



COMMUNICATION

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

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Please visit the department website
for more information:
salisbury.edu/comm

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TABLE OF CONTENTS

SPRING 2025 COURSES BY CONCENTRATION	1
WINTER 2025 COURSE OFFERINGS.....	1
FREQUENTLY ASKED QUESTIONS.....	1
COMM 100: FUNDAMENTALS OF COMMUNICATION.....	2
COMM 101: INTRODUCTION TO HUMAN COMMUNICATION STUDIES • ALL.....	2
COMM 102: INTRODUCTION TO MASS MEDIA • ALL.....	2
COMM 205: INTERPERSONAL COMMUNICATION • CPC.....	2
COMM 218: RHETORIC AND PUBLIC PRESENTATION • CPC.....	2
COMM 234: BEGINNING AUDIO PRODUCTION • MPD.....	3
COMM 240: PRINT AND ONLINE JOURNALISM • MMJ, MST.....	3
COMM 241: MULTIMEDIA JOURNALISM • MMJ, MST.....	3
COMM 243: TELEVISION STUDIO PRODUCTION • MPD.....	3
COMM 248: INTRODUCTION TO PUBLIC RELATIONS • PRSC.....	3
COMM 249: COMMUNICATION PRACTICUM • PRSC.....	3
COMM 260: BUSINESS & PROFESSIONAL COMMUNICATION • CPC, PRSC.....	4
COMM 297: COMMUNICATION RESEARCH • CPC, MST, PRSC.....	4
COMM 310: SMALL GROUP DISCUSSION • CPC.....	4
COMM 312: NONVERBAL COMMUNICATION • CPC.....	4
COMM 317: PERSUASION AND ARGUMENTATION • CPC, PRSC.....	4
COMM 331: SCREENWRITING • MPD, MST.....	5
COMM 332: MEDIA CRITICISM AND ANALYSIS • MST.....	5
COMM 336: CINEMA AND SOCIETY • MST.....	5
COMM 337: INTERNATIONAL MEDIA SYSTEMS • MMJ, MST.....	5
COMM 343: VIDEO FIELD PRODUCTION • MPD.....	5
COMM 344: WRITING FOR THE PROFESSIONS • PRSC.....	6
COMM 348: MEDIA DESIGN AND LAYOUT • CPC, PRSC.....	6
COMM 390: STUDIES IN COMMUNITY AND PROFESSIONAL COMMUNICATION • CPC.....	6
COMM 404: MASS COMMUNICATION LAW • MMJ, MST.....	6
COMM 414: CONFERENCE AND MEETING MANAGEMENT • CPC, PRSC.....	6
COMM 430: POLITICAL COMMUNICATION • CPC, PRSC.....	7
COMM 446: DIGITAL FILMMAKING • MPD.....	7
COMM 452: HEALTH ENGAGEMENT AND ADVOCACY • CPC, PRSC.....	7
COMM 454: ADVANCED AUDIO PRODUCTION • MPD.....	7
COMM 465: DIGITAL STRATEGY • CPC356&.....	7
COMM 466: SPECIALIZED REPORTING • MMJ.....	7
COMPLETING YOUR MAJOR CORE	8
COMM 399: INTERNATIONAL STUDIES IN COMMUNICATION • ALL.....	8
COMM 490: COMMUNICATION SEMINAR • ALL.....	8
COMM 490-001 TELEVISION GENRES	8
COMM 490-002 FAITH IN DIALOGUE: COMMUNICATING IDENTITY AND BELONGING ACROSS RELIGIONS	8
COMM 490-003 LIVE THE STORY: AN INTRODUCTION TO THEMED ENTERTAINMENT	8
COMM 495: INTERNSHIP IN COMMUNICATION • ALL.....	8

Community and Professional Communication (CPC)

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

Public Relations and Strategic Communication (PRSC)

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

Media Production (MPD)

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

Media Studies (MST)

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

Multimedia Journalism (MMJ)

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

WINTER 2025 COURSE OFFERINGS

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

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How do I sign-up for an advising appointment?

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

How do I know what courses I can take to satisfy my

General Education requirements?

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COMM 100: FUNDAMENTALS OF COMMUNICATION

Does the thought of public speaking make your heart race and your stomach sink? Perhaps

COMM 234: BEGINNING AUDIO PRODUCTION • MPD

Prof. Nathan Hartman

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

COMM 240: PRINT AND ONLINE JOURNALISM • MMJ, MST

Dr. Jennifer Cox

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

Prerequisite: C or better in COMM 102.

COMM 241: MULTIMEDIA JOURNALISM • MMJ, MST

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

Prerequisite: C or better in COMM 102.

COMM 243: TELEVISION STUDIO PRODUCTION • MPD

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

COMM 248: INTRODUCTION TO PUBLIC RELATIONS • PRSC

Dr. Meredith Morgoch

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

Prerequisites: C or better in COMM 101 and COMM 102

COMM 249: COMMUNICATION PRACTICUM • PRSC

Prof. Amanda Welch-Hamill

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

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

COMM 260: BUSINESS & PROFESSIONAL COMMUNICATION • CPC, PRSC

Prof. Amanda Welch-Hamill

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



COMM 297: COMMUNICATION RESEARCH • CPC, MST, PRSC

Dr. Meredith Morgoch

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

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

COMM 310: SMALL GROUP DISCUSSION • CPC

Dr. Freda Lekey

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

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COMM 312: NONVERBAL COMMUNICATION • CPC

Dr. Carolina Bown

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

3 U H U H T X L V L W H V - X Q L R U 6 W D Q G L Q J D Q G & R U E H W W H

COMM 317: PERSUASION AND ARGUMENTATION • CPC, PRSC

Dr. Joshua Bolton

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

3 U H U H T X L V L W H V - X Q L R U 6 W D Q G L Q J D Q G & R U E H W W H

COMM 344: WRITING FOR THE PROFESSIONS • PRSC

Dr. Joshua Bolton

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

Prerequisite: C or better in COMM 248.

COMM 348: MEDIA DESIGN AND LAYOUT • CPC, PRSC

Dr. Meredith Morgoch

This course explores the creative and practical aspects of printed and digital communication, with an emphasis on typography, layout ,

COMPLETING YOUR MAJOR CORE

