

## Faculty

Milbert Mariano, Dean; Tara Hargrove, Chair;  
Tammy McGuire

Adjunct Professors: Eric Graham, Julie Lee, Luis Pena, Hayley Perry, Sean Trace

Professors Emeriti: James D. Chase, Herbert P. Ford,  
Jennifer J. Wareham Best

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

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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 strategic 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 59 hours (29 upper-division hours)

### ► Required Core Courses (41 hours):

COMM 223	Interpersonal Communication	3
COMM 328	Small Group Communication	3
COMM 329	Workplace Communication Dynamics	3
COMM 330	Intercultural Communication	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 434	Film Evaluation	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 two of the following courses: 3

COMM 326	Advanced Public Speaking (3)
COMM 427	Persuasive Communication (3)
COMM 428	Debate (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 68 hours (29 upper-division hours)

#### ► Required Core Courses (41 hours):

COMM 223	Interpersonal Communication	3
COMM 328	Small Group Communication	3
COMM 329	Workplace Communication Dynamics	3
COMM 330	Intercultural Communication	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 434	Film Evaluation	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 two of the following courses:

COMM 326	Advanced Public Speaking (3)	3
COMM 427	Persuasive Communication (3)	3
COMM 428	Debate (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 220	Health Communication	3
COMM 223	Interpersonal Communication	3
COMM 326	Advanced Public Speaking	3
or COMM 428	Debate	3
COMM 328	Small Group Communication	3
COMM 329	Workplace Communication Dynamics	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 (9 hours):

At least 9 hours from the following: 9  
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 121+122+123	Biological Foundations I, II, 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 Healthcare I (3)

#### Recommended Cognates

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

### Major in Multimedia Communication, B.S.

A minimum of 71 hours (38 upper-division hours)

#### ► Required Core Courses (53 hours):

COMM 223	Interpersonal Communication	3
COMM 326	Advanced Public Speaking	3
or COMM 428	Debate	3
COMM 328	Small Group Communication	3
COMM 329	Workplace Communication Dynamics	3
COMM 330	Intercultural Communication	3
COMM 335	Podcasting	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 434	Film Evaluation	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 (9 hours):** 9

*At least 9 hours from the following:*

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):** 6

*At least 6 hours from the following:*

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.

## Major in Strategic Communication, B.S.

*A minimum of 77 hours (44 upper-division hours)*

► **Required Core Courses (65 hours):**

COMM 223	Interpersonal Communication	3
COMM 326	Advanced Public Speaking	3
or COMM 428	Debate	3
COMM 328	Small Group Communication	3
COMM 329	Workplace Communication Dynamics	3
COMM 330	Intercultural Communication	3
COMM 335	Podcasting	3
COMM 360	Junior Seminar	1
COMM 424	Communication Research I	3
COMM 425	Communication Research II	3
COMM 434	Film Evaluation	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	Strategic 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

DTSC 101	Introduction to Data Science (4)	
DTSC 201	Fundamentals of Data Science (4)	
DTSC 425	Legal and Ethical Aspects of Data (2)	
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.

## 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
or COMM 428	Debate	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 Health Communication

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

► **Required Courses (12 hours):**

COMM 220	Health Communication	3
COMM 223	Interpersonal Communication	3
COMM 330	Intercultural Communication	3
COMM 440	Health Communication Seminar	3

Communication

> Required Electives (12 hours):

At least 12 hours from the following:		12
COMM 326	Advanced Public Speaking (3)	
or COMM 428	Debate (3)	
COMM 328	Small Group Communication (3)	
COMM 329	Workplace Communication Dynamics (3)	
COMM 332	Leadership (3)	
COMM 350	Nonverbal Communication (3)	
COMM 427	Persuasive Communication (3)	
COMM 490	Issues in Communication (3)	
COMM 495	Independent Study (1-3)	
ECON 270	Healthcare Economics (3)	
GLBH 201	Introduction to Global Health (2)	
GLBH 310	Population Health (4)	
PREL 231	Intro to Public Relations (3)	
PREL 232	Crisis Communication (3)	
SPAN 105	Spanish for Healthcare (3)	

Minor in Journalism

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

> Required Courses (16 hours):

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 350	Campus Chronicle	1

> Required Electives (8 hours):

At least 8 hours from the following:		8
COMM, PREL, or JOUR. ARTD, ARTP, and FILM courses and WRIT 311 and 320 may also apply.		

Minor in Public Relations

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

> Required Courses (12 hours):

PREL 231	Intro to Public Relations	3
PREL 232	Crisis Communication	3
PREL 339	Strategic Communication	3
PREL 345	Social Media Marketing	3

> Required Electives (12 hours):

At least 12 hours from the following:		12
COMM, PREL, or JOUR. ARTD, ARTP, and FILM courses and WRIT 311 and 320 may also apply.		

The Master of Communication, M.A.

Designed for working professionals, the Pacific Union College Communication Department offers the M.A. of Communication degree. The M.A. of Communication emphasizes practical skills in digital communication, media strategy, leadership, and analytics, equipping graduates to excel in dynamic communication roles across industries including healthcare and denominational employment.

Admission to the M.A. of Communication Program:

All potential students, including former Pacific Union College students, must apply for admission both to the M.A. of Communication program. The application will be considered once official postsecondary transcripts and other requested materials have been filed with the PUC Admissions office. The admissions office will coordinate with the Communication Department for review of the application and will notify the applicant of the action taken.

Admission is determined by the Communication Department faculty on the basis of credentials held, recommendations, and former academic performance. The college reserves the right to cancel the acceptance of any person for graduate study should further evidence indicate that he or she does not adequately meet requirements for the M.A. program.

Prerequisites for admission to the M.A. Program

1. Admission to Pacific Union College
2. Baccalaureate Degree
3. Submission of a graduate application that includes the following:
  - a.) Online application form
  - b.) Application fee of \$25 (non-refundable)
  - c.) Two recommendations
  - d.) Official transcripts from all institutions attended
  - e.) A minimum cumulative undergraduate GPA of 3.0 and official scores from the GMAT taken within the past five years. *Note:* With the Communication Department approval, applicants may be admitted without the GMAT if they have a cumulative GPA of at least 3.25 or if they have at least five years of full-time communication experience.

International Student Admission

International students must meet all prerequisites for admission as outlined above. Additionally, international students must provide an official GMAT score (taken within the past 5 years) regardless of undergraduate GPA or work experience. International applicants must also provide a TOEFL score of at least 100 (Internet-based) as a prerequisite for admission.

### Provisional Admission

On rare occasions, the Communication Department faculty may provisionally accept a student based on their academic background. A student accepted on an academic provisional basis may be admitted to regular status upon the completion of 18 credit hours taken through PUC with a minimum grade of B in each course. Students are not permitted to repeat courses in order to satisfy this requirement. Students who do not satisfy this requirement will not be permitted to continue in the program.

### Requirements for Graduation with the M.A. of Communication

1. Complete 43 hours
2. A maximum of 25% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Pacific Union College on the same academic level (11 credit hours)
3. Minimum of 3.25 GPA
4. No more than two grades of C may be applied to the degree (includes grades of C+ & C-)

### Master of Communication, M.A.

*Pending WSCUC Approval.*

*A minimum of 43 hours*

#### ► Core Requirements (28 hours):

COMM 510	Interpersonal and Nonverbal Communication	5
COMM 511	Professional Presentations and Speaking	2
COMM 512	Social Media Strategy and Content Marketing	3
COMM 513	Cross-Cultural Communication	5
COMM 514	Research Methods	5
COMM 591	Capstone Project	5
RELP 520	Integrating Faith and Leadership	3

#### ► Emphases (choose one):

#### 1. Communication Research Emphasis

*15 hours from the following courses:*

COMM 521	Communication Theory and Ethics	5
COMM 522	Rhetorical Criticism & Persuasion	5
COMM 523	Comm. Dynamics in Organizational Settings	5
COMM 594	Communication Study Tour	2-5

#### 2. Strategic Communication Emphasis

*15 hours from the following courses:*

COMM 531	Strategic Communication Theory & Practice	5
COMM 532	Digital Media Tools & Techniques	5
COMM 533	Data Analytics for Communicators	5
COMM 594	Communication Study Tour	2-5

### 3. Health Communication Emphasis

*15 hours from the following courses:*

COMM 541	Crisis Communication in Healthcare	5
COMM 542	Health Communication Messaging	5
COMM 543	Digital Media & Public Health Advocacy	5
COMM 585	Hlthcr. Org. Leadership & Strategic Planning	5
	or HADM 585	

### Stackable Certificates

#### 1. Communication Certificate

*15 hours from the following courses:*

COMM 510	Interpersonal and Nonverbal Communication	5
COMM 511	Professional Presentations and Speaking	2
COMM 512	Social Media Strategy and Content Marketing	3
COMM 513	Cross-Cultural Communication	5

#### 2. Communication Research Certificate

*15 hours from the following courses:*

COMM 521	Communication Theory and Ethics	5
COMM 522	Rhetorical Criticism & Persuasion	5
COMM 523	Comm. Dynamics in Organizational Settings	5
COMM 594	Communication Study Tour	2-5

#### 3. Strategic Communication Certificate

*15 hours from the following courses:*

COMM 531	Strategic Communication Theory & Practice	5
COMM 532	Digital Media Tools & Techniques	5
COMM 533	Data Analytics for Communication	5
COMM 594	Communication Study Tour	2-5

#### 4. Health Communication Certificate

*15 hours from the following courses:*

COMM 541	Crisis Communication in Healthcare	5
COMM 542	Health Communication Messaging	5
COMM 543	Digital Media & Public Health Advocacy	5
COMM 585	Hlthcr. Org. Leadership & Strategic Planning	5
	or HADM 585	



# 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**

Examining how communication contributes to relationship initiation, development, maintenance, and repair. Emphasis is given to appropriate preception-checking, listening, conflict resolution, and self-disclosure skills. Prerequisite: COMM 105.

### UPPER-DIVISION COURSES:

**COMM 300** **1 F, W, S**  
**Communication Conference**

This course is designed to provide students with the opportunity to enrich their educational experience through attendance at conferences directly related to their field of study. The objective is to promote students' job preparedness, broaden their understanding of their

discipline, and enhance their academic effectiveness through real-world exposure to industry professionals, emerging research, and relevant global issues

**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**  
**Workplace Communication Dynamics**

Examining the communication elements unique to organizations (i.e., schools, churches, businesses). Topics include information adequacy challenges, organizational structure effects on communication, power dynamics, organizational culture/identity, and socialization. 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 332** **3 S**  
**Leadership: Theory and Practice**  
*(See HNRS 202.)*

This course will explore various approaches to leadership with the goal to understand one's own strengths and areas of improvement for future (and present) leadership responsibilities. Areas of emphasis include communication behaviors, skills, and practices of effective leaders. Prerequisite: COMM 105. Qualifies for IP grading.

**COMM 335** **3 W**  
**Podcasting**

A comprehensive journey designed for aspiring podcasters to gain the knowledge and practical skills necessary to conceive, record, produce, and launch their own podcasts. Each week, students delve into different aspects of podcasting, including the technical, creative, and promotional facets, with hands-on assignments to apply the week's teachings. Students will produce several podcast episodes and will be equipped with the foundational understanding and experience to continue their podcasting endeavors.

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

The study of signs and sign systems ("semiotics") and how they influence meaning-making in a variety of contexts (i.e., personal, organizational, political, media) with the goal to be more aware and responsible consumers and users of visual communication. Even years.

**COMM 350** **3 F**  
**Nonverbal Communication**

An overview of nonverbal codes and their role in communication. Includes the influence of culture and gender on interpretation of nonverbal language.

Explores nonverbal influences in relationship-building, compliance, and deception. Odd years.

**COMM 360 1 F**  
**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. Even years.

**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 Arr**  
**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. Odd years.

**COMM 428 3 W**  
**Debate**

In this course students will debate and analyze real-world topics and contemporary issues. Synthesizing wide bodies of complex information students will create, deliver, and refute arguments. Even years.

**COMM 434 3 F**  
**Film Evaluation**

This course provides for active student participation in examining the role and function of film in our society, both in the modern era and historically, and how to evaluate them for meaning within the context of a film and the filmmaking process. Emphasis will be placed on evaluation within a Christian context. Prerequisites: ENGL 102 or equivalent. Odd 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 F**  
**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 Arr**  
**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 Arr**  
**Independent Study**

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

# Communication

## 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 Arr**  
**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. Even years.

**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. Even years.

### 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. Odd years.

**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 Arr**  
**Independent Study**

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

## 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. Odd 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. Odd 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. Even years.

**PREL 339** **3 S**  
**Strategic Communication**

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

**PREL 345** **3 W**  
**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 Arr**  
**Independent Study**

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

**Graduate Courses**

*Prerequisite to all graduate-level courses:  
Admission to the M.A. program.*

**COMM 510** **5 F**  
**Interpersonal and Nonverbal Communication**

Explores theories and practical applications of interpersonal communication, focusing on verbal and nonverbal cues in diverse professional and social contexts. Students develop skills to enhance workplace relationships, leadership interactions, and cross-cultural understanding.

**COMM 511** **2 F**  
**Professional Presentations and Speaking**

Prepares students to deliver professional presentations, including Q&A sessions and online meetings. Focuses on skillfully, strategically and professionally utilizing slide decks for effective presentations in professional environments.

**COMM 512** **3 S**  
**Social Media Strategy and Content Marketing**

Techniques for developing effective social media strategies, brand storytelling, and engagement across platforms.

**COMM 513** **5 S**  
**Cross-Cultural Communication**

Explores communication styles across diverse contexts and emphasizes inclusive practices.

**COMM 514** **5 F**  
**Research Methods**

Covers qualitative and quantitative research methodologies in communication. Students learn to design studies, collect and analyze data, and apply findings to solve communication challenges in professional contexts.

**COMM 521** **5 F**  
**Communication Theory and Ethics**

Introduces foundational communication theories and their application in professional settings. Students critically analyze models of human interaction, message construction, and the impact of media on society.

**COMM 522** **5 W**  
**Rhetorical Criticism & Persuasion**

Examines techniques for analyzing and constructing persuasive messages in various contexts. Students engage in rhetorical analysis of media, speeches, and campaigns while applying ethical frameworks to persuasive communication.

**COMM 523** **5 W**  
**Communication Dynamics in Organizational Settings**

Covers the unique communication dynamics inherent in organizational life. Includes organizational structure, communication networks, power dynamics, socialization, stress/burnout, and organizational culture.

**COMM 531** **5 F**  
**Strategic Communication Theory and Practice**

Covers foundational principles of communication in professional contexts, audience analysis, and message strategy.

**COMM 532** **5 W**  
**Digital Media Tools and Techniques**

This course provides practical training in digital content creation, social media

management, and multimedia storytelling. Students will explore industry-standard tools, develop digital media strategies, and produce engaging content across various platforms. The course emphasizes hands-on experience, creative problem-solving, and analytical thinking in digital communication.

**COMM 533** **5 W**  
**Data Analytics for Communicators**

This course introduces students to data literacy and analytical tools used to measure communication effectiveness. Students will explore key performance indicators (KPIs), data visualization techniques, and methodologies for analyzing audience engagement, media performance, and strategic messaging outcomes. The course provides hands-on experience with analytics tools, real-world case studies, and AI-driven communication strategies to develop critical data skills for modern communicators.

**COMM 541** **5 S**  
**Crisis Communication in Healthcare**

This course explores principles and strategies of crisis communication within healthcare settings, emphasizing how healthcare professionals, public health officials, and organizations can respond to health emergencies, pandemics, and medical crises. Through case studies, theoretical frameworks, and hands-on practice, students will develop skills to craft clear, ethical, and strategic messages during crises.

**COMM 542** **5 F**  
**Health Communication Messaging**

This course provides an in-depth exploration of health communication theories, strategies, and applications in various healthcare settings. Students will examine how communication influences health behaviors, patient-provider interactions and health literacy, and public

# Communication

health messaging. Topics include interpersonal and organizational communication in healthcare, media and digital health communication, risk and crisis communication, and cultural considerations in health messaging. Through case studies, discussions, and applied projects, students will develop skills to effectively communicate health information to diverse audiences and improve health outcomes.

**COMM 543**

**5 W**

**Digital Media and Public Health Advocacy**

This course explores the intersection of digital media and public health advocacy. Students will learn how to leverage social and digital platforms to engage communities, promote health equity, and influence public policy. Through case studies, hands-on projects, and analysis of digital campaigns, students will develop strategies to craft compelling public health messages and measure their impact.

**COMM 585**

**5 F**

**Healthcare Organizational Leadership and Strategic Planning**

*(See HADM 585.)*

Examines theory and leadership practices in healthcare organizations. Emphasis is placed on the strategic role of leaders in leading healthcare organizational development and change in an age of rapidly changing markets and technologies. Examines why organizational change efforts succeed or fail; strategies for leaders to anticipate and affect needed change successfully in the modern healthcare organization.

**COMM 591**

**5 W**

**Capstone Project**

Students work on a comprehensive research project, applying their skills to solve a real-world communication challenge through research.

**COMM 594**

**2-5 F**

**Communication International Study Tour**

*(See BEXM 594.)*

Provides students the opportunity to participate in immersive study tours, gaining exposure to industry trends, networking with professionals, and applying classroom knowledge to real-world experiences.

THEOLOGY COURSES:

**RELP 520**

**3 F**

**Integrating Faith and Leadership**

*(See Theology Section.)*

Examines academic and professional leadership theories in view of Christian leadership principles. Particular emphasis is given to understanding one's leadership style, identifying organic factors that portend the best approach for each context, and developing the individual's preliminary approach to applying theories, Christian principles, and personal style to their chosen profession