

## 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.

## Communication 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 PSY3208; 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
COM4105	Mass Media and Society [OCE, WCE] (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	2
COM4308	Communication Research Methods . . . . .	4
SPE3176	Advanced Public Speaking and Speech Writing . . . . .	4

### Workshops . . . . . 2–4

Four enrollments from JOU2625, 4625, MEP2625–2627, 4625–4627; PRL2625, 4625; 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 . . . . . 4 cr

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

#### Select 4 credits from the following . . . . . 4 cr

ENG2146	Writing for Organizations . . . . .	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 . . . . . 3–4 cr

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

#### Select 4 credits from the following . . . . . 4 cr

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, Public Relations, or Sport Communication.

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OCE = ORAL COMMUNICATION EMPHASIS.

SEE PAGE 50 FOR EXPLANATION AND PREREQUISITES.

Communication Minor ..... 16 cr

**Required Courses:** COM2107; SPE1075 or 1825. Remaining courses selected from any 2000-, 3000-, or 4000-level course with COM prefix; or JOU, MEP, PRL, SPE courses numbered 2625–2627, 4625–4627.

**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 or MEP2055
- **Scientific & Quantitative Literacy** social science course in core curriculum: COM4105 [OCE, WCE]

**Media Production Core Required Courses** ..... 16–18 cr

MEP1012	Audio Production	3
MEP1013	Video Production	4
MEP1016	Story Structure	4
MEP4855	Senior Capstone	3
COM2007	Introduction to Film <b>or</b>	
MEP2055	Media History	
	(SEE CREATIVE EXPRESSION REQUIREMENT ABOVE)	
COM4105	Mass Media and Society [OCE, WCE]	
	(SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	

**Workshops (4 enrollments)**

Four enrollments from MEP2625-2627, 4625–4627; JOU2625, 4625; PRL2625, 4625; at least two of which must be taken for credit ..... 2–4

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**Track** ..... 28-30 cr

Select a track. Requirements are listed below.

**Content Creation & Brand Strategy Track (29 cr)**

**Required Courses** ..... 13 cr

MEP3126	Brand Production Strategies	3
MEP3035	Non-fiction: Documentary & News	3
MEP3135	Single Camera Production	3
PRL2061	Multimedia Writing	4

**Select from the following** ..... 16 cr

CMC	APPROVED CONTEMPORARY MUSIC CENTER COURSES*	16
DES1031	Introduction to Layout	2
DES3106	Motion Design	4
LAFSC	APPROVED LOS ANGELES FILM STUDIES CENTER COURSES*	16
MEP2036	Multi-Camera Production	3
MEP2055	Media History	2
MEP2115	Broadcast Tech	2
MEP3045	Directing the Actor	3
MEP3056	Web Content Strategy	2
MEP3115	Scriptwriting	4
MEP3117	Media Business	4
MEP3125	Advanced Audio Production	4
MEP3137	Post-Production	4
MEP3615	Media Production Practicum	1–2
MEP3805	Special Topics in Media Production	2–4
MEP4995	Media Production Internship	2–4
	(REQUIRED FOR NON-CMC, NON-LAFSC)	
MKT1085	Principles of Marketing	4
PRL2085	Public Relations and Social Media Strategies	4
PRL3187	Sport Public Relations	2
PRL3805	Special Topics in PR	2-4

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**Film & Video Track (30 cr)**

<b>Required Courses</b> .....	<b>14 cr</b>
MEP3045 Directing the Actor .....	3
MEP3115 Scriptwriting .....	4
MEP3135 Single Camera Production .....	3
MEP3137 Post-Production .....	4
<b>Select from the following</b> .....	<b>16 cr</b>
DES3106 Motion Design .....	4
LAFSC APPROVED LOS ANGELES FILM STUDIES CENTER COURSES* .....	16
MEP2036 Multi-Camera Production .....	3
MEP2055 Media History .....	2
MEP2115 Broadcast Tech. ....	2
MEP3035 Non-fiction: Documentary & News .....	3
MEP3117 Media Business .....	4
MEP3126 Brand Production Strategies .....	3
MEP3139 Cinematography and Lighting .....	2
MEP3615 Media Production Practicum .....	1–2
MEP3805 Special Topics in Media Production .....	2–4
MEP4125 Sound Design .....	3
MEP4995 Media Production Internship .....	2–4 (REQUIRED FOR NON-LAFSC)
PRL2061 Multimedia Writing .....	4

**Radio & Recording Arts Track (28 cr)**

<b>Required Courses</b> .....	<b>12 cr</b>
MEP2115 Broadcast Tech. ....	2
MEP3125 Advanced Audio Production .....	4
MEP3126 Brand Production Strategies .....	3
MEP4125 Sound Design .....	3
<b>Select from the following</b> .....	<b>16 cr</b>
CMC Approved Contemporary Music Center courses* ..	16
DES3106 Motion Design .....	4
MCH3216 Technology in Worship .....	2
MEP2055 Media History .....	2
MEP3035 Non-fiction: Documentary & News .....	3
MEP3056 Web Content Strategy .....	2
MEP3115 Scriptwriting .....	4
MEP3117 Media Business .....	4
MEP3135 Single Camera Production .....	3
MEP3137 Post-Production .....	4
MEP3615 Media Production Practicum .....	1–2
MEP3805 Special Topics in Media Production .....	2–4
MEP4995 Media Production Internship .....	2–4 (REQUIRED FOR NON-CMC)
PRL2061 Multimedia Writing .....	4
PRL2085 Public Relations and Social Media Strategies .....	4
PRL3805 Special Topics in PR .....	2-4

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

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

**Required Courses:** MEP1012 or 1013, 1016; workshops—two enrollments selected from MEP2625-2627, 4625-4627; PRL2625, 4625. 6–9 additional upper-level credits in non-workshop courses with MEP prefix.

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

**Required Course:** MEP1013, 3035, PRL2061; two (2) credits from MEP2627, 4627; PRL2625, 4625; three (3) credits from MEP/PRL courses; approved practicum or internship enrollment.

**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; JOU2625, 3269, 4625; MEP3056, PRL2625, 4625.

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

**Required Courses:** MEP1012 and PRL2061 or MEP1013 and 3035; 3 credits from MEP or PRL courses numbered 2625, 2627, 4625, 4627. Remaining credits selected from: KIN1065, 2025, 3035, 3045, 4055; PRL3187; approved practicum or internship enrollment.

## Public Relations Major Bachelor of Arts or Bachelor of Science

The Public Relations major is designed to prepare students for careers in the dynamic field of public relations. Career opportunities include media relations specialist, event planner/manager, press secretary, promotions manager, social media specialist, communications specialist, information officer, development director, fundraiser, and marketing manager. The major emphasizes using a broad range of tactics to build goodwill with a business or organization’s stakeholders. Students learn to conduct market research, analyze audiences, think strategically, identify publicity opportunities, and write and speak persuasively. Through course-embedded, real-world service-learning projects; informational interviews; and required internships, students begin development of a professional network. For students interested in studying abroad, fall semester of the junior year usually works best. 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 PSY3208; social science course COM4105 [OCE, WCE].
- **B.A. option** requires achieving 1002-level competency in an approved foreign language. See page 47.

<b>Required Courses</b> . . . . .	<b>37–41 cr</b>
COM2107 Communication Theory . . . . .	4
COM3135 Business Communication . . . . .	2
COM4105 Mass Media and Society [OCE, WCE] (SEE SCIENTIFIC & QUANTITATIVE LITERACY REQUIREMENT ABOVE)	
PRL2061 Multimedia Writing . . . . .	4
PRL2085 Public Relations and Social Media Strategies . . . . .	4
PRL3035 Nonprofit PR . . . . .	2
PRL3187 Sport Public Relations <b>or</b> PRL3387 Political Communication . . . . .	2
PRL3386 PR Events: Planning and Management . . . . .	4
PRL4308 Public Relations Research Methods . . . . .	4
PRL4385 Public Relations Cases and Crisis Communication. . . . .	4
PRL4855 Senior Capstone . . . . .	3
<b>Workshops</b> . . . . .	2–4
Four enrollments from MEP2625–2627, 4625–4627; PRL2625, 4625; at least two of which must be taken for credit.	
<b>Internship</b> . . . . .	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.	

<b>Selectives</b> . . . . .	<b>11–12 cr</b>
<b>Select 4 credits from the following</b> . . . . .	<b>4 cr</b>
ENG2146 Writing for Organizations . . . . .	2
ENG2235 Editing and Proofreading . . . . .	2
ENG3248 Grant Writing . . . . .	2
ENG3249 Social Media Marketing . . . . .	2
ENG3316 Freelance Content Writing . . . . .	4
MEP3115 Scriptwriting . . . . .	4
MIN3065 Digital Ministry. . . . .	2
Any COM, MEP, or PRL Special Topics course . . . . .	2–4
<b>Select one of the following</b> . . . . .	<b>3–4 cr</b>
MEP1012 Audio Production . . . . .	3
MEP1013 Video Production . . . . .	4
MEP1016 Story Structure . . . . .	4
<b>Select 4 credits from the following</b> . . . . .	<b>4 cr</b>
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
MKT1085 Principles of Marketing . . . . .	4
MKT3165 Digital Marketing . . . . .	4
MKT3188 Advertising and Promotion. . . . .	4

The Department of Communication strongly recommends the following minors: Communication, 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.

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Public Relations Minor . . . . . 16 cr

**Required Courses:** PRL2085, 4385. Remaining courses selected from: any course with PRL prefix (PRL4995 or PRL4996 highly recommended); or JOU, MEP, PRL, SPE courses numbered 2625–2627, 4625–4627.

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Event Planning Minor . . . . . 16 cr

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

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Speech Minor . . . . . 16 cr

**Required Courses:** SPE1075 or 1825, 3176. Remaining courses selected from the following: COM3135, 3355; LIN2226; MIN4306, 4405; PRL2625, 3387, 4625; SPE2625, 4625; THE1057; any course with SPE prefix.

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