address, small group communication, interpersonal communication, intercultural communication, organizational communication, journalism, public relations, and speechwriting. Repeatable for credit under different subtitles.

COMM 493 **3 F, W, S, Su**
Health Communication Internship

Supervised work experience in a health communication-related environment. Skills in the practice of communication are used. Enrollment limited to department majors. Advance approval of the department required. May not be taken

before the end of the sophomore year. Prerequisites: COMM 105, 220. Qualifies for IP grading. Graded S/F.

COMM 494 **3 F, W, S, Su**
Communication Internship

Supervised work experience in a communication-related environment. Skills in the practice of communication are used. Enrollment limited to department majors. Advance approval of the department required. May not be taken before the end of the sophomore year. Prerequisites: COMM 105, 226; JOUR 110, 141; PREL 231. Qualifies for IP grading. Graded S/F.

COMM 495 **1-3 Arranged**
Independent Study

Opportunity for the advanced student to investigate special interests under the direction of departmental faculty.

Journalism

LOWER-DIVISION COURSES:

JOUR 110 **3 F**
Current Issues in the Media

Introduction to journalism and its various platforms, including print, video, online, and broadcast. Emphasis on the role and responsibility of the press in a free society.

JOUR 141 **3 S**
Newswriting and Reporting

Gathering information and writing news stories for mass-media news audiences.

JOUR 243 **3 W**
Copyediting I

Refining grammar, punctuation, word selection, and organizational writing and editing skills. Focuses on the importance of writing concise, accurate, balanced, and bias-free journalistic pieces.

JOUR 244 **3 S**
Copyediting II

An overview of the basic tools and tasks of copyeditors, including rewriting, editing, correcting grammar, using *The Associated Press Stylebook*, creating style sheets, and methods of querying authors. Students learn to edit using conventional marks and symbols, apply the appropriate level of copyediting, eliminate bias, and ensure consistency. Prerequisite: JOUR 243.

UPPER-DIVISION COURSES:

JOUR 350 **1 F, W, S**
Campus Chronicle Production

Supervised experience in the production and publication of PUC's student newspaper, the *Campus Chronicle*. Graded S/F. May be repeated for credit.

JOUR 434 **3 F**
Media Communication Ethics

Current issues involving personal rights and corporate responsibilities as related to concepts of free speech and responsible journalism.

JOUR 494 **3 F, W, S, Su**
Journalism Internship

Supervised opportunity for the student to accrue direct experience in a professional journalistic setting as approved by the department. Enrollment restricted to department majors. Prerequisites: JOUR 141, 244; PREL 231, 232; ARTD 253. Qualifies for IP grading. Graded S/F.

JOUR 495 **1-3 Arranged**
Independent Study

Offers the advanced student opportunity to pursue investigation in fields of special interest under the direction of departmental faculty.

Communication

Public Relations

LOWER-DIVISION COURSES:

PREL 231 **3 W** **Introduction to Public Relations**

Fundamental values and procedures of the public relations profession. Research techniques, public relations management, writing, and media relations. Even years.

PREL 232 **3 S** **Crisis Communication**

Applications of public relations to specific publics including employees, multicultural communities, consumers, and government. Management of public relations in crises. Recommended prerequisite: PREL 231. Even years.

UPPER-DIVISION COURSES:

PREL 337 **3 F** **Fundraising for Non-Profits**

Philosophy of philanthropic giving and the techniques that lead to successful fundraising. Creation of a writing portfolio including: Case statement, direct mail letter, brochure, and press release. Regular guest presentations from fundraising professionals. Odd years.

PREL 339 **3 S** **Marketing Communication**

The media of public relations and their incorporation into an integrated marketing communication plan, including the elements, development, and structuring of the plan. Odd years.

PREL 345 **3 F**

Social Media Marketing

Exploring social media in effective integrated marketing communication. Utilizing the role of the public relations practitioner and the tools needed to represent, support, and promote a business through digital channels. Focus on implementing a campaign through social platforms and practicing the technical skills needed to become social media proficient. Even years.

PREL 494 **3 F, W, S, Su** **Public Relations Internship**

Supervised experience in public relations. Under the direction of a public relations professional, the student accrues direct experience in a professional public relations setting as approved by the department. Enrollment restricted to department majors. Prerequisites: JOUR 141, 244; PREL 231, 232; ARTD 253. Qualifies for IP grading. Graded S/F.

PREL 495 **1-3 Arranged** **Independent Study**

Offers the advanced student opportunity to pursue investigation in a field of special interest under the direction of department faculty.