

## COMMUNICATION

# Department of Communication

## Mission Statement

The Department of Communication exists to prepare students for leadership in ministries and careers in communication-related fields. The department provides opportunities for students to gain theoretical knowledge and hands-on experience grounded on a Christ-centered worldview through classroom activities, internships, experiential education, service learning, and storytelling performances. By doing so, the department produces graduates who are critical thinkers and effective communicators and who focus on service, ethics, and excellence.

University of Northwestern meets the challenge of our constantly changing world with a diverse communication program that equips students for many kinds of careers and ministries. The need has never been greater for Christian men and women who can communicate clearly and powerfully through the spoken word, the written word, and a vast array of electronic communication technologies. The Department of Communication has responded to this need for preparing effective communicators by offering courses and programs which combine the development of personal interests and abilities with practical and theoretical training from a biblical worldview.

## Communications Studies Major

Bachelor of Arts or Bachelor of Science

The Communication Studies major is designed to prepare students with foundational communication principles and relational communication skills for a wide variety of contexts and careers that involve working with people and are important for effective leadership, training, and service. The degree is granted upon completion of credits specified on pages 48–49 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **Scientific & Quantitative Literacy** courses in core curriculum: mathematics course MAT2055 or PSY3005; social science course COM4105 [OCE, WCE].
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 47.

### Required Courses . . . . . 30–34 cr

COM2107	Communication Theory . . . . .	4
COM3105	Gender and Family Communication . . . . .	4
COM3106	Organizational Communication . . . . .	4
COM3107	Intercultural Communication . . . . .	4
COM3135	Business Communication . . . . .	2
COM3176	Advanced Public Speaking and Speech Writing . . . . .	4
COM4105	Mass Media and Society [OCE, WCE] (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
COM4308	Communication Research Methods . . . . .	4

### Workshops . . . . . 2–4

Four enrollments from MEP3626-3628; PRL3625; at least two of which must be taken for credit.

### Internship . . . . . 2–4

One enrollment selected from COM4995, MEP4995, PRL4995, or PRL4996; minimum of 2 credits. The required internship should be completed during a student's junior or senior year. Additional internship credits are encouraged and can apply to free electives, if needed.

### Strategic Communications Selectives . . . . . 15–16 cr

#### Select 4 credits from the following:

COM3108	Interpersonal Communication . . . . .	2
PRL2085	Public Relations & Social Media Strategies . . . . .	4
PRL3187	Sport Public Relations . . . . .	2
PRL3386	PR Events: Planning & Management . . . . .	2
PRL3387	Political Communication . . . . .	2
	Any COM, MEP, or PRL Special Topics course . . . . .	2

#### Select 4 credits from the following:

ENG2146	Professional Writing . . . . .	2
ENG2235	Editing and Proofreading . . . . .	2
ENG3248	Grant Writing . . . . .	2
ENG3249	Social Media Marketing . . . . .	2
ENG3316	Freelance Content Writing . . . . .	4
MEP3115	Scriptwriting . . . . .	4
PRL2061	Multimedia Writing . . . . .	4

#### Select one of the following:

MEP1012	Audio Production . . . . .	3
MEP1013	Video Production . . . . .	4
MEP1016	Story Structure . . . . .	4

#### Select 4 credits from the following:

DES1031	Intro to Layout . . . . .	2
DES2111	Intro to Graphic Design . . . . .	2
KIN3035	Sports Marketing . . . . .	4
KIN4055	Sports Facility and Game Management . . . . .	4
MEP3117	Media Business . . . . .	4
MIN3065	Digital Ministry . . . . .	2
MKT1085	Principles of Marketing . . . . .	4
MKT3165	Digital Marketing . . . . .	4
MKT3188	Advertising and Promotion . . . . .	4

Other courses may be applied with approval of department chairperson. Workshops do not apply.

The Department of Communication strongly recommends the following minors: English, Event Planning, History, Intercultural Studies, Journalism, Marketing, Media Production, Ministry, Museum Studies and Public History, Political Science, Pre-Law, Professional Writing, or Sport Communication.

WCE = WRITTEN COMMUNICATION EMPHASIS.

OCE = ORAL COMMUNICATION EMPHASIS.

SEE PAGE 50 FOR EXPLANATION AND PREREQUISITES.

**Communication Minor . . . . . 16 cr**

Required Courses: COM1075 or 1825; 2107. Remaining courses selected from any 2000-, 3000-, or 4000-level course with COM prefix; or MEP3626-3628; or PRL3625.

**Speech Minor . . . . . 16 cr**

Required Courses: COM1075 or 1825, 3176. Remaining courses selected from the following: COM3135; LIN2226; MIN4306, 4405; PRL3387, 3625; THE1057.

**Media Production Major**

Bachelor of Science

The Media Production major is home to the Media Entertainment Lab (the MEL) and is designed to prepare students not only for careers in traditional media such as radio, television, journalism, and film, but also in emerging paths like churches, ministries, production houses, small business, and Fortune 500 companies. More and more outlets are seeing the value of storytelling through high-quality media. Podcasts, short films, and online articles help businesses tell stories to connect people with their brand. As students pursue Christ, they pursue the creative craft of audio and video production, visual story-telling, writing, editing, producing, and on-air performance. Students will have unique opportunities to intern/work at Northwestern Media, local production houses, or on other short-term projects. Students gain a critical understanding of how to communicate stories, ideas, and gospel-truth through a variety of different media. Students in the MEL can choose from three tracks: Content Creation & Brand Strategy, Film & Video, and Radio & Recording Arts. The four required MEL Workshops give students hands-on experience in producing content through the Five16 Film Festival, themel.media, and 98.5 HD4. The degree is granted upon completion of credits specified on pages 48-49 (40 credits must be successfully completed in 3000- or 4000-level courses).

- **Creative Expression** course in core curriculum must include COM2007
- **Scientific & Quantitative Literacy** social science course in core curriculum: COM4105 [OCE, WCE]

**Media Production Core Required Courses . . . . 24-26 cr**

MEP1012	Audio Production . . . . .	3
MEP1013	Video Production . . . . .	4
MEP1016	Story Structure . . . . .	4
MEP2115	Production Technology . . . . .	2
MEP3117	Media Business . . . . .	4
MEP4855	Senior Capstone . . . . .	3
MEP4995	Media Production Internship . . . . .	2
COM2007	Introduction to Film (SEE CREATIVE EXPRESSION REQUIREMENT ABOVE)	
COM4105	Mass Media and Society [OCE, WCE] (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	

**Workshops (4 enrollments) . . . . . 2-4**  
Four enrollments from MEP3626-3628; PRL3625; at least two of which must be taken for credit.

**Track . . . . . 21-24 cr**

Select a track. Requirements are listed below.

**Film & Video Track (23-24 cr)****Required Courses . . . . . 16 cr**

MEP3045	Directing the Actor . . . . .	3
MEP3115	Scriptwriting . . . . .	4
MEP3135	Single Camera Production . . . . .	3
MEP3137	Post-Production . . . . .	4
MEP3139	Cinematography and Lighting . . . . .	2

**Select 7-8 credits from the following:**

CMC	APPROVED CONTEMPORARY MUSIC CENTER COURSES* . . . . .	8
DES3106	Motion Design . . . . .	4
LAFSC	APPROVED LOS ANGELES FILM STUDIES CENTER COURSES* . . . . .	8
MEP3126	Brand Production Strategies . . . . .	3
MEP3805	Special Topics in Media Production . . . . .	2-4
MEP4125	Sound Design . . . . .	3
PRL2061	Multimedia Writing . . . . .	4

**Radio & Recording Arts Track (21-22 cr)****Required Courses . . . . . 14 cr**

MEP3125	Advanced Audio Production . . . . .	4
MEP3126	Brand Production Strategies . . . . .	3
MEP4125	Sound Design . . . . .	3
PRL2061	Multimedia Writing . . . . .	4

**Select 7-8 credits from the following:**

CMC	APPROVED CONTEMPORARY MUSIC CENTER COURSES* . . . . .	8
DES1031	Introduction to Layout . . . . .	3
DES3106	Motion Design . . . . .	4
LAFSC	APPROVED LOS ANGELES FILM STUDIES CENTER COURSES* . . . . .	8
MEP3045	Directing the Actor . . . . .	3
MEP3115	Scriptwriting . . . . .	4
MEP3135	Single Camera Production . . . . .	3
MEP3137	Post-Production . . . . .	4
MEP3139	Cinematography and Lighting . . . . .	2
MEP3805	Special Topics in Media Production . . . . .	2-4
PRL2085	Public Relations and Social Media Strategies . . . . .	4
PRL3187	Sport Public Relations . . . . .	2

\* SEE RELATED INFORMATION ON PAGES 20, 37-38

**COMMUNICATION**

**Media Production Minor . . . . . 16 cr**

**Required Courses:** MEP1012 or 1013, 1016; workshops—two enrollments selected from MEP3626-3628; PRL3625. Additional upper-level credits in non-workshop courses with MEP prefix.

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**Event Planning Minor . . . . . 16 cr**

**Required Courses:** PRL2061, 3035, 3386, 4996 (4 cr); MGT4267.

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**Journalism Minor . . . . . 16 cr**

**Required Course:** MEP1013, 3035, PRL2061; two (2) credits from MEP3627; PRL3625; three (3) credits from MEP/PRL courses; approved practicum or internship enrollment.

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**Professional Writing Minor . . . . . 18 cr**

This minor introduces students to the skills required to work as a professional writer in any of several professional venues. The minor emphasizes practical writing skills and provides opportunities to develop a portfolio of professional writing samples.

**Required Courses:** PRL2061; ENG2146, 3247; select 10 credits from the following: ENG2235, 3125, 3165, 3248, 3249, 3316, 4435; PRL3625.

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**Sport Communication Minor . . . . . 16 cr**

**Required Courses:** MEP1012 and PRL2061 or MEP1013 and 3035; 3 credits from MEP3627, 3628; PRL3625, 4627. Remaining credits selected from: KIN1065, 2025, 3035, 3045, 4055; PRL3187; approved practicum or internship enrollment.

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