

S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Mark Lodato, Dean

400 Newhouse I

[newhouse.syr.edu \(https://coursecatalog.syracuse.edu/graduate/public-communications/newhouse.syr.edu\)](https://coursecatalog.syracuse.edu/graduate/public-communications/newhouse.syr.edu)

About the College

The S.I. Newhouse School of Public Communications is widely regarded as one of the nation's top schools of communications. Engaged in industry partnerships and ongoing curricular development, the scope of the S.I. Newhouse School of Public Communications reaches beyond the confines of the classroom. The school prepares students and faculty alike to take a leadership role in addressing the issues of today's rapidly changing media landscape.

The Newhouse School claims a distinguished faculty with a broad range of expertise which is supplemented by visiting communications professionals, regularly bringing new experiences to the classroom. Students study in a modern, three-building complex, which houses multimedia labs, television and photography studios, and sound production and recording facilities. Students are supported in their professional development by the Tina Press and David Rubin Career Development Center which serves students who are engaged in public communications studies and helps them make professional connections and find internships, as well as professional positions. <https://newhouse.syr.edu/students/career-development-center/>. (<https://newhouse.syr.edu/students/career-development-center/>)

Upon graduation, students join the ranks of Newhouse alums, a large and robust group of communications professionals influencing all aspects of the industry. The Career Development Center encourages networking among alums and between students and alums, supporting their continued involvement in the Newhouse School.

The Newhouse School is an authorized certification partner with: Adobe, Apple, Avid and Microsoft.

The S.I. Newhouse School embraces every form of public communications offering a rich variety of undergraduate programs (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/#programtext>).

Shared Competencies

The S.I. Newhouse School of Public Communications participates in students' knowledge and skill development through the Shared Competencies (<https://coursecatalog.syracuse.edu/shared-competencies/>), Syracuse University's institutional learning goals that highlight the knowledge and skills students can expect to gain through their major courses, liberal arts requirements and co-curricular activities.

Accreditation

The S.I. Newhouse School of Public Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications, and the School is a member of the Association of Schools of Journalism and Mass Communications.

Educational Mission

The S. I. Newhouse School of Public Communications' mission is to educate ethical, visionary communicators whose goal is to establish an open marketplace of ideas guided by the First Amendment using contemporary professional practices. In the course of earning their degree, students are expected to achieve the following educational outcomes:

- **Law:** Apply the principles and laws of freedom of speech and press, in a global and domestic context.
- **History:** Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- **Diversity:** Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- **Visual Communications:** Present images and information effectively and creatively, using appropriate tools and technologies.
- **Writing:** Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- **Ethics:** Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- **Critical Thinking/Research:** Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- **Use of Numbers:** Effectively and correctly apply basic numerical and statistical concepts.
- **Evaluation:** Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- **Technology:** Apply tools and technologies appropriate for the communications professions in which they work.
- **Contribute to Knowledge:** Contribute to knowledge appropriate to the communications professions in which they work.

Graduate Education

Mark Lodato, Dean

Carolyn Hedges, PhD, Associate Dean of Professional Graduate Studies

Nick Bowman, PhD, Director of Doctoral Studies

The S. I. Newhouse School of Public Communications offers master's degree programs in advanced media management; advertising; arts journalism and communications; broadcast and digital journalism; magazine, news and digital journalism; multimedia, photography and design; public relations; and television, radio and film. Audio arts is a combined degree program offered from the Newhouse School and the College of Visual and Performing Arts. We also offer a combined degree program from the Newhouse School and the Maxwell School of Citizenship and Public Affairs in public diplomacy and global communications. In addition to these residential programs, the Newhouse School offers online master's programs in communications with tracks in journalism innovation, media management, and strategic communication, and mid-career level master's degree in communications management.

In addition to the professional master's degree programs, the School offers a research-based master's degree program in media studies.

At the doctoral level, the mass communications program is designed for advanced study in research, analysis of public communications, and teaching.

For a complete listing of faculty members associated with the Newhouse School, see the Faculty section of the Graduate Course Catalog.

Admission

Master's Degree Programs

We welcome candidates from a wide variety of academic disciplines and backgrounds to apply to our master's degree programs. Candidates with bachelor's degrees from accredited colleges or universities are eligible for admission. No prior academic or professional experience in communications is required.

Our on-campus professional programs begin in the summer. Only the Media Studies begins in the fall. Our online communications and communications management programs offer four start-terms per year.

In addition to the master's degree programs described above, the School offers dual-degree options with the College of Law.

Inquiries about the master's program should be directed to the Graduate Programs Office at nhmasters@syr.edu.

Doctoral Program

Only students with outstanding records will be considered for the Mass Communications doctoral program. A candidate must be a graduate of an accredited college or university and have a master's degree or equivalent in communications or a field considered appropriate by the school's committee on graduate programs. Inquiries about the doctoral program should be directed to Dr. Nick Bowman, Director of Doctor Programs, Newhouse School of Public Communications, nbowman@syr.edu, 315-443-9241.

The Newhouse School funds five new doctoral students each year and is rooted in the social and behavioral sciences. The Ph.D. in Mass Communications is intended to be an interdisciplinary degree, with doctoral students taking a series of classes outside of the Newhouse School and developing at least one outside area of expertise. In developing an outside area of expertise, the student may draw on a wide variety of faculty in other schools at the University.

The purpose of the program is to train doctoral students to be scholars who are capable of conducting original research, creating new knowledge, and disseminating it through publications and teaching. Most graduates will leave the program to take faculty positions in journalism, mass communication, public relations, and other communication units in colleges and universities around the world; some will pursue careers that serve the needs of communications organizations or research organizations.

Our four-year, fully funded in-person residential program is meant to help students develop their scholarly skills and abilities to the fullest. While there are a wide range of opportunities (such as teaching, research, service, travel, working with faculty), our focus is to make doctoral coursework as enriching as possible, and dissertation research of the highest caliber worthy of peer-reviewed publication. It is this educational experience that will prepare students most successfully for the careers ahead. We pride ourselves on the fact that our faculty work closely

with our Ph.D. students to identify their professional goals as well as collaborate on research projects.

The Newhouse School believes that academic success is grounded in student well-being, community, collaboration, and inclusion, diversity, equity, and accessibility. We share the perspective that the whole person is part of a holistic ecosystem, incorporating both individual experience, knowledge, and perspective focusing on research, teaching, and service.

Assistantship Requirements

Students are accepted into the Ph.D. program on an assistantship. As part of the assistantship, students will dedicate 20 hours per week to an amalgamation of research, teaching, and academic service.

Research

You will engage in research and publication activities with faculty throughout the program duration. A solid publications and presentations record will help in a student's pursuit of academic and research job opportunities available upon graduation.

Teaching

To develop as an academic, students may have the opportunity to teach within the Newhouse School. They further will develop the skills needed to succeed in the classroom by taking part in Syracuse University's Future Professoriate Program, a structured professional development experience designed to prepare our Ph.D. students for life as a faculty member. These skills also are critical to developing the necessarily skills at translating research and scholarship for myriad audiences, for those Ph.D. students pursuing industry and other careers, post-graduation.

Academic Service

Students are expected to provide academic service to the school only to the extent that it furthers their academic progress and does not interfere with meeting program requirements. These service opportunities might include reviewing research papers, assisting with school/department-hosted professional meetings, helping to host guest research scholars, assisting with biannual Newhouse Symposium, and other opportunities as they arise. We encourage you to engage with your advisor and the program director for questions about where and how you can engage in service that aligns with your interests.

Graduate Awards

Newhouse Diversity Fellowship

Established in 1993, these awards are made annually to two minority students who wish to enroll in the Magazine, News, and Digital Journalism Master's program to pursue a newspaper career. Preference is given to students who have majored in subjects other than journalism. Funded by the Newhouse Foundation, each award provides free tuition and a monthly stipend for 18 months of study (during which time the student also works as a reporting intern at the Advance Media New York).

Dean's Scholarships

These scholarships support graduate education for students with superior qualifications. Academic departments recommend students to receive these scholarships. These are percentage awards of varying amounts that are applied each academic term until completion of the degree. Awards range from 10 percent to 45 percent.

Forever Orange Scholarship

Specifically for Syracuse University students, the Forever Orange Scholarship provides half of the tuition for students who enroll full-time in a qualifying graduate degree or certificate program at Syracuse University. The scholarship is automatically available to all graduating

Syracuse University seniors who are eligible for admission-no separate scholarship application is needed.

Doctoral Awards

The Newhouse School funds up to five new doctoral students each year who help support research and/or the teaching of undergraduate classes.

Online Education

Master of Science in Communications

The online Master of Science in Communications prepares media professionals to thrive in today's fast-evolving landscape of mass media and digital communication. Designed and taught by faculty from the S.I. Newhouse School of Public Communications, the program offers students worldwide access to a top-tier education without the need to relocate.

Ideal for individuals with undergraduate degrees or professional experience in communications, journalism, public relations, advertising, media business, or related fields, the program allows students to specialize in one of three focus areas: Strategic Communications, Journalism Innovation, or Media Management.

The 33-credit program can be completed in as few as 15 months and is delivered in a flexible online format combining asynchronous coursework with weekly live sessions. This structure is designed to accommodate working professionals.

Students are also required to participate in two short-term immersion experiences held over 2–3 days in various locations. Past immersions have taken place in Syracuse, New York City, Los Angeles, Washington, D.C., Miami, and Costa Rica. These experiences offer students the opportunity to connect in person with faculty, classmates, and alumni; engage with industry leaders; and collaborate on real-world projects.

Master of Science in Communications Management

The Master of Science in Communications Management is designed for experienced communications professionals preparing to take on leadership and executive roles. Since 1995, the program has integrated coursework in strategic communications, business management, and leadership to equip graduates for success across corporate, agency, nonprofit, NGO, and consulting sectors worldwide.

This interdisciplinary program provides the knowledge, skills, and strategic insight needed to advance in a field that is rapidly evolving due to digital transformation and the rise of social media. The 36-credit degree can be completed in as few as 18 months through a flexible online format that combines asynchronous coursework with weekly live (synchronous) sessions—designed to accommodate working professionals.

Students also participate in two required immersion experiences, each held over a 2–3 day period in locations such as Syracuse, New York City, Los Angeles, Washington, D.C., Miami, and Costa Rica. These immersive residencies allow students to connect in person with faculty, classmates, and alumni; engage with industry leaders; and apply their learning to real-world projects in dynamic professional settings.

For more information about our online programs, please contact nhonline@syr.edu.

Facilities

The S.I. Newhouse School's buildings are known on campus as Newhouse 1, 2, and 3; which are capable of supporting current curricular

needs including: web conferencing, presentations, web development and advanced multimedia projects.

Newhouse 1 contains administrative offices; digital news writing and editing laboratories with motion graphics, 3D animation, and research tools, such as SPSS and NVivo. Newhouse 1 also houses multimedia laboratories supporting digital imaging, video editing, digital sound editing, an advertising/public relations campaigns laboratory, and the Bill Glavin Magazine Lab, a collaborative space for magazine writing and production. There is a large professional photography studio equipped with Profoto D4 strobe equipment and lighting attachments, as well as HD SLR cameras. Exhibition spaces and the Steele Center, a portfolio prep environment with digital ink jet printers, are also located in this facility.

Newhouse 2 contains an extensive field-equipment facility (CAGE) that manages the school's digital video cameras (HD and DSLR formats), lights, microphones, and other production accessories. Post-production facilities include video editing stations, a 16-channel, digital music-recording studio equipped with Pro Tools® HD and 5.1 surround sound capabilities; a digital post-production sound studio equipped with Pro Tools® HD; an extensive sound effects and music collection; Full Adobe Creative Cloud® suite of software. The Newhouse School is an AVID®, Adobe® and Microsoft® authorized training partner and offers courses that lead to AVID®, Adobe® and Microsoft® certification. The facility also has two radio news production labs, and writing labs equipped with the broadcast newsroom software ENPS®. Several voice recording booths for recording voice tracks for radio and television stories support the creation of newscasts on multiple platforms. Students edit voice tracks using Adobe Audition®.

The Dick Clark Studios and Alan Gerry Innovation Center are located on the first two floors of Newhouse 2. This five-studio complex is supported by three control rooms, equipped with state-of-the-art technology. Two large soundstages and two smaller flex studios can be configured for a variety of single and multicamera productions. The broadcast and digital journalism newsroom and studio feature a fully automated system for newscast labs that integrate robotic cameras, graphic systems and digital video servers. Technology includes Ross Vision® video switchers, XPression graphic systems, Overdrive automation, SSL audio consoles, Ikegami® broadcast cameras, Imagine® video servers, Avid Isis® storage, and Evertz® routing systems. Newhouse has partnered with SU Athletics with the launch of the ACC Network in 2019. Fiber optic lines connect athletic venues, including the Carrier Dome to Newhouse 2 and ESPN headquarters in Bristol, CT. The facility in Newhouse 2 produces over 100 live sporting events annually.

The Gerry Innovation Center encourages students to experiment with new technologies including drones, large interactive screens, 360° cameras, and technology which supports the creation of virtual and augmented reality programming. The University's Orange Television Network <http://orangetv.syr.edu/> is also headquartered in Newhouse 2. Newhouse has partnered with SU Athletics for the launch of the ACC Network in 2019. Fiber optic lines connect athletic venues, including the Carrier Dome, to Newhouse 2 and ESPN headquarters in Bristol, CT. The facility in Newhouse 2 will be used to produce over 100 live sporting events annually.

Newhouse 3 houses a 300-seat auditorium; a collaborative media suite in which students can build interactive content; executive education interactive classrooms; student lounges; spaces for media-related student activities; and a research center. A dining and social area connects all three buildings in the center of the complex. A glass-

enclosed bridge connecting Newhouse 1 and 2 provides a walkway with a winter garden setting for studying or socializing.

Research Centers

Bleier Center for Television and Popular Culture

The S.I. Newhouse School is the home of the Bleier Center for Television and Popular Culture. Since 1997, the center has been overseeing the acquisition and editing of an ongoing series of books published by Syracuse University Press about television and other popular culture subjects, and maintaining a large archive of original interviews with pioneers of American television, as well as a collection of television scripts and production materials. The center provides expertise to a wide variety of TV, radio, and print reporters. On-campus activities include symposiums, guest lecturers, and weekly screenings, all of which are open to the public. For further information contact Robert Thompson, Director, 315-443-4077, <http://tvcenter.syr.edu/>

Center for Digital Media Entrepreneurship

The Newhouse Center for Digital Media Entrepreneurship provides courses, consulting, connections and cop-ops/internships to encourage Newhouse students to start businesses and to identify new career opportunities in a fast-changing media industry. The Center teaches digital media trends, business modeling, and the latest in venture development. The work of the center is reinforced through one-on-one coaching and supporting resources on- and off-campus including mentoring, team development, assistance with legal, funding, technology and management issues, and more. The Center is home to the Newhouse Startup Garage, a co-working space that connects student creators and startups with services and resources. Through internships and events (such as South by Southwest in Austin, and events with the start-up community in NYC), students are exposed to digital media startups and the start-up culture. In promoting digital media innovation and entrepreneurship, the Center also connects students to alumni and others who are innovating and changing the media industry. For further information contact Sean Branagan, Director, 315-443-6310; email startups@syr.edu or visit <http://www.newhousestartups.com/>

Newhouse Sports Media Center

The Newhouse Sports Media Center builds upon the Newhouse School's long history and strengths in sports communications. The Center provides courses across the spectrum of media, such as radio sports broadcasting, sports writing across platforms, sports reporting and anchoring, esports and media, sports production, television play-by-play, sports interviewing, to only name a few. The Newhouse Sports Media oversees the Sports Media & Communications Track in the Newhouse Undergraduate and Master's programs, connects students with internship and career opportunities through over 20 industry partnerships and fosters student and alumni interaction with a year-round speaker and guest lecture series.

The Newhouse Sports Media Center sponsors special student opportunities such as reporting from the Super Bowl, hosting and producing ACC Network studio shows on ESPN, photographing and reporting from the Empire state games and many more.

Broadcast and Digital Journalism and Television, Radio and Film Professor of Practice, Olivia Stomski is the Center director. For further information, visit: <http://newhousesports.syr.edu/>.

The Newhouse Center for Global Engagement

The Newhouse Center for Global Engagement is dedicated to creating collaborative, ethical, globally engaged students and faculty through promoting internationalization at home, experiential learning abroad, globally minded research, industry partnerships, and globally strategic outlooks. The center features the global work of Newhouse students, faculty and staff while providing a hub for new initiatives and partnerships. The center strives to bring the classroom into the world, and the world into the classroom. Associate Professor Brad Gorham is the center director. For further information visit: <https://newhouse.syr.edu/centers/newhouse-center-for-global-engagement> (<https://newhouse.syr.edu/centers/newhouse-center-for-global-engagement/>)

Tully Center for Free Speech

The S.I. Newhouse School is the home of the Tully Center for Free Speech, which educates students and the public about the value of free speech, free press and the First Amendment. The Center annually presents the Free Speech Award to a journalist who has faced significant turmoil in performing journalism in the previous year. The Center sponsors educational programs and conducts research related to media law and free speech, serves as a clearinghouse on media law issues in New York State, and supports interdisciplinary work on free speech topics at Syracuse University. For further information contact Professor Roy Gutterman, director at 315-443-3523, <http://tully.syr.edu/>

The Weiss Center

The Weiss Center was made possible in 2012 through the generosity of Syracuse University alums, Jim ;87 and Audra Weiss '89. Jim is founder and Chairman of Real Chemistry, a global health innovation company headquartered in San Francisco with over 2,000 employees worldwide. The Center's mission is to ensure SU students graduate with the cutting-edge skills needed to address the convergence of communications with "big data," business analytics, digital technology and social media in the area of "social commerce." Toward this end, the Center brings together marketing, communications, and digital experts from the industry with faculty and students; complements current course offerings with hands-on workshops and case studies; involves students in applied research projects for clients; and hosts internships at Real Chemistry and client offices across the United States. For more information, visit <http://socialcommerce.syr.edu/>.

Library Resources and Services

Syracuse University Libraries support teaching, learning, and research at the S.I. Newhouse School of Public Communications by providing a wide array of research support services, facilities, and on-site and online resources at <https://library.syracuse.edu>.

Library collections in public communications cover advertising, broadcast and digital journalism, print journalism, communication theory and research, law of the press, public relations, sports media, printing, photography, film, and freelance writing. Communications-related databases, accessible from any location on or off campus, include Nexis Uni, Factiva, MRI Simmons, Statista, Media Intelligence Center, PressReader, ProQuest Historical Newspapers, AP Newsroom, Vanderbilt University's Television News Archive, JSTOR, Communication Source, World Advertising Research Center, SBRnet (Sports Market Analytics), Mintel Reports, Inside Intelligence, eMarketer, Adforum, ProQuest Dissertations & Theses Global, Web of Science, Scopus, Sage Research Methods Online, and many more. In addition, the library offers ebooks in the hundreds of thousands and substantial collections of

streaming videos and DVDs, sound recordings, media trade magazines, collections of the memoirs of foreign correspondents; and private papers of American news people, broadcasters, authors, and cartoonists. All current students, faculty and staff also have access beyond subscription paywalls to the platforms for the digital *New York Times*, *Washington Post*, *Wall Street Journal*, *Syracuse.com*, *Advertising Age*, *Adweek*, and *The Chronicle of Higher Education*.

Physical facilities offer extensive hours, including 24-hour access most days, open collaborative study areas, teaching and seminar spaces, quiet and silent reading spaces, information technology loans, computer labs, reservable group study rooms, a faculty commons, digital scholarship services and open access publishing support. Pages Café, events spaces for student, librarian or faculty use, a Center for Learning and Student Success, Office of Undergraduate Research and Creative Engagement, a Biblio Gallery for exhibition of student creative work and the Blackstone Launchpad, a multidisciplinary center for entrepreneurship.

The Library's Special Collections Research Center (SCRC) collects the history of American broadcasting. Notable acquisitions include the personal papers of iconic broadcast journalist Ted Koppel, which includes near complete runs of 6500 episodes of the television program, *Nightline (1980-2005)* and episodes of *The Koppel Report*. SCRC is also the repository for the papers of several American columnists of national note William Safire, Drew Pearson, Westbrook Pegler, George Sokolsky, Harold Ickes, Dorothy Thompson, and Arthur Brisbane; an outstanding collection of prints, negatives, and personal papers of noted photographer Margaret Bourke-White, as well as personal papers, scripts, and audio-visual media of communications personalities Norman Corwin, Mike Wallace, Dick Clark, Long John Nebel, and Fulton Lewis Jr., as well as those involved in the business of television, such as Ed Bleier. The SCRC also maintains an extensive archive of scripts, videos, and personal papers in the field of television history, including scripts and production notes from *NYPD Blue* and *Party of Five*; scripts and videotapes of *St. Elsewhere*; and interviews by critics Arthur Unger and Steven H. Scheuer.

Programs

Master's

- Advanced Media Management, MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/advanced-media-management-ms/>)
- Advertising, MA (Not admitting students) (<https://coursecatalog.syracuse.edu/graduate/public-communications/advertising-ma/>)
- Advertising, MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/advertising-ms/>)
- Arts, Style and Culture Journalism, MA (<https://coursecatalog.syracuse.edu/graduate/public-communications/arts-style-culture-journalism-ma/>)
- Audio Arts, MA (<https://coursecatalog.syracuse.edu/graduate/public-communications/audio-arts-ma/>)
- Broadcast and Digital Journalism, MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/broadcast-digital-journalism-ms/>)
- Communications Management, MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/communications-management-ms/>)
- Communications, MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/communications-ms/>)
- Magazine, News and Digital Journalism, MA (<https://coursecatalog.syracuse.edu/graduate/public-communications/magazine-news-digital-journalism-ma/>)
- Media Studies, MA (<https://coursecatalog.syracuse.edu/graduate/public-communications/media-studies-ma/>)
- Multimedia, Photography and Design, MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/multimedia-photography-design-ms/>)
- Music Business, MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/music-business-ms/>)
- Public Diplomacy and Global Communications, MA (<https://coursecatalog.syracuse.edu/graduate/public-communications/public-diplomacy-global-communications-ma/>)
- Public Relations, MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/public-relations-ms/>)
- Television, Radio and Film, MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/television-radio-film-ma/>)

Doctorate

- Mass Communications, PhD (<https://coursecatalog.syracuse.edu/graduate/public-communications/mass-communications-phd/>)

Combined

- 4+1 A&S/Newhouse Combined Degree (<https://coursecatalog.syracuse.edu/graduate/public-communications/newhouse-combined-degrees/>)
- Law / Arts Journalism and Communications, JD/MA (<https://coursecatalog.syracuse.edu/graduate/public-communications/law-arts-journalism-communications-jd-ma/>)
- Law/Advertising, JD/MA (<https://coursecatalog.syracuse.edu/graduate/public-communications/law-advertising-jd-ma/>)
- Law/Magazine, News and Digital Journalism, JD/MA (<https://coursecatalog.syracuse.edu/graduate/public-communications/law-magazine-news-digital-journalism-jd-ma/>)
- Law/Public Relations, JD/MS (<https://coursecatalog.syracuse.edu/graduate/public-communications/law-public-relations-jd-ms/>)
- Law/Television, Radio and Film, JD/MA (<https://coursecatalog.syracuse.edu/graduate/public-communications/law-television-radio-film-jd-ma/>)

Faculty

Anthony Adornato, Associate Professor, Chair, Broadcast and Digital Journalism

M.A., University of Missouri, 2012

Investigative journalism, mobile and social media journalism, media for social responsibility

Na (Claire) Bai, Assistant Professor, Advertising

Ph.D., Harrisburg University

Integration of AI into business marketing, integrated marketing, advertising

G. Douglas Barrett, Assistant Professor, Television, Radio and Film

Ph.D., SUNY at Buffalo, 2010

Audio production, audio post-production, digital media

Lauren Bavis, Professor of Practice, Magazine, News & Digital Journalism

B.S., Towson University, 2012

Investigative reporting, journalism

Jennifer Billinson, Assistant Professor, Television, Radio and Film
Ph.D., Syracuse University, 2016
Digital culture and social media, use of popular music in response to disaster/tragedy, 20th century popular music history, media representation

Nick Bowman, Professor, Communications; Director, Ph.D. and Media Studies Programs
Ph.D., Michigan State University, 2010
Psychology of communication technology, impact of video games and social media

Richard L. Breyer, Professor, Television, Radio and Film
M.A., New York University, 1967
Documentary, global communications, India cable television

Harriet Brown, Professor, MND Graduate Program Director, Magazine, News & Digital Journalism
M.F.A., Brooklyn College, 1982
Magazine writing and editing, personal essay writing, body image and media, health communications, health journalism

Nina Brown, Associate Professor, Meredith Professor, Communications
J.D., Cornell University, 2010
Trademark infringement, copyright, communications law

Rockell Brown Burton, Associate Professor, Communications
Ph.D., Wayne State University, 2003
Race and representation, mediated representations of women, communication and culture, health communication

Makana Chock, Professor, Communications; David Levidow Endowed Professor
Ph.D., Cornell University, 2004
Health communication, persuasion, risk communication, social media effects

Michael Clarke, Professor of Practice, Magazine, News and Digital Journalism
M.S., Syracuse University, 2016
Convergence of digital strategy, emerging technology and media; particularly sports media.

Jay Clewis, Assistant Teaching Professor, Public Relations
M.S., Syracuse University, 2005
UI, UX design, optimizing content for mobile experience

Keonte Coleman, Assistant Professor, Broadcast and Digital Journalism
Ph.D., University of North Carolina at Greensboro, 2018
Diversity, journalism, leadership, media and higher education

Anthony D'Angelo, Professor of Practice, Chair, Public Relations; Director, Executive Education Program
M.S., Syracuse University, 1997
Digital public relations, internal and external communications

Joshua Darr, Associate Professor, Communications
Ph.D., University of Pennsylvania, 2015
American government, political communication, campaigns and elections, political journalism

Molle DeBartolo, Professor of Practice, Television, Radio and Film
B.S., Ithaca College, 2007
Post-production, line producing

Beth Egan, Associate Professor, ADV Graduate Program Director, Advertising; Co-Director Weiss Center
M.B.A., Southern Methodist University, 1990
Media and digital strategy, packaged goods, beauty and travel industry expertise

Imraan Farukhi, Associate Professor, Television, Radio, and Film
J.D., Pace University School of Law, 2009
Cinema industry technologies, artist contracts, trademark and patent infringement

Joshua Foust, Assistant Professor, Public Relations
Ph.D., University of Colorado Boulder, 2024
Video games for strategic communication, public relations practice and theory

Ben Frahm, Assistant Professor, Television, Radio and Film
M.F.A., UCLA, 2012
Screen writing, feature film, structure of film, short scripts

Aileen Gallagher, Professor, Associate Dean for Academic Affairs
M.S., Syracuse University, 2020
Magazine journalism, digital media, social media and journalism, blogs

Keith Giglio, Professor, Television, Radio and Film
M.F.A., New York University, 1989
Comedy writing, screenwriting, writing for video games

Seth Gitner, Associate Professor, Magazine, News & Digital Journalism, Visual Communications
B.F.A., Rochester Institute of Technology, 1995
Digital journalism, multimedia journalism, visual language in communications

Jon Glass, Professor of Practice, Magazine, News & Digital Journalism
B.S., University of Florida, Gainesville, 1994
Digital and social media, visual storytelling

Tula Goenka, Professor, TRF Graduate Program Director, Television, Radio and Film
M.S., Syracuse University, 1986
Filmmaking, documentary production, Bollywood and Indian cinema, media and human rights

MaryAnn Golon, Professor of Practice, Visual Communications
B.S., University of Florida, 1983
Visual editing

Bradley W. Gorham, Associate Professor, Communications; Director, Global Initiatives Program
Ph.D., University of Wisconsin-Madison, 2002
Media and society; media effects; race, gender, and media

Eric Grode, Associate Professor, Magazine, News & Digital Journalism
Journalism Program
B.S., Syracuse University, 1993
Writing and editing in arts and entertainment, film criticism

Jennifer Grygiel, Associate Professor, Communications
A.L.M., Harvard University, 2010
Social business and emerging media, social media marketing

Roy Gutterman, Professor, Communications; Director, Tully Center for Free Speech
J.D., Syracuse University, 2000

First Amendment law, communications ethics and law, legal issues and journalism, public access to information

Kuande Hall, Professor of Practice, Public Relations
M.P.S., Georgetown University, 2018

Public Relations planning, digital media strategy, social media strategy, brand management, media relations

J. Christopher Hamilton, Assistant Professor, Television, Radio and Film
M.A., J.D., Syracuse University, 1999
Digital entrepreneur, entertainment attorney, producing

Ken Harper, Associate Professor, MPD Graduate Program Director, Visual Communications
M.A., Ohio University, 2009
Graphics and interactive design, global communications

Carolyn Hedges, Associate Teaching Professor, Associate Dean of Graduate Professional Programs
Ph.D., Syracuse University, 2011
Digital media, gender, reality TV

Gregory Heisler, Professor of Practice, Visual Communications,
Distinguished Professor of Photography
Portrait photography, photo essays, advertising photography, editorial photography

Keren Henderson, Associate Professor, Broadcast and Digital Journalism
Ph.D., Louisiana State University, 2015
The relationship between the business of making news and the art of making news

Shaina Holmes, Associate Professor, Television, Radio and Film
B.S., Ithaca College, 2001
Visual effects, VFX compositing, motion graphics, animation

SooYeon Hong, Associate Teaching Professor, PRL Graduate Program Director, Public Relations
Ph.D., Syracuse University, 2008
Communications behaviors, crisis communication and coping, corporate social responsibility

Brad Horn, Professor of Practice, Public Relations, Associate Dean for Strategic Initiatives
M.S., Syracuse University, 2009
Sports and society, public relations campaigns, public relations writing

Jamie Hoskins, Professor of Practice, Broadcast and Digital Journalism
M.S., Syracuse University, 2013
Journalism

Nausheen Husain, Assistant Professor, Magazine, News & Digital Journalism
M.J., UC Berkeley Graduate School of Journalism, 2014
Data reporting, data journalism

Hua Jiang, Professor, Public Relations, Associate Dean of Diversity, Equity, Inclusivity, and Accessibility
Ph.D., University of Maryland, College Park, 2009
Public relations management, social media and public relations, public relations research methods, internal communications

Rawiya Kameir, Assistant Professor, Magazine, News & Digital Journalism
M.S., Columbia University, 2010

Digital media, magazine production and business

Joel Kaplan, Professor, Magazine, News & Digital Journalism; Director, Goldring Arts, Style and Culture Journalism Program
M.S.L., Yale Law School, 1991
Investigative reporting, media law, First Amendment law

Faren Karimkhan, Assistant Professor, Advertising
Ph.D., Florida State University, 2022
Integrated marketing communication and social media marketing

Dennis F. Kinsey, Professor, Public Relations; Director, Public Diplomacy and Global Communications Program
Ph.D., Stanford University, 1994
Public relations theory and research, political communications, Q-methodology

Beverly Kirk, Professor of Practice, Broadcast and Digital Journalism; Director of Washington DC Programs
M.A., University of Kentucky, 1996
Journalism, national security, societal divides

Jordan Kligerman, Assistant Professor, Television, Radio and Film
M.F.A., City College of New York, 2006
Filmmaking, sports documentary

Taylor Vaughn Lasley, Assistant Professor, Television, Radio and Film
B.A., Yale University, 2012
Screenwriting

Kelly Leahy, Assistant Professor, Television, Radio and Film
Ph.D., Harvard University, 2013
Research, development and production in educational media and technology

Moon Lee, Professor, Public Relations
Ph.D., University of Florida, 2001
New media technology and social impact, health communication/promotion and public engagement/empowerment, effective public relations campaign designs

Charisse L'Pree, Associate Professor, Communications
Ph.D., University of Southern California, 2012
Media psychology, group representation and diversity, media effects, new media and behavioral change

J. Elliott Lewis, Professor of Practice, Broadcast and Digital Journalism, BDJ Graduate Program Director
J.D., University of Akron School of Law, 2014
Media law, newswriting and reporting

Joon Soo Lim, Associate Professor, Public Relations; Chair, Communications Department
Ph.D., University of Florida, 2006
Public Relations campaigns, social media strategies, social influence and persuasion

Mark Lodato, Professor of Practice, Broadcast and Digital Journalism; Dean
M.A., Arizona State University, 2015
Reporting, leadership

Catherine Loper, Assistant Teaching Professor, Broadcast and Digital Journalism
M.A., University of Illinois at Springfield, 1992

Experimental learning for journalists, cross-media news writing, journalism business

Stephen Lundberg, Professor of Practice, Advertising; Mower Professor of Persuasive Communications
M.S., Virginia Commonwealth University, 1999
Brand innovation and engagement, campaign development

Regina Luttrell, Associate Professor, Public Relations; Senior Associate Dean of Research & Creative Activity; Co-Director of Real Chemistry Emerging Insights Lab
Ph.D., California Institute of Integral Studies, 2012
Social media, millennial mindset, public relations campaigns and ethics

Edecio Martinez, Professor of Practice, Broadcast and Digital Journalism; Executive Director of Instructional Technology
B.A., William Patterson University, 2009
Organizational design, content development, video production

Melissa Martinez, Assistant Teaching Professor, Television, Radio and Film
B.S., Syracuse University, 2016
Social media, media and storytelling

Colleen McEdwards, Assistant Professor, Broadcast and Digital Journalism
Ph.D., Northcentral University, 2011
Broadcast and digital storytelling

Timothy Mirabito, Assistant Professor, Broadcast and Digital Journalism
Ph.D., University of Tennessee-Knoxville, 2013
Intersection of sports media and tragedy, sport and disability and news routines

Daniela Molta, Assistant Professor, Advertising
M.S., NYU SCPS, 2013
Advertising and digital media strategy, media planning

Greg Munno, Associate Professor, Chair, Magazine, News & Digital Journalism
Ph.D., Syracuse University 2017
Hostility and violence in media, public deliberation, connecting public to public governance

Paula Nelson, Assistant Teaching Professor, Visual Communications
M.S., Syracuse University, 2021
Visual storytelling

David Oh, Associate Professor, Communications, Director of Assessment and Program Reviews
Ph.D., Syracuse University, 2007
Asian American representations in popular/digital culture, Asian American identities and media

Kevin O'Neill, Professor of Practice, Advertising
M.A., Hollins University, 1976
Creative direction, advertising criticism, brand strategy

Rebecca Ortiz, Associate Professor, Advertising
Ph.D., University of North Carolina, Chapel Hill, 2012
Health communications, social marketing frameworks

Anne Osborne, Professor, Communications
Ph.D., University of Tennessee, Knoxville, 1999
Media and identity construction, sport fandom

Jim Osman, Professor of Practice, Broadcast and Digital Journalism
B.S., Syracuse University, 1993
Television journalism, investigating reporting

Dan Pacheco, Professor of Practice, Magazine, News & Digital Journalism, Peter A. Horvitz Endowed Chair in Journalism Innovation
B.S., University of Colorado, 1994
Digital media and journalism, innovation in journalism, virtual reality

Adam R. Peruta, Associate Professor, Magazine, News & Digital Journalism; Director, Advanced Media Management
M.S., Syracuse University, 2004
Digital communications, web design, art direction, branding, e-commerce,

programming, mobile platforms, social media

Steven Pike, Associate Professor, Public Relations; Director, Public Diplomacy and Global Communications Program
M.A., U.S. Naval War College, 2011
Public diplomacy, strategic communications, and foreign policy

Srividya Ramasubramanian, Professor, Communications
Ph.D., Pennsylvania State University, 2004
Contemporary global issues, media, diversity and social justice

Carrie Riby, Assistant Teaching Professor, Advertising
B.A., Simmons College
Communications integration, strategic planning, media strategy, audience/market research, social media

Alex Richards, Assistant Professor, Magazine, News & Digital Journalism
M.A., University of Missouri-Columbia, 2014
Data journalism and investigative reporting

Les Rose, Professor of Practice, Broadcast and Digital Journalism
B.A., University of Nebraska, Lincoln, 2010
Broadcast news reporting, writing and producing, photojournalism

Arien Rozelle, Assistant Teaching Professor, Public Relations
M.S., New York University, 2012
PR in social movements, communicating diversity, equity and inclusion, PR ethics

Edward W. Russell, Associate Professor, Chair, Advertising
M.S., Northwestern, 1982
Principles of advertising, branding, new methods of persuasive communications, campaigns

Milton Santiago, Assistant Professor, Visual Communications; Director, Military Program
M.F.A., University of Miami, 2005
Cinematography

Michelle Santosuosso, Professor of Practice, Television, Radio and Film
Music recording and radio industries, digital media/subscriptions, and artist management

Erika Schneider, Assistant Professor, Public Relations
Ph.D., University of Missouri-Columbia, 2014
Public relations, strategic communication, crisis communication

Michael Schoonmaker, Professor, Chair, Television, Radio and Film
Ph.D., Syracuse University, 1994
Television production, K-12 media education

Alexis Shore Ingber, Assistant Professor, Communications

Ph.D., Boston University, 2024

Intersection of media psychology and communication law, emerging media, law

Michael Snyder, Assistant Professor, Visual Communications

M.Sc., University of Edinburgh, 2008

Photography, filmmaking, environmental education, visual storytelling

Renée Stevens, Associate Professor, Chair, Visual Communications

M.S., Syracuse University, 2011

Typography, multimedia storytelling, UI/UX, motion graphics

Olivia Stomski, Professor of Practice, Broadcast & Digital Journalism,

Television, Radio and Film; Director, Newhouse Sports Media

Center; Coordinator of Production, ACC Network; Sports Media and

Communications Graduate Director; Director, Esports Academic

Programs

B.S., Syracuse University, 2001

TV production, sports

Bruce Strong, Associate Professor, Visual Communications; Alexia Chair

M.A., Ohio University, 2005

Multimedia storytelling and the Internet, photojournalism

Emily Sydnor, Associate Professor-Institute for Democracy, Journalism

and Citizenship; Communications

Ph.D., University of Virginia, 2015

Political communication, political psychology, incivility in the media

Corey Takahashi, Associate Professor, Magazine, News & Digital

Journalism

B.A., University of California, Santa Cruz, 1998

Global media, culture and arts reporting, mobile apps, multimedia

producing

Margaret Talev, Professor of Practice, Magazine, News & Digital

Journalism; Executive Director, Democracy, Journalism and Citizenship

Institute

B.A., University of Maryland College Park, 1994

Journalism and new media, American politics and governance, public

policy

Robert J. Thompson, Trustee Professor of Television and Popular Culture;

Television, Radio and Film; Director, Bleier Center for Television and

Popular Culture

Ph.D., Northwestern University, 1987

Television history, media criticism, popular culture, television

programming

Jodi Upton, Professor, Magazine, News & Digital Journalism; Knight Chair

in Data and Explanatory Journalism

B.S., Michigan State, 1989

Big data, data and digital and journalism, investigative reporting,

statistics and data mining

Jason Webb, Assistant Professor, Visual Communications

MA, Syracuse University, 2017

Virtual reality integration, videography, Adobe, animation

Randy Wenner, Adjunct Professor/Administrator, Broadcast and Digital Journalism

M.S., Syracuse University, 1996

Broadcast news writing, producing, and reporting

William Werde, Professor of Practice, Television, Radio and Film; Director,

Bandier Program: Recording and Entertainment Industries; Music

Business Graduate Program Director

B.A. University of Delaware, 1997

Music industry, pop culture, music journalism

Melanie White, Professor of Practice, Advertising

B.F.A., Syracuse University, 1989

Art direction, advertising design, brand strategy

Lars Willnat, Professor, Communications; John Ben Snow Endowed

Research Chair

Ph.D., Indiana University, 1992

Political communications, comparative public opinion research,

journalism studies

Courses

Advertising

ADV 500 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

ADV 507 Strategic Media Planning (3 Credits)

Public Communications

Students will develop a strategic and advanced working knowledge of advertising media planning and buying, audience measurement, media research, new media concepts, audience segmentation and sales presentation.

Prereq: ADV 307

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

ADV 509 Advertising Research and Planning: A Case Study Approach (3 Credits)

Public Communications

Students will learn how to apply theory and practice of advertising research by analyzing cases and studies in marketing communications and academic publications. Account planning, qualitative, and quantitative research skills are emphasized.

Prereq: ADV 208

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

ADV 523 Digital Branding and Strategy (3 Credits)

Public Communications

Examines the transformative role that digital media (websites, social networks, blogs, wikis, mobile) have on the advertising industry. How consumers are reached and interpret the message from these digital platforms.

Prereq: ADV 307 or ADV 604

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

ADV 526 Fashion Advertising and Promotion (3 Credits)*Public Communications*

How advertising and promotion build fashion brands, ranging from top designers to local retailers. Students learn how to apply the comprehensive strategic planning process used in advertising to build fashion brands.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

ADV 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

ADV 601 Introduction to Copy and Layout (3 Credits)*Public Communications*

Students will be exposed to the entire creative process of writing and designing ads in order to develop their ability to judge, as future advertising managers, what comprises a strong ad campaign.

Advisory recommendation Prereq: ADV 604 and VIS 607

ADV 604 Seminar in Advertising Practice and Leadership (3 Credits)*Public Communications*

Examination of advertising with the modern business structure; corporation; agency and media relationships; analysis of creative, research, and planning aspects. Limited to graduate students who have had no general course in advertising.

Advisory recommendation Prereq: ADV 611

ADV 608 The Power and Promise of Data (3 Credits)*Public Communications*

Double-numbered with ADV 408

This course will introduce you to the abundance of data being created and collected by marketers. You will learn what information is being collected, how it is being collected and how to make sense of it all. Additional work is required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

ADV 609 Advertising and Public Relations Research Design (3 Credits)*Public Communications*

Cross-listed with PRL 609

Students learn to apply critical thinking skills when using research to gain insights to solve strategic communications challenges.

ADV 610 Topics in Specialized Practice (3 Credits)*Public Communications*

Development of specific skills needed to work in the advertising business (agency, media seller or client side). Topics vary dependent on changes in the industry.

Repeatable 3 times for 9 credits maximum

ADV 611 Strategic Principles and Practices (3 Credits)*Public Communications*

The fundamentals of strategic planning as practiced in advertising including problem assessment, competitive analysis, target market profile, brand positioning, opportunity recognition, creative platform, and creative executions.

ADV 612 Strategic Brain: Account Planning and Research (3 Credits)*Public Communications*

Study the strategic findings of consumer research attuned to the emotions and thoughts of target audiences. Most importantly, students explore how to obtain key kernels of knowledge and emotion that will make advertising campaigns successful.

Advisory recommendation Prereq: ADV 611

ADV 613 Strategic Brain: Media Planning (3 Credits)*Public Communications*

Learn how to create media plans including both traditional and digital advertising media vehicles. It's a strategic and creative part of the entire brand-communications program that provides solutions on costs, coverage, effectiveness, and scheduling.

Advisory recommendation Prereq: ADV 611

ADV 615 Creative Brain (3 Credits)*Public Communications*

Gain a thorough understanding of how advertising ideas are developed and spread across a variety of media choices. Learn to build a bridge across the historic divide that separates account managers from their creative colleagues.

Advisory recommendation Prereq: ADV 604 and VIS 607

ADV 625 Integrated Advertising Campaigns (6 Credits)*Public Communications*

Apply the skills learned from the graduate course work and develop integrated advertising campaigns for real clients. Move from a thorough understanding of advertising to becoming an active practitioner of the craft, intensive and hands-on experience.

Advisory recommendation Prereq: ADV 604

ADV 645 International Advertising (3 Credits)*Public Communications*

Double-numbered with ADV 345

Challenges and ethical issues in international advertising. Discussions concerning comparative cultural, geo-economic, and socio-political conditions relevant to topic. "Glocalization" will be the main focus in the discussions.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

ADV 670 Experience Credit (1-6 Credits)*Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

ADV 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

ADV 997 Thesis (0-6 Credits)*Public Communications*

Repeatable

Arts Journalism and Communications

AJC 600 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

AJC 602 Arts & Style Reporting (3 Credits)

Public Communications

Research skills, assessment of information, interviewing, economics of nonprofits, interpreting data. Issues such as copyright, public art policy, the arts and urban redevelopment. Introduction to local style and culture scene.

AJC 606 Feature and Critical Writing (3 Credits)

Public Communications

Writing intensive with focus on news judgment, story-telling and fluency in forms of arts, style and culture journalism. Professional publication expected. Encompassing all forms of culture.

Advisory recommendation Prereq: AJC 602

AJC 611 Literature of Arts Journalism (3 Credits)

Public Communications

Reading, analyzing and discussing examples of arts journalism. Includes architecture, film, fashion, music, theater, pop culture, TV, food, visual arts, and more. Emphasis on contemporary forms.

AJC 615 Goldring Colloquium I (1 Credit)

Public Communications

Readings and discussions of news and current issues in the arts. Cross-discipline presentations by scholars and artists. Skill seminars in online writing and branding.

AJC 616 Goldring Colloquium II (1 Credit)

Public Communications

Readings and discussions of news and current issues in the arts. Cross-discipline presentations by scholars and artists. Skill seminars in preparing story pitches and working with editors.

AJC 621 Practicum: NYC Arts (1 Credit)

Public Communications

Immersion trip to New York City includes performing arts events, visits to museums and galleries, meetings with media and arts professionals. Workshop with arts editors; writing arts reviews, and online blogging with multi-media work

AJC 631 Capstone Arts & Style Writing Workshop (6 Credits)

Public Communications

Capstone experience for graduate Arts, Style and Culture Journalism majors. Students will research, write, and revise substantive works of arts and style journalism in workshop environment.

Advisory recommendation Prereq: AJC 611

AJC 636 Cultural Media Practicum (3 Credits)

Public Communications

Supports and provides learning context for internship at media or nonprofit arts institution. Professional ethics and workplace protocols. Career development.

Repeatable 2 times for 6 credits maximum

AJC 670 Experience Credit (1-6 Credits)

Public Communications

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable 6 times for 6 credits maximum

AJC 690 Independent Study (1-6 Credits)

Public Communications

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

AJC 700 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable 6 times for 6 credits maximum

Broadcast and Digital Journalism

BDJ 500 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable

BDJ 510 Topics in Specialized Practices (1 Credit)

Public Communications

Development of skills that enhance the news product. Different sections could focus on different specialized practices such as internet research or vocal performance

Repeatable 3 times for 3 credits maximum

Prereq: BDJ 211 or JNL 211 or MAG 211 OR NEW 205

BDJ 530 Topics in Specialized Reporting II (3 Credits)

Public Communications

Event and issue-oriented reporting. Each section focuses on a content area such as politics, consumerism, or the environment.

Repeatable 2 times for 6 credits maximum

Prereq: BDJ 342 or BDJ 464 or BDJ 663 or BDJ 664

Shared Competencies: Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>)

BDJ 535 TV and Digital Reporting Practicum (3 Credits)

Public Communications

Practical on-site internship experience reporting for a television station's broadcasts and digital media. Monthly class sessions with discussion on journalism topics, preparation of portfolio and a research paper.

Advisory recommendation Prereq: BDJ 342 or BDJ 464 or BDJ 664

Shared Competencies: Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

BDJ 560 Television News Magazine Production (1-2 Credits)*Public Communications*

Students produce a weekly public affairs show, which explores topics important to the University and Syracuse community. This magazine show includes field reports and studio interviews. Student jobs include booking guests, reporting, and producing.

Repeatable 2 times for 3 credits maximum

Prereq: BDJ 342 or BDJ 464

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

BDJ 566 Special News Coverage (3 Credits)*Public Communications*

Planning and production of longer news-related program segments.

Writing, research, execution of minidocumentaries and enterprise reports.

Field material will be edited for air-ready television presentation.

Prereq: BDJ 342 or BDJ 464

BDJ 567 Advanced Newscast Producing and News Management (3 Credits)*Public Communications*

The theory and practice of producing television newscasts. Introduces the basics of broadcast news management. Covers the concepts of being a newsroom leader.

Prereq: BDJ 465

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

BDJ 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

BDJ 611 Cross-Platform Newswriting (3 Credits)*Public Communications*

Basic techniques of writing broadcast and digital news stories. Emphasis on learning to write radio and web stories under deadline pressure.

Interviewing and information gathering are also studied.

Advisory recommendation Coreq: BDJ 612

BDJ 612 Audio News Reporting (3 Credits)*Public Communications*

Students cover real news stories on deadline, using state-of-the-art digital audio editing equipment. The course emphasizes radio newscast production and editorial decision-making.

BDJ 636 Ethics and Diversity in Broadcast Journalism (3 Credits)*Public Communications*

An exploration of contemporary and historical challenges in broadcast journalism, focusing on issues of diversity, ethics, media ownership, and inclusive news coverage.

BDJ 651 Sports Interviewing (1 Credit)*Public Communications*

Cross-listed with MND 651

Double-numbered with BDJ 351

Sports Interviewing supplements a student's Newhouse curriculum in developing stories applied to sports. It focuses beyond the final story product, showing students the array of information provided by interview subjects based on questions asked. Additional work required of graduate students.

Advisory recommendation Prereq: BDJ 663 or MND 615

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

BDJ 652 Sports Column Writing and Commentary (1 Credit)*Public Communications*

Cross-listed with MND 652

Double-numbered with BDJ 352

This class focuses on expressing opinions on sports issues, personalities and events in all media. It covers differences in platforms, the challenge of producing quality work on deadline, and the importance of establishing credibility. Additional work required of graduate students.

Advisory recommendation Prereq: BDJ 663 or MND 615

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

BDJ 653 Television Sports Anchoring and Reporting (3 Credits)*Public Communications*

Double-numbered with BDJ 353

Prepares students for careers in television sports anchoring & reporting.

Students will be equipped with the skills to perform live shots in the field, anchor in-studio sportscasts and will produce feature stories to enhance storytelling capabilities. Additional work required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

BDJ 654 Sports Beat and Event Reporting (1 Credit)*Public Communications*

Double-numbered with BDJ 354

This is a one-credit course designed to provide students with specific instruction and experience in what it takes to cover a sports beat in a thorough and professional manner. Additional work required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

BDJ 656 Radio Sportscasting (3 Credits)*Public Communications*

Double-numbered with BDJ 356

Introduction to radio play-by-play and sport journalism. This class concentrates on sports writing and delivery. The course is designed to prepare students for the real world of sports broadcasting. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

BDJ 661 Mobile and Social Media Journalism (1 Credit)*Public Communications*

Students gain hands-on experience by experimenting with social media and mobile devices for newsgathering, distribution, and audience engagement.

BDJ 664 TV & Digital News Reporting I (4 Credits)*Public Communications*

Gathering and reporting news on deadline for TV and web. Involves shooting video, video editing, reporting, and writing for broadcast and web. Taped and live performance are both emphasized.

Advisory recommendation Prereq: BDJ 612

BDJ 667 TV & Digital News Reporting II (3 Credits)*Public Communications*

Planning and production of longer-format stories and enterprise reports for TV and web. Includes a unit on covering crime and courts.

Advisory recommendation Prereq: BDJ 664

BDJ 668 Live TV & Digital Newsroom (4 Credits)*Public Communications*

Students produce television newscasts and file stories to the web. Students rotate in positions including producers (newscast and web), writers, editors, anchors, sports, and weather. The newscasts are delivered in a state-of-the-art production facility.

Advisory recommendation Prereq: BDJ 663

BDJ 670 Experience Credit (1-6 Credits)*Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

BDJ 675 Washington Professional Experience (4 Credits)*Public Communications*

The D.C. experience is a capstone course for Broadcast and Digital Journalism graduate students. Its key elements are a substantive internship in the D.C. area and seminars with top journalists and high-level government officials.

Advisory recommendation Prereq: BDJ 665

BDJ 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

Cinematography**CIN 500 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

CIN 503 Virtual Production (3 Credits)*Public Communications*

Students explore the fundamentals of virtual production utilizing mixed reality, remote production, and in-camera visual effect techniques.

Prereq: VIS 437 or CIN 433

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

CIN 510 Topics in Cinematography (1 Credit)*Public Communications*

Development of skills that enhance cinematographic storytelling.

Different sections will focus on different specialized production practices such as camera movement, previsualization, color grading, and virtual cinematography.

Repeatable 6 times for 6 credits maximum

Prereq: CIN 313 and CIN 433

CIN 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

CIN 603 Nonfiction Video Storytelling (3 Credits)*Public Communications*

Double-numbered with CIN 303

Students explore production practices, digital image capture, sound capture, and postproduction processes used to tell compelling nonfiction stories. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

CIN 613 Cinematography I: Fundamentals (3 Credits)*Public Communications*

Double-numbered with CIN 313

Students explore the fundamentals of digital cinematography art and science utilizing large sensor digital cinema cameras and modern lighting instruments. Additional work required of graduate students.

Advisory recommendation Prereq: VIS 601

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

CIN 623 Cinematic Light & Lens (3 Credits)*Public Communications*

Double-numbered with CIN 323

Students explore lighting design, grip & lighting instruments, lensing strategies and lens characteristics emphasizing application in cinematic storytelling. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

CIN 633 Cinematography II: Cinematic Storytelling (3 Credits)*Public Communications*

Double-numbered with CIN 433

Students deepen their understanding of cinematographic art and craft. Emphasis on interpreting scripts from different genres into cinematic images. Additional work required of graduate students.

Advisory recommendation Prereq: CIN 613

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

CIN 690 Independent Study (1-6 Credits)*Public Communications*

In-depth exploration of a problem or problems. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor or instructors and the department.

Repeatable 6 times for 6 credits maximum

Communications**COM 500 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

COM 505 Communications Law for Journalists (3 Credits)*Public Communications*

Survey of communications law emphasizing First Amendment issues: libel, privacy, confidentiality, access to information, etc. for journalists. Students may not receive credit for more than one of the following: COM 505, 506, 507, 509.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

COM 506 Communications Law for Television, Radio, Film (3 Credits)*Public Communications*

Survey of communications law emphasizing First Amendment and regulatory law as they pertain to television, radio, film. Students may not receive credit for more than one of the following: COM 505, 506, 507, 509. Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

COM 507 Communications Law for Advertising and Public Relations (3 Credits)*Public Communications*

Survey of communications law emphasizing applications to advertising and public relations. Students may not receive credit for more than one of the following: COM 505, 506, 507, 509.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

COM 509 Communications Law for Public Communicators (3 Credits)*Public Communications*

The course covers the First Amendment; systems of media regulation; corporate speech and election-related speech; commercial speech (advertising regulation); defamation; privacy; access to places, documents and meetings; reporter/source confidentiality; and intellectual property. Students may not receive credit for more than one of the following: COM 505, 506, 507, 509.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

COM 527 International Communications (3 Credits)*Public Communications*

Communication of news and opinion among nations and under varying types of social, political, and economic systems. Roles of mass media, news agencies, governments, and communications systems. Offered at SU Abroad Centers in London and Strasbourg.

COM 580 International Course (1-12 Credits)*Public Communications*

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

COM 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

COM 601 Research Project Design (3 Credits)*Public Communications*

All aspects of designing academic or applied research projects. Students write proposals that include introductory, literature review, and methodology chapters. Practical matters associated with successful completion of a significant research project.

COM 602 Introduction to Digital Communications (3 Credits)*Public Communications*

This course will examine the evolving nature of digital communications as it relates to the media. Students will evaluate the use and impact on the creation, dissemination and consumption of news and information.

COM 605 Quantitative Methods for Mass Communications Research (3 Credits)*Public Communications*

Philosophical and practical implications of quantitative research. Application of survey research, experiments and content analysis to mass communications research. Statistical analysis and use of statistical software. Students conduct primary research.

COM 606 Qualitative Methods for Mass Communications Research (3 Credits)*Public Communications*

Philosophical and practical implications of qualitative research. Application of textual analysis, in-depth interviews, and focus groups to mass communications research. Analysis of qualitative data and writing of research results. Students conduct primary research.

COM 617 Multimedia Storytelling (3 Credits)*Public Communications*

Students write and produce short fiction and non-fiction video stories using digital media. Emphasis on storytelling and story structures. Projects will be incorporated into websites and promoted with social media.

COM 627 Social Media for Communicators (3 Credits)*Public Communications*

Course examines strategic use of digital and social media platforms and tools for professional communication purposes, with emphasis on hands-on experience and skill. Students learn to analyze social media for communication industries.

COM 628 Social Media Strategy and Practice (3 Credits)*Public Communications*

This course will examine communications theories and their professional application to social media. Students will gain hands-on experience and learn best practices and strategies for how to stay on top of the ever-changing digital landscape.

COM 629 Advanced Social Media Strategy (3 Credits)*Public Communications*

Students will use the latest in social media analytics technologies to analyze data to create managerial-level communications strategy while learning best practices in digital-team management.

COM 630 Topics in Digital Media Content Strategies (3 Credits)*Public Communications*

Double-numbered with COM 430

Students will develop skills that enhance a digital media property's social media and distributed content. Leading media properties such as BuzzFeed will rotate by section as industry partner. Additional work is required of graduate students.

COM 637 Historical Methods in Mass Media (3 Credits)*Public Communications*

Seminar in media problems explored via qualitative-historiographic research techniques. For students writing theses, planning for research and teaching, or planning specialized careers in investigative reporting.

COM 643 Diversity, Incl & Lead in Comm (3 Credits)*Public Communications*

Provide students with the tools to analytically and critically examine the forces which make the pursuit of diversity and inclusion difficult, and to design strategies to be more effective as a leader for inclusion in organizations.

COM 646 Media and Diversity (3 Credits)*Public Communications*

Analysis of contemporary media processes as they relate to race, ethnicity, class, gender, and sexual orientation.

COM 647 Applied Media Research (3 Credits)*Public Communications*

Application of communications research techniques to specific problems of broadcasting, advertising, newspapers, magazines, and public relations. Individual and group projects.

COM 670 Experience Credit (1-6 Credits)*Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing. Repeatable

COM 680 International Course (1-12 Credits)*Public Communications*

Offered through SUABroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUABroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript. Repeatable

COM 688 Origins of Contemporary Media Issues (3 Credits)*Public Communications*

Historic origins and development of current issues in mass communications, involving the structure and function of the media.

COM 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department. Repeatable

COM 697 Advertising & Public Relations Law (3 Credits)*Public Communications*

Students will learn the fundamental cases and laws that apply to the advertising and public relations fields. Topics include First Amendment, corporate speech, intellectual property, defamation and advertising regulation.

COM 698 Media Law (3 Credits)*Public Communications*

Problems in media law, including libel, privacy, fair trial/free press, obscenity.

COM 700 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

COM 701 Proseminar for Graduate Study (0 Credits)*Public Communications*

Required for all first-year Ph.D. and Media Studies Master's students. Topics to include academic integrity, research resources, major communication organizations and journals, and faculty research. Specific focus to vary annually.

COM 740 Topics in Research Communication (3 Credits)*Public Communications*

Problems that grow out of experiences of professional workers in communications, or problems that will prepare students for work in highly specialized fields. Particularly for students who have had NEW 615. Repeatable 2 times for 6 credits maximum

COM 755 Communications Theory (3 Credits)*Public Communications*

Application of information theory to mass communications problems. Nature of the communications process in groups and between mass media and audiences. Contribution of theoretical concepts to solving specific problems.

COM 777 Seminar in Media Effects (3 Credits)*Public Communications*

Course examines research and theory on media effects as well as problems associated with conducting effects research. Focus is primarily on social scientific approaches to media effects. Students are expected to conduct original research.

Advisory recommendation Prereq: COM 605 and COM 755

COM 788 Theories of Media Content (3 Credits)*Public Communications*

Influences on media content over five levels of analysis: individual, media routines, organizational, social institutions, and social systems. Seminar participants are responsible for leading discussions and writing a theoretical paper.

COM 800 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

COM 806 Survey Research Methods (3 Credits)*Public Communications*

Seminar provides hands-on experience with online surveys and discussion of other survey methods. Students design their research studies, using data collected from the common survey, and write quantitative research papers.

COM 807 Content Analysis Research Methods (3 Credits)*Public Communications*

Quantitative content analysis designs and methods. Students are required to propose and complete a quantitative research paper. Students are encouraged to submit their papers to academic conferences.

COM 815 Statistics for Communication Research I (3 Credits)*Public Communications*

Principles of quantitative statistical analyses commonly used in communications research, including the logic and theory of frequentist approaches to data analysis.

Advisory recommendation Prereq: COM 815

COM 816 Statistics for Communication Research II (3 Credits)*Public Communications*

Advanced quantitative statistical analyses used in communications research, including how to work with *non-normal* data, equivalence testing and power analyses, internal consistency measures, and advanced regression and ANOVA techniques.

COM 890 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department. Repeatable

COM 970 Experience Credit (1-6 Credits)*Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

COM 990 Readings: Doctorate (1-6 Credits)*Public Communications*

Undifferentiated program for individualized study for students working for doctorate.

Repeatable 2 times for 12 credits maximum

COM 997 Masters Thesis (1-6 Credits)*Public Communications*

Repeatable

COM 999 Dissertation (1-18 Credits)*Public Communications*

Repeatable 18 times for 18 credits maximum

Graphic Design**GRA 500 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

GRA 557 Information Graphics (3 Credits)*Public Communications*

Principles and techniques of information visualization for public communications applications including journalism, advertising, and public relations. Emphasis on principles of quantitative and qualitative research for information graphics and techniques of visual narrative and information-based design.

Prereq: VIS 207 or 607

GRA 567 Advertising Production (3 Credits)*Public Communications*

Development of ad campaigns from thumbnail sketches through finished comps. Emphasizing concept and its stylistically appropriate expression through typography, layout, and use of photography/illustration publishing standards including current computer software for design.

Concurrent lab required.

Prereq: VIS 207 or 607

GRA 590 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

GRA 600 Selected Topics: Graphic Arts (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

GRA 670 Experience Credit (1-6 Credits)*Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

GRA 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

Journalism

JNL 500 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

JNL 530 Topics in Specialized Reporting (3 Credits)

Public Communications

Event- and issue-oriented reporting in politics, courts, science, environment, minorities, education, local government. Several sections. One news area to a section.

Repeatable 2 times for 6 credits maximum

Prereq: MND 305 OR BDJ 312 OR BDJ 364

Shared Competencies: Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>)

JNL 535 Journalism Practicum (1-3 Credits)

Public Communications

Journalism experiences in professional settings under guidance of site supervisor and faculty. Regular class meetings. Weekly reflections and final project in addition to internship responsibilities. Additional work required of graduate students.

Repeatable 3 times for 3 credits maximum

Prereq: BDJ 364 or MND 305 or BDJ 312 or BDJ 664 or MND 615

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

JNL 600 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

JNL 630 Topics in Journalism and Media (3 Credits)

Public Communications

Double-numbered with JNL 430

In-depth look at different topics in journalism. Topics address historical as well as contemporary issues that bridge journalism and media. Additional work is required of graduate students.

Repeatable 2 times for 6 credits maximum

JNL 642 Advanced Data Journalism: Telling Stories with Data (3 Credits)

Public Communications

Double-numbered with JNL 442

Explore ways to use data and public records to develop investigative stories and interactives. Learn analytical and other tools to break news on major projects and daily beats. Additional work required of graduate students.

Advisory recommendation Prereq: BDJ 611 or MND 641

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

JNL 690 Independent Study (1 Credit)

Public Communications

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department. Repeatable

Magazine, News and Digital Journalism

MND 500 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

MND 504 Multimedia Projects (3 Credits)

Public Communications

Students use journalism skills to report and produce a podcast and other digital elements suitable for publication/broadcast.

Prereq: MND 408

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MND 505 Digital News & Innovation (3 Credits)

Public Communications

Collaborate with students and professors to report on and produce engaging digital products for the campus community by utilizing multimedia skills, learning interactive production systems and gaining an understanding of the changing media landscape.

Prereq: (MND 305 OR BDJ 312 OR BDJ 364) OR (MND 406 OR MND 408)

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MND 506 Digital News Leadership (1 Credit)

Public Communications

Course enables students to determine and effectively manage the editorial direction of TheNewsHouse.com while learning and experimenting with the technical, visual and social media aspects of producing digital content across multiple platforms.

Repeatable 2 times for 2 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MND 509 Advanced Newspaper Editing (3 Credits)

Public Communications

Copy editing, headlines, visuals, design, and technology. Handling departments and special sections, editing complex copy. Significant trends in newspaper editing.

Prereq: MND 408 or MND 608

MND 518 Critical Writing (3 Credits)

Public Communications

Criticism and its function in journalism and society. Reviewing books, plays, motion pictures, and other art forms.

Prereq: (NEW 205 or JNL 211)

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MND 526 Beauty & Fashion Journalism (3 Credits)*Public Communications*

This course focuses on producing fashion and beauty editorial content across platforms, explores the use of social media in building a personal brand, and discusses the industry's ethical challenges.

MND 538 Travel Writing (3 Credits)*Public Communications*

Writing and selling magazine articles about traveling and specific geographic areas. Students will write in a variety of styles, especially exploring the narrative form.

Prereq: MND 305

MND 545 Virtual Reality Storytelling (3 Credits)*Public Communications*

This course is for students in professional communications degrees to learn to tell stories interactively using virtual and augmented reality. Techniques incorporate 360-degree video and computer-generated scenes, often using headsets.

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MND 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

MND 602 Journalism Ethics & Diversity (1 Credit)*Public Communications*

Key ethical and diversity issues confronting journalists on all media platforms: digital, magazine, news, and social media. Evaluation of journalism standards and practices, especially when interests of audiences and revenue conflict. Case studies and media criticism.

MND 605 News Writing and Reporting (3 Credits)*Public Communications*

Gather news and information for storytelling on multiple platforms: reporting, writing for print, introduction to taking photos, shooting video, capturing audio, using social media. Learn traditions, responsibilities of a free press, ethics, plagiarism, libel.

MND 606 Magazine Article Writing (3 Credits)*Public Communications*

Double-numbered with MND 406

Writing and selling basic types of magazine articles: ideas, slanting, research, organization, dealings with editors. Students write one full-length article. Additional work required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MND 608 Magazine and News Editing (3 Credits)*Public Communications*

Double-numbered with MND 408

This class covers editorial skills demanded in media organizations: editing and rewriting copy, identifying audiences, creating content across platforms, generating ideas, working with writers, story organization, writing display copy, fact checking. Additional work required of graduate students.

Advisory recommendation Prereq: MNO 617

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MND 609 Investigative Projects (3 Credits)*Public Communications*

Double-numbered with MND 409

In this project-based course, you will learn the mindset, tools and skills used by investigative reporters. Students will work with their colleagues to produce a significant piece of journalistic work. Additional work required of graduate students.

MND 611 Web and Mobile Story Production (3 Credits)*Public Communications*

Double-numbered with MND 411

This course examines the editorial experience for digital audiences and explores innovation in new storytelling platforms. Students will produce journalism for delivery on web and mobile devices. Additional work required of graduate students.

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MND 612 Data-Driven Journalism (3 Credits)*Public Communications*

This hands-on course teaches students to gather, analyze and present data as part of the journalistic enterprise. Students will find stories in existing datasets, and/or build custom datasets, as part of writing data-driven news stories.

MND 613 Emerging Media Platforms (3 Credits)*Public Communications*

Double-numbered with MND 413

Learn to identify and embrace opportunities posed by emerging media technologies. Includes a survey of the latest technologies and trends that are changing how people access, interact with and publish news and information. Additional work is required of graduate students.

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

MND 615 Enterprise Reporting and Writing (3 Credits)*Public Communications*

Learning to find, report, and write enterprise stories using the beat system.

Advisory recommendation Coreq: MND 617

MND 616 Applied Research for Magazine, News and Digital Journalists (3 Credits)*Public Communications*

In this course students will learn techniques for acquiring, analyzing and reporting on information from databases, archives, governments, survey research firms, academics, and other sources.

Advisory recommendation Prereq: MND 605 Coreq: MND 615

MND 617 Multimedia Storytelling for Journalists (3 Credits)*Public Communications*

This skills course focuses on the production and distribution of journalism via mobile devices and the web. The class requires critical and conceptual analysis of how digital story experiences demand new approaches, techniques, and strategies.

MND 630 Topics in Multimedia Reporting of Science (3 Credits)*Public Communications*

Double-numbered with MND 430

The principles, practices and processes of multimedia journalism are taught in the context of public understanding of science and technology. Additional work required of graduate students.

Repeatable 2 times for 6 credits maximum

MND 631 Digital Launch (3-6 Credits)*Public Communications*

Capstone experience for graduate magazine, news, and digital journalism students. Students produce a professional digital project with original content supported by social and multimedia, and launched on a responsively designed website.

Advisory recommendation Prereq: MND 615 and MND 608 and MND 617

MND 641 Introduction to Data Journalism (3 Credits)*Public Communications*

A hands-on introduction to data journalism, including data collection, data visualizations, data analysis, how to use data in journalistic stories, and other related skills.

MND 651 Sports Interviewing (1 Credit)*Public Communications*

Cross-listed with BDJ 651

Double-numbered with BDJ 351

Sports Interviewing supplements a student's Newhouse curriculum in developing stories applied to sports. It focuses beyond the final story product, showing students the array of information provided by interview subjects based on questions asked. Additional work required of graduate students.

Advisory recommendation Prereq: BDJ 611 or MND 605

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

MND 652 Sports Column Writing and Commentary (1 Credit)*Public Communications*

Cross-listed with BDJ 652

Double-numbered with BDJ 352

This class focuses on expressing opinions on sports issues, personalities and events in all media. It covers differences in platforms, the challenge of producing quality work on deadline, and the importance of establishing credibility. Additional work required of graduate students.

Advisory recommendation Prereq: BDJ 663 or MND 605

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

MND 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

Media Management & Innovation**MMI 500 Selected Topics (1-6 Credits)***Public Communications*

Interdisciplinary seminar examining various areas of intellectual and research interests related to the American black experience. Integrates knowledge of historical, cultural, sociological, political, and economic issues. Prereq: lower-division course in the social sciences.

MMI 510 Topics in Media Entrepreneurship (1 Credit)*Public Communications*

These five-week mini-courses provide specific areas of study not covered in depth in other courses. Examples: New Ventures in Media, Lean Digital Media Startups, and others based on faculty and student interest.

Repeatable 3 times for 3 credits maximum

MMI 600 Selected Topics (1-6 Credits)*Public Communications*

Interdisciplinary seminar examining various areas of intellectual and research interests related to the American black experience. Integrates knowledge of historical, cultural, sociological, political, and economic issues. Prereq: lower-division course in the social sciences.

MMI 606 Strategic Content Management (3 Credits)*Public Communications*

Double-numbered with MMI 306

This course teaches the principles of content development, optimization, and management practices, including SEO and analytics, to empower communications professionals to create, optimize, and deliver digital content across a multitude of channels now and in the future. Additional work required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

MMI 612 Digital Communications Systems (3 Credits)*Public Communications*

This course explores the digital media and technology landscapes that allow communications professionals to deliver appropriate content over various channels, acquire audiences, and capture data to better understand end users. This course is offered as part of our online communications masters program.

MMI 617 The Changing Media Landscape (3 Credits)*Public Communications*

An intensive reading course where students explore key economic, strategic and technological forces changing media businesses.

MMI 622 Digital Communications Strategy and Innovation (3 Credits)*Public Communications*

Students will demonstrate mastery of concepts and practices from previous coursework, and using both entrepreneurial and intrapreneurial approaches will produce a plan for a comprehensive and innovative solution to a digital media communication problem.

MMI 625 Advanced Media Business (3 Credits)*Public Communications*

Double-numbered with MMI 425

This course examines how generative AI, machine learning, emerging media, and data-driven marketing are reshaping content creation, audience engagement, and media business models.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MMI 627 New Media Venture Launch (3 Credits)*Public Communications*

Double-numbered with MMI 427

Students will learn the process of preparing and validating new media business ideas for launching—whether freelance, small business or high-scale ventures. In the process, all learn tools and techniques required to become media innovators and entrepreneurs. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MMI 628 Entertainment Innovation & Entrepreneurship (3 Credits)*Public Communications*

Double-numbered with MMI 428

This course provides study in the entrepreneurial process for the creative industries. Students learn effectuation, the five types of new ventures, and the basics of startup culture and media product development. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MMI 632 Media Industry Leadership and Change (1.5 Credits)*Public Communications*

Each immersion focuses on a topic that is relevant to its location and to the mass media and communications industries. Guest speakers and presenters will include leaders from top communications organizations and new media startups worldwide.

Repeatable 2 times for 3 credits maximum

MMI 634 Trendspotting in Digital Media (3 Credits)*Public Communications*

Double-numbered with MMI 434

Students analyze current and future technologies, searching for innovative and disruptive new media, platforms, and careers. They will learn strategies to recognize potential trends. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MMI 665 Web Development & Design for Media (3 Credits)*Public Communications*

Double-numbered with MMI 365

In this introductory-level web development course, students learn HTML, CSS, front-end development frameworks, and web design to deliver mobile-friendly web pages. Students will research and evaluate an audience to perform a website redesign. Additional work required for graduate students.

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MMI 670 Experience Credit (1-6 Credits)*Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable 6 times for 6 credits maximum

MMI 675 Advanced Web Design (3 Credits)*Public Communications*

Double-numbered with MMI 475

Students learn programming and scripting concepts for advanced web applications. This course builds on mark-up frameworks to create advanced interactions and dynamic content updates. Additional work required of graduate students.

Advisory recommendation Prereq: MMI 665

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MMI 680 Topics in Advanced Media Management (3 Credits)*Public Communications*

Double-numbered with MMI 380

This course is an intensive discussion, exploration, and application of advanced media management and emerging media principles to modern media, communication and business practices.

Repeatable 2 times for 6 credits maximum

Advisory recommendation Prereq: MMI 606 and MMI 625

MMI 689 Advanced Media Management Capstone (3-6 Credits)*Public Communications*

Culminating experience for students in the Advanced Media Management Program. Students will deepen their knowledge of concepts studied and skills developed during the previous year. In this capstone, students participate in a management project for a media business.

Advisory recommendation Prereq: MMI 617 and MMI 625 and MMI 665 and MMI 680

MMI 690 Independent Study (1-6 Credits)*Public Communications*

In-depth exploration of a problem or problems. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor or instructors and the department.

Multimedia Photography and Design

MPD 500 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

MPD 511 Still Imaging for Multimedia Production (1 Credit)

Public Communications

This is a five-week, one-credit course in still camera handling, composition, framing, background control, exposure, focal length selection, digital capture, image processing, and the fundamentals of multimedia productions that use still images.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MPD 523 Advanced Multimedia Storytelling (3 Credits)

Public Communications

Teaches a wide range of advanced technical skills and principles needed to create strong multimedia/video productions.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MPD 537 Design and Production (3 Credits)

Public Communications

Teaches technical and design skills to create digital experiences. You will learn the latest versions of HTML, CSS, jQuery, and will explore the evolving landscape of web design and development, including content management systems.

MPD 600 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

MPD 621 Multimedia Production (3 Credits)

Public Communications

Double-numbered with MPD 421

Teaches a wide range of technical skills and principles necessary to create strong multimedia/video productions. Additional work is required for graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

MPD 690 Independent Study (1-6 Credits)

Public Communications

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

MPD 700 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

Music Business

MBU 600 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

MBU 602 Introduction to Music Business (3 Credits)

Public Communications

Cross-listed with BAN 602

Double-numbered with BAN 402

This course introduces the fundamentals about how the music business operates, explores the variety of roles companies play within this industry and follows the current news and trends that the music business is experiencing. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MBU 603 Entertainment Industry Practicum (1-3 Credits)

Public Communications

Cross-listed with BAN 603

Double-numbered with BAN 403

Supervised Entertainment Industry field experience in which a student's performance is measured against a previously stated set of objectives and goals. Additional work is required of graduate students.

Repeatable 6 times for 18 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

MBU 604 Music Business Proseminar (0 Credits)

Public Communications

Review of fundamental theories and questions in the field, with an emphasis on understanding the development of the discipline and implementations of practice of the music business.

MBU 635 Business of Record Labels & Music Publishers (3 Credits)

Public Communications

Cross-listed with BAN 635

Double-numbered with BAN 335

This course delivers advanced learning and hands-on experience with, and access to the music business. The course is structured around a song release cycle with a focus on record labels and publishers. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MBU 644 Diversity and the Music Industry (1 Credit)*Public Communications*

Cross-listed with BAN 644

Double-numbered with BAN 344

Popular music plays a role in determining societal standards, but who is behind determining what music becomes popular? This course explores the history of music industry executives and how their identities impact music becoming popular. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

MBU 645 Business of Live Music & Experiential Brand Activation (3 Credits)*Public Communications*

Cross-listed with BAN 645

Double-numbered with BAN 345

This course delivers advanced learning and hands-on experience with, and access to the music business. The course is structured around an artist tour cycle with a focus on agents, promoters, venues and brands. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MBU 654 Music Business, Technology & Emerging Opportunities (3 Credits)*Public Communications*

Cross-listed with BAN 654

Double-numbered with BAN 454

This course explores the opportunity that technology creates for creative, forward-thinking and entrepreneurial students in the rapidly changing music and entertainment industries. Additional work is required of graduate students.

Shared Competencies: Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

MBU 664 Social Media and Data for the Music Business (3 Credits)*Public Communications*

Cross-listed with BAN 664

Double-numbered with BAN 364

The objective of this course is to provide exposure to the use and management of social media, including strategies for applying social media to the promotion, distribution and sale of music and entertainment. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MBU 683 Entertainment Industry Exploration (3 Credits)*Public Communications*

Cross-listed with BAN 683

Double-numbered with BAN 483

Students will identify and pursue a semester-long project, and in the process, learn to translate ideas and business aspirations into a strategy and a plan with structured accountability, timelines and ultimately, execution. Additional work is required of graduate students.

Repeatable 4 times for 12 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

MBU 690 Independent Study (1-6 Credits)*Public Communications*

In-depth exploration of a problem or problems. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor or instructors and the department.

Repeatable 6 times for 6 credits maximum

Newspaper and Online Journalism**NEW 690 Independent Study (1-6 Credits)***Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

NEW 997 Masters Thesis (0-15 Credits)*Public Communications***Photography****PHO 500 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable

PHO 511 Color Imaging (3 Credits)*Public Communications*

Technical and creative application of color theory and color-imaging technology for communications.

PHO 530 Topics in Photography (3 Credits)*Public Communications*

In-depth study of different professional photography specializations including sports photography, fashion and portrait photography, documentary photography, architectural photography, and other topics selected by the department.

Repeatable 3 times for 9 credits maximum

PHO 580 International Course (1-12 Credits)*Public Communications*

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

PHO 581 Photographic Workshop (3 Credits)*Public Communications*

Advanced photography workshop in advertising and/or photojournalism. Emphasis on content suitable for publication in communications media. Offered London campus only.

PHO 590 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department. Repeatable

PHO 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

PHO 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department. Repeatable

PHO 997 Masters Thesis (0-6 Credits)*Public Communications***Public Relations****PRL 500 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

PRL 525 Public Relations Practicum (2 Credits)*Public Communications*

On-site work experience in the Syracuse area to acclimate students to the realities of organizational life; to explore one type of public relations in depth; to apply classroom theory to the solution of everyday communications problems and to develop additional work samples for professional portfolios.

Prereq: PRL 215 and PRL 315

PRL 530 Special Topics in Public Relations (1-3 Credits)*Public Communications*

In-depth look at different public relations specializations, including media relations, government relations, investor relations, crisis communications, employee communications, and sports information. Repeatable 3 times for 4.5 credits maximum

PRL 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

PRL 601 Public Relations Principles and Practices (1 Credit)*Public Communications*

Introduction to the growing field of public relations, its history and trends; careers and specializations; job requirements; role as a management function building two-way communication for organizations and their publics; ethics and social responsibility; social media impact.

PRL 602 Introduction to Public Diplomacy and Communications (3 Credits)*Public Communications*

A gateway course on the theory and practice of public diplomacy. Fundamental topics in public relations and international relations will be explored.

PRL 603 Foundations of Analytics, Social Listening and Information Gathering (1 Credit)*Public Communications*

Information gathering introduces students to effective search strategies for secondary research, social media listening and databases, laying the foundation for finding insights and developing primary research methodologies. Basic concepts of digital analytics are explored.

PRL 604 Theory and Practice of Public Relations (3 Credits)*Public Communications*

Students learn about the theory and practice of public relations, while also learning the strategic writing process, storytelling, media relations, and pitching techniques; demonstrating professional writing skills using AP style, planning and presentation skills. This course is summer only residentially and taught at least once a year in the Newhouse online program.

PRL 605 Public Relations Theory (3 Credits)*Public Communications*

This course covers theories of excellence in public relations by looking at models, roles, communication, organizational culture, diversity and ethics. A brief overview of communication theory included. Theories form the foundation for professional practice.

Advisory recommendation Prereq: PRL 604

PRL 606 Digital Strategic Communications Management (3 Credits)*Public Communications*

This course introduces students to public relations, mass communication and social psychology theories applicable to professional practice, and orients them to effective strategies that are required in an increasingly digital and social media-driven working environment.

PRL 607 Advanced Public Diplomacy (3 Credits)*Public Communications*

International public relations and public diplomacy, global media systems, international organizations and the intersection between strategic government communication, mass media and global public opinion.

Advisory recommendation Prereq: PRL 602

PRL 608 Public Relations Writing (3 Credits)*Public Communications*

Written communication expected of entry-level public relations/public diplomacy professionals, along with the basic understanding of how the media researches, writes, and reports the news.

PRL 609 Advertising and Public Relations Research Design (3 Credits)*Public Communications*

Cross-listed with ADV 609

Students learn to apply critical thinking skills when using research to gain insights to solve strategic communications challenges.

PRL 611 Public Relations Research (3 Credits)*Public Communications*

Nature, formation, and communications of attitudes and public opinion in public relations settings. Application of social science methods for measuring attitudes, opinions, and public relations performances. Actual research designed and carried out for client.

PRL 614 Public Relations Writing for Converged Media (3 Credits)*Public Communications*

Emphasize strategic public relations and social media writing; research, compose and develop multimedia content for social sharing, websites and other media for various purposes; respond to crisis situations within the social sphere; and ePortfolio development.

Advisory recommendation Prereq: PRL 604

PRL 615 Public Relations Campaign Planning & Execution (3 Credits)*Public Communications*

Students apply strategic planning, research and tactics to client needs. Teams design, execute and evaluate appropriate integrated campaigns for actual clients. Frequent client/team interaction required. Campaign books produced are part of the student's professional portfolio.

Advisory recommendation Prereq: PRL 611

PRL 619 Social Media & Society for Public Relations (1.5 Credits)*Public Communications*

Double-numbered with PRL 319

This course explores the competing role social media plays within our personal and our professional lives as PR practitioners and seeks to understand the pervasiveness and impacts of social media. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

PRL 620 Digital & Social Media Innovation for Public Relations (1.5 Credits)*Public Communications*

Double-numbered with PRL 320

The course offers a comprehensive overview of the innovations in digital and social media occurring within the public relations field. Additional work required of graduate students.

Shared Competencies: Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

PRL 623 Crisis Communications (3 Credits)*Public Communications*

This course focuses on crisis communication management, through the identification, understanding and demonstration of crisis types and the life cycle of a crisis. Students will learn how to create effective crisis communication strategies.

PRL 624 Public Relations Management and Leadership (3 Credits)*Public Communications*

Double-numbered with PRL 424

Students learn the responsibilities of managing a public relations department in various organizational settings; historical and current management theories and practices are applied to the public relations function. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

PRL 631 Intro to Financial and Investor Communication (1.5 Credits)*Public Communications*

Double-numbered with PRL 431

Explore career paths in Investor Relations from agency and corporate perspectives, learn how to speak the language of the "C-Suite", read and understand basic financial statements, and address disclosure, transparency, ethical and legal considerations. Additional work is required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

PRL 632 Writing for Financial and Investor Communication (1.5 Credits)*Public Communications*

Double-numbered with PRL 432

Introduction to communications tools used to disclose and explain a company's financial performance, business goals, objectives and strategies. Writing includes research, "C-Suite" language and basic financial statements. Additional work is required of graduate students.

Advisory recommendation Prereq: PRL 604 and PRL 631

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

PRL 635 Public Relations Culminating Experience (3 Credits)*Public Communications*

Students work in a professional setting full-time for a minimum of eight weeks. Students are responsible for a journal of observations, and a midpoint and final evaluations. PR master's student with 33 completed hours toward degree required.

Advisory recommendation Prereq: PRL 615 and PRL 725 and PRL 525 and COM 698 and VIS 607

PRL 643 Diversity in Public Relations (3 Credits)*Public Communications*

This course addresses diversity issues which are imperative to understand as consumers and producers of public relations media.

PRL 645 The Ethics of Advocacy (3 Credits)*Public Communications*

Double-numbered with PRL 345

Study and application of moral philosophy to ethical decision making in organizations. Examines ethical challenges in public relations, business management, advocacy, public affairs, or other career avenues. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

PRL 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

PRL 700 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

PRL 725 Public Relations Management (3 Credits)*Public Communications*

Historical and current management theories and practices to apply to the public relations function. Students learn the responsibilities of managing a public relations department.

Advisory recommendation Prereq: PRL 605, and PRL 611 and PRL 614

PRL 735 Public Diplomacy Practicum (3 Credits)*Public Communications*

A practicum in student internships in professional settings based on interest and career plans. Students will intern and create a portfolio of writing, graphics, and research samples. The course will also include a comprehensive exam.

Advisory recommendation Prereq: VIS 607, PRL 602, PRL 611, and PRL 615

PRL 997 Masters Thesis (0-6 Credits)*Public Communications*

Repeatable

Recording and Entertainment Industries**BAN 500 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

BAN 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

BAN 601 David M. Rezak Music Business Lecture Series (0-0.5 Credits)*Public Communications*

Double-numbered with BAN 301

This lecture series features music business leaders and will focus on business trends, day-to-day demands, negotiations and the nuances of recent/current successful projects. Additional work required for graduate students.

Repeatable 8 times for 4 credits maximum

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

BAN 602 Introduction to Music Business (3 Credits)*Public Communications*

Cross-listed with MBU 602

Double-numbered with BAN 402

This course introduces the fundamentals about how the music business operates, explores the variety of roles companies play within this industry and follows the current news and trends that the music business is experiencing. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

BAN 603 Entertainment Industry Practicum (1-3 Credits)*Public Communications*

Cross-listed with MBU 603

Double-numbered with BAN 403

Supervised Entertainment Industry field experience in which a student's performance is measured against a previously stated set of objectives and goals. Additional work is required of graduate students.

Repeatable 6 times for 18 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

BAN 635 Business of Record Labels & Music Publishers (3 Credits)*Public Communications*

Cross-listed with MBU 635

Double-numbered with BAN 335

This course delivers advanced learning and hands-on experience with, and access to the music business. The course is structured around a song release cycle with a focus on record labels and publishers.

Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

BAN 644 Diversity and the Music Industry (1 Credit)*Public Communications*

Cross-listed with MBU 644

Double-numbered with BAN 344

Popular music plays a role in determining societal standards, but who is behind determining what music becomes popular? This course explores the history of music industry executives and how their identities impact music becoming popular. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

BAN 645 Business of Live Music & Experiential Brand Activation (3 Credits)*Public Communications*

Cross-listed with MBU 645

Double-numbered with BAN 345

This course delivers advanced learning and hands-on experience with, and access to the music business. The course is structured around an artist tour cycle with a focus on agents, promoters, venues and brands. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

BAN 654 Music Business, Technology & Emerging Opportunities (3 Credits)*Public Communications*

Cross-listed with MBU 654

Double-numbered with BAN 454

This course explores the opportunity that technology creates for creative, forward-thinking and entrepreneurial students in the rapidly changing music and entertainment industries. Additional work is required of graduate students.

Shared Competencies: Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

BAN 664 Social Media and Data for the Music Business (3 Credits)*Public Communications*

Cross-listed with MBU 664

Double-numbered with BAN 364

The objective of this course is to provide exposure to the use and management of social media, including strategies for applying social media to the promotion, distribution and sale of music and entertainment. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

BAN 683 Entertainment Industry Exploration (3 Credits)*Public Communications*

Cross-listed with MBU 683

Double-numbered with BAN 483

Students will identify and pursue a semester-long project, and in the process, learn to translate ideas and business aspirations into a strategy and a plan with structured accountability, timelines and ultimately, execution. Additional work is required of graduate students.

Repeatable 4 times for 12 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

BAN 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable 6 times for 6 credits maximum

Sports Media & Communications**SMC 500 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester.

Repeatable 6 times for 6 credits maximum

SMC 510 Topics in Sports Media & Communications (1 Credit)*Public Communications*

These five-week mini-courses provide specific areas of study not covered in depth in other courses. Examples: Live Sports Seminar and others based on faculty and student interest.

Repeatable 6 times for 6 credits maximum

SMC 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable 6 times for 6 credits maximum

SMC 601 Sports Media & Communications Proseminar (1 Credit)*Public Communications*

This class is an examination of the sports media field. Students will discuss career paths within the industry and the roles sports media professionals play.

SMC 603 Sports Content for Social Platforms (3 Credits)*Public Communications*

Double-numbered with SMC 403

This is a course to research, analyze and produce creative content for multi-platform sports distribution including social media, in arena shows and any non-broadcast area. Additional work for graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

SMC 621 Sports PR and Athlete Advocacy (1 Credit)*Public Communications*

Double-numbered with SMC 421

This course examines and explores the unique situations and skills required for public relations practitioners, through both a domestic and global look at sports industry and reputation management. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

SMC 622 Sports Production (3 Credits)*Public Communications*

Double-numbered with SMC 422

This class examines how promos, long form, studio and live sports production utilizes storytelling, interviews, music, shot selection and editing techniques. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

SMC 623 Sports Documentary (3 Credits)*Public Communications*

Double-numbered with SMC 423

This workshop course examines the history of sports filmmaking and challenges students to utilize studied techniques to find their own voice and produce documentary short(s). Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

SMC 624 The Sports Media Pitch (3 Credits)*Public Communications*

Double-numbered with SMC 424

Students will collaborate with a real-world partner and industry professionals on content creation, programming, advertising and social media to create a promotional campaign for a major brand/advertiser. Additional work required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

SMC 630 Topics in Esports and Media (3 Credits)*Public Communications*

Double-numbered with SMC 330

Students learn the history of Esports, trending technologies, fan experience and Esports reporting. Students will develop skills that enhance an Esports media property's social media, distributed content and brand management. Esports media properties rotate as industry partners. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

SMC 654 Sport Writing Across Platforms (3 Credits)*Public Communications*

Double-numbered with SMC 454

A reading and writing intensive class of sportswriting. Techniques to be covered: sourcing, reporting, interviewing, writing, and editing. Formats include: game stories, social media, book reviews, long form storytelling. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

SMC 655 Television Sports Play-by-Play (1 Credit)*Public Communications*

Double-numbered with SMC 355

Students will explore the principles and practice of television sports play-by-play through examination, discussion and execution. Students are responsible for in-class participation, play-by-play assignments, writing assignments and a final project. Additional work required of graduate students.

Advisory recommendation Prereq: BDJ 612 or BDJ 663

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

SMC 675 Sports Media & Communications Practicum (3 Credits)*Public Communications*

Provides students interested in sports media industry careers with a unique opportunity to intern with sports networks, production companies, content creators, and sports event broadcasters. Students will also meet with instructor throughout semester.

SMC 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable 6 times for 6 credits maximum

Strategic Communications**STC 501 Fundamentals of Communications Law (3 Credits)***Public Communications*

Survey of communications law emphasizing applications to strategic communications. Specific topics will include free speech, corporate speech, political strategic communications, intellectual property, and defamation.

Prereq: STC 206

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

Television, Radio, and Film**TRF 500 Selected Topics (1-6 Credits)***Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

TRF 510 Specialized Practice (1 Credit)*Public Communications*

These four-week mini-courses provide specific areas of study not covered in depth in other courses. Examples: Production Management, Budgeting, Editing, Lighting, Location Sound, Videography, and others based on faculty and student interest.

Repeatable

TRF 530 Popular Culture Studies (3 Credits)*Public Communications*

In-depth examination of critical issues, aesthetics, genre, and authorship involved in electronic media and cinema. Topics range from television genres to film classics.

Repeatable 4 times for 12 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

TRF 545 Television & Radio Performance (3 Credits)*Public Communications*

Theory and practice of effective television and radio performance. Closed circuit studio experience planning and presenting educational and commercial material.

TRF 560 Topics in International Perspectives (3 Credits)*Public Communications*

In-depth examination of issues and practices involved in international television and film. Topics alternate from semester to semester. Examples include: Global Communication, Ways of Seeing, Comparative Systems, and British Cinema.

Repeatable 2 times for 6 credits maximum

TRF 570 Experience Credit (1-6 Credits)*Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

TRF 580 International Course (1-6 Credits)*Public Communications*

Offered through SUAbroad by educational institution outside the United States. Student registers for the course at the foreign institution and is graded according to that institution's practice. SUAbroad works with the S.U. academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

TRF 592 Film Business (3 Credits)*Public Communications*

Economics of the film industry. Financing of films, budgets, sources of funds, contracts. Securing distribution. National and international marketing of films. Film rental. Booking films for television or theater. Exploitation of ancillary markets.

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 594 Television Business (3 Credits)*Public Communications*

Management principles and practices in electronic media; organizational structures, financial controls, revenue procurement, economic theory, management law, product development, and personnel administration. Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

TRF 595 Programming and Audience Analysis (3 Credits)*Public Communications*

Immersion in the principal programming functions of content development and acquisition, scheduling, and promotion. Survey of scheduling strategies and case studies, hits and misses. Research techniques to understand audience program preferences and choices. Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

TRF 600 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

TRF 605 Audio Arts Practices (3 Credits)*Public Communications*

Introduction to the fundamental practices involved in the creation of effective audio for radio, music, television, film, and online media.

TRF 610 Proseminar in Television, Radio, and Film (1 Credit)*Public Communications*

Review of disciplinary trajectories and expectations of professional entertainment media environments, with an emphasis on developing professional competency, networking skills and leadership etiquette. Repeatable 2 times for 2 credits maximum

TRF 611 Dramatic Writing for Television and Film (3 Credits)*Public Communications*

Preparing and writing scripted dramatic material for small and large screen. Script evaluation, working as a professional writer, and the stages of script development.

TRF 620 Topics in Screenwriting (3 Credits)*Public Communications*

Double-numbered with TRF 420

Instruction will include new screenwriting theories, maturing conceptual models, and address developing and future trends in screenwriting procedures and best practices. Additional work required of graduate students.

Repeatable 2 times for 6 credits maximum

TRF 621 Feature Film Writing (3 Credits)*Public Communications*

Double-numbered with TRF 421

Study and practice of the craft of feature film writing. Additional work required of graduate students.

Advisory recommendation Prereq: TRF 611

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

TRF 622 Comedy Writing (3 Credits)*Public Communications*

Double-numbered with TRF 422

Study and practice of the craft of comedy writing for television and film. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

TRF 623 Writing the One-Hour Drama (3 Credits)*Public Communications*

Double-numbered with TRF 423

This course teaches the student the craft of writing for television, focusing on construction of the one-hour drama. Students will pitch, outline and write an original dramatic television pilot and series bible. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

TRF 624 Script Development (3 Credits)*Public Communications*

Double-numbered with TRF 424

Screenwriting theory and the script development process: writing topics include story structure, genres, character development, dialogue, and script formatting. Business topics include pitching, writing script coverage, supervising development, and breaking into the industry. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

TRF 629 Creative Producing (3 Credits)*Public Communications*

Double-numbered with TRF 429

Students learn to be creative producers and managers. They form companies and work with writers to rewrite. They provide development notes, create look-books, casting lists and develop other projects as they would in the real world. Additional work is required of graduate students. Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

TRF 630 Topics in Entertainment Business (3 Credits)*Public Communications*

Double-numbered with TRF 430

Instruction will include new entertainment business theories, maturing conceptual models, and address developing and future trends in entertainment business procedures and best practices. Additional work required of graduate students.

Repeatable 2 times for 6 credits maximum

TRF 635 Introduction to Entertainment Business (1 Credit)*Public Communications*

Introductory overview of origins and dynamics of corporate structures, revenue models, content, distribution, and regulation in the television, radio, film, and interactive media industries.

TRF 636 Critical and Historical Perspectives on Television, Radio, and Film (3 Credits)*Public Communications*

Non-print media as art forms and social, political and cultural forces. Critical analysis of individual products of broadcasting and motion pictures in relation to the systems for which they were created. Advisory recommendation Coreq: TRF 655

TRF 637 Telecommunications Law&Policy (3 Credits)*Public Communications*

Introduction to the law and policies that influence the telecommunications industries. Covers the policy environment, historical, and current developments.

TRF 640 Topics in Critical and Historical Perspectives (3 Credits)*Public Communications*

Double-numbered with TRF 340

Non-print media as art forms and social, political and cultural forces. Critical analysis of individual products of broadcasting and motion pictures in relation to the systems for which they were created. Additional work required of graduate students

Repeatable 4 times for 12 credits maximum

Shared Competencies: Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>)

TRF 641 Visual Effects for Live Action (3 Credits)*Public Communications*

Double-numbered with TRF 441

Exploration of fundamental visual effects techniques using 2D compositing software to create fix-it-in-post, invisible, and creative VFX for live-action projects. Students will integrate VFX in pre-production, production, and post-production stages to create a short film. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 642 Multicamera Television Production (3 Credits)*Public Communications*

Double-numbered with TRF 442

Students write, design, produce, direct, and program projects specifically for television presentation. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 644 Production Management (3 Credits)*Public Communications*

Double-numbered with TRF 444

This class delves deep into the world of TV and Film Production Management, laying out the necessary steps and mechanics in pre-production and production which includes scheduling, budgeting, and producing. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

TRF 645 Post-Production Practices (3 Credits)*Public Communications*

Double-numbered with TRF 445

Explore and perform both the management and technical aspects of the Post Supervisor role on film and episodic TV projects. Planning, budgeting, and scheduling will be examined. Workflows covered include: dailies, editorial, VFX, color, sound, and deliverables. Additional work required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

TRF 646 Working with Actors (3 Credits)*Public Communications*

Double-numbered with TRF 446

Students examine the dynamic interplay between directing and acting for the screen, including script analysis, what to look for in auditions, and what good direction looks and sounds like. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

TRF 647 Animation for Film and TV (3 Credits)*Public Communications*

Double-numbered with TRF 447

Exploration of fundamental motion graphics and animation techniques for film and TV. Students will create a variety of 2D animation projects, including short films, music videos, explainer videos, personal branding, opening title sequences, and advertisements. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 648 Audio Storytelling (3 Credits)*Public Communications*

Double-numbered with TRF 448

Intermediate study and practice in creating fictional and nonfictional audio content for broadcast and online distribution. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 650 Topics in Production (3 Credits)*Public Communications*

Double-numbered with TRF 450

Focus on the evolution of TV and Film production forms, consideration of new theories, maturing of conceptual models and the clarification of procedures. Topics will focus on recent developments in the field. Additional work is required of graduate students.

Repeatable 3 times for 9 credits maximum

Advisory recommendation Prereq: TRF 655

TRF 651 Directing (3 Credits)*Public Communications*

Double-numbered with TRF 451

The study and practice of the art of motion picture directing for film and single camera television content. Emphasis is on developing skills necessary to create festival-quality short works with public impact. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 653 Short-form Production (3 Credits)*Public Communications*

Double-numbered with TRF 453

Techniques of shortform moving image media such as commercials, promos, music videos, show openings, special effects, and high impact packaging. Additional work required of graduate students.

Advisory recommendation Prereq: TRF 655

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 654 Music Recording (3 Credits)*Public Communications*

Double-numbered with TRF 454

Students produce a recording of a musical performance in a 24-track recording studio. Topics include: Aesthetics of recorded sound, acoustics, psycho-acoustics, the multitrack recording process, mixing, microphone techniques, signal processing. Additional work required of graduate students.

Advisory recommendation Prereq: TRF 655

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

TRF 655 Screenwriting and Production Workshop (3 Credits)*Public Communications*

Introduction to writing, designing, planning, and producing programs for radio, television, and film.

Advisory recommendation Coreq: TRF 636

TRF 656 Sound for Picture (3 Credits)*Public Communications*

Double-numbered with TRF 456

Introduction to theory and production of sound for television and film. Includes information processing, aesthetics, perception of sound, sound/picture relationship, analog and digital sound studios, production recording, signal processing, nonlinear editing and mixing. Additional work required of graduate students.

Advisory recommendation Prereq: TRF 655

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 657 Music Underscoring (3 Credits)*Public Communications*

Double-numbered with TRF 457

The theory and practice of producing music to underscore visual material. Additional work required of graduate students.

Advisory recommendation Prereq: TRF 655

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 659 Documentary Production (3 Credits)*Public Communications*

Double-numbered with TRF 459

Student teams write, produce, and edit documentary projects. Additional work required of graduate students.

Advisory recommendation Prereq: TRF 655

Shared Competencies: Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 661 Entertainment Business Capstone (3 Credits)*Public Communications*

Double-numbered with TRF 461

Business of communications industry focusing on management skills and their effective application. Additional work required of graduate students.

Advisory recommendation Prereq: TRF 592 or 594 or 595

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

TRF 663 Television, Radio and Film Capstone (3 Credits)*Public Communications*

Double-numbered with TRF 463

This advanced course challenges majors to cap their academic experience with a summative project in entertainment media not addressed by specialized tracks of study. Additional work required of graduate students.

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 664 Production Capstone (3 Credits)*Public Communications*

Double-numbered with TRF 464

Students develop and produce independent fiction or nonfiction projects to demonstrate mastery of advanced production practices in film, television, sound, music, and short form content creation. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

TRF 667 Screenwriting Master Class (3 Credits)*Public Communications*

Double-numbered with TRF 467

Advanced practice built around professional workshops, sponsored by the Center for Popular Television, and guest speakers. Students interact with professionals while working on their screenwriting portfolios.

Additional work required of graduate students.

Advisory recommendation Prereq: TRF 651 OR TRF 653 OR TRF 654 OR TRF 656 OR TRF 657 OR TRF 659

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

TRF 668 Advanced Audio (3 Credits)*Public Communications*

Independent and specialized practice in audio, including sound tracks for film or television; CD albums; radio drama; or spot announcements. Additional work required of graduate students.

Advisory recommendation Prereq: TRF 651 or 653 or 654 or 656 or 657 or 658 or 659

TRF 669 Advanced Filmmaking (3 Credits)*Public Communications*

Students propose independent film projects (fiction or documentary), and if approved, produce them using digital video and sound technology.

Advisory recommendation Prereq: TRF 651 or 652 or 653 or 654 or 656 or 657 or 658 or 659

TRF 670 Experience Credit (1-6 Credits)*Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

TRF 675 Entertainment Industry Practicum (1-3 Credits)*Public Communications*

Double-numbered with TRF 475

Students work in a professional setting for a minimum of six weeks.

Students are responsible for online participation in discussions, selected readings, written exercises, a journal of observations, and a paper.

Additional work required of graduate students.

Repeatable 2 times for 6 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

TRF 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem or problems, in depth. Individual independent study upon a plan submitted by the student.

Repeatable

TRF 695 Advanced Production Workshop (3 Credits)*Public Communications*

In collaborative groups, students develop and execute independent creative content to demonstrate mastery of screenwriting, entertainment business, and production practices. As individuals, students produce portfolios highlighting their comprehension of industry practices in their chosen field.

Advisory recommendation Prereq: TRF 655

TRF 696 Research for Entertainment Media (3 Credits)*Public Communications*

Double-numbered with TRF 496

This course focuses on research practices in relation to entertainment media questions and problems. Students become critical consumers and evaluators of qualitative- & quantitative-based reports and metrics. Students apply methodological procedures to questions of particular interest. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

TRF 700 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

TRF 990 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

TRF 998 Degree in Progress (0 Credits)*Public Communications*

Visual Communications

VIS 500 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

VIS 501 Photography and Multimedia for Non-Majors (3 Credits)

Public Communications

Students study basic principles of photography and multimedia, including composition and lighting. Teaches workflow and post-production processes and basic editing for photography and video/multimedia.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

VIS 502 AI for Creative Professionals (3 Credits)

Public Communications

Students explore generative artificial intelligence tools and platforms used in all phases of production for commercial and narrative storytelling.

Repeatable 1 times for 3 credits maximum

VIS 507 Intermediate Design and Production for Non-Majors (3 Credits)

Public Communications

This course teaches intermediate design, with a focus on developing more sophisticated layout, illustration and production skills while exploring classic and contemporary design styles.

Prereq: VIS 207 or 607

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

VIS 508 Basic Photo/Video Lab (0 Credits)

Public Communications

Basic photo/video lab for VIS 201 or VIS 501.

Coreq: VIS 201 or 501

VIS 510 Specialized Practice (1 Credit)

Public Communications

These short courses provide specific areas of study not covered in depth in other courses. These courses are based on faculty and student interest.

Repeatable 3 times for 3 credits maximum

VIS 517 Interactive Fashion Communications (3 Credits)

Public Communications

This course is designed to explore various methods of how visual communications are used as a method of promotion in the fashion, art and communications industries.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

VIS 527 Publication Design (3 Credits)

Public Communications

Teaches visual concepts and strategies in publication design, including use of typography, color, language, images, and the use of space. Students will learn to create smart design solutions for books, magazines and newspapers.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

VIS 528 Advanced Photo/Video Lab (0 Credits)

Public Communications

Advanced photo/video lab to support advanced photography and video course work.

Repeatable 8 times for 0 credits maximum

VIS 544 Fashion and Portraiture (3 Credits)

Public Communications

Teaches an overview of industry innovators, fashion and portrait photography. Instruction includes studio and location lighting, the portrayal of subjects, and color printing. The course may include a visit to a professional NYC fashion shoot.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

VIS 600 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

VIS 601 Photography and Multimedia Fundamentals (3 Credits)

Public Communications

This course focuses on key concepts, techniques and historical context required to begin serious graduate study in photography, video and multimedia. Students will use professional grade cameras and image editing software to tell compelling stories.

VIS 602 Essentials for Visual Communicators (1 Credit)

Public Communications

Double-numbered with VIS 402

Teaches visual storytellers various topics in using the tools, techniques and best practices of their trade, focusing on how to use them powerfully in various contexts. Additional work is required for graduate students.

Repeatable

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

VIS 604 Foundations in Camera, Light and Concept (3 Credits)*Public Communications*

Double-numbered with VIS 304

This course focuses on basic lighting, camera and post-production skills foundational for still and video storytelling. Through lecture, studio work and lab activities, students learn to create compelling editorial and commercial content. Additional work required of graduate students.

Advisory recommendation Prereq: VIS 601

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

VIS 605 Photographic Storytelling (3 Credits)*Public Communications*

Double-numbered with VIS 405

Teaches principles and practices of photojournalistic/documentary/editorial storytelling for print, multimedia and video contexts. Topics include news, features, portraits and sports photography; picture story and essay production. Additional work required of graduate students.

Advisory recommendation Prereq: VIS 601

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

VIS 607 Graphic Design Fundamentals (3 Credits)*Public Communications*

Teaches the principles of visual communication and graphic design. The course covers visual problem-solving, which includes conceptualization, typography, layout, image editing, and production of print and digital platforms. This course will have additional lab work.

VIS 617 Typographic Design (3 Credits)*Public Communications*

Double-numbered with VIS 317

Explores essential history, concepts, skills and strategies for thoughtful and informed typographic decision-making in creating elegant and smart design solutions. Focuses on typeface design, the setting of text, and visual strategies. Additional work required of graduate students.

Advisory recommendation Prereq: VIS 607

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

VIS 619 Project Development: Overview (1 Credit)*Public Communications*

The course is designed to advance student understanding of the process, the expectations, the ideation and the procedures of the master's project.

VIS 622 Visual Communications Theory (3 Credits)*Public Communications*

Explores visual communication and how it serves to inform, persuade and entertain; covers semiotics and meaning systems while developing both theoretical and practical understanding of the history and current practices of visual communication and its storytelling capabilities.

VIS 623 Advanced Video Storytelling: How to be a Multimedia Rock Star (3 Credits)*Public Communications*

Double-numbered with VIS 423

Students learn advanced technical, video and multimedia skills to enhance their command of story development. Students will expand their understanding of professional practices. Additional work required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

VIS 624 Light and Concept (3 Credits)*Public Communications*

Double-numbered with VIS 324

Course assumes foundational skills in camera controls. This course focuses on developing technical and conceptual lighting and postproduction skills used in still and video productions to create compelling editorial and commercial content in studio and on location. Additional work required of graduate students.

Advisory recommendation Prereq: VIS 601

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

VIS 625 Visual Editing and Project Development (3 Credits)*Public Communications*

Double-numbered with VIS 425

Teaches students how to develop and edit their own work through semester-long projects while also editing the work of outstanding professionals and analyzing aspects of the editing profession. Additional work required of graduate students.

Advisory recommendation Prereq: VIS 605

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

VIS 627 Type and Image Design (3 Credits)*Public Communications*

Double-numbered with VIS 327

Intermediate course for graphic design majors builds on foundational principles and skills in design, writing and imaging. Students create original print and digital design projects while also considering budgeting and processes. Additional work is required of graduate students.

Advisory recommendation Prereq: VIS 617

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

VIS 629 Project Development: Research/Pitch/Writing (2 Credits)*Public Communications*

This course will further student understanding of the skills and guidelines in detail and will aid in the critical research, pitching, proposal, and launch of the various aspects of developing the master's project.

Advisory recommendation Prereq: VIS 619

VIS 634 Commercial & Advertising Photography and Multimedia (3 Credits)*Public Communications*

Double-numbered with VIS 434

This course focuses on production of advanced commercial and advertising content for multimedia and print. It builds on skills learned in previous lighting courses, while emphasizing professional business practices and working with live talent.

Advisory recommendation Prereq: VIS 604 or VIS 624

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

VIS 639 Advanced Projects (1-3 Credits)*Public Communications*

Double-numbered with VIS 439

Focuses on developing and collecting content for advanced photo and video/multimedia projects; emphasizes creativity, work ethic, personal intention and community-building skills in the service of becoming a better visual communicator. Additional work is required of graduate students.

Repeatable 3 times for 6 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

VIS 642 Professional Practices for Visual Communicators (3 Credits)*Public Communications*

Double-numbered with VIS 442

Teaches skills necessary for forming and running a multimedia, design, video or photography business, including branding, budgeting, assessing costs, formulating profitable market strategies and marketing visual communications products. Emphasizes promotion in a new media environment. Additional work is required of graduate students.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

VIS 643 The Art of Editing (1 Credit)*Public Communications*

Double-numbered with VIS 443

This course examines how to best utilize editing tools and techniques to create compelling characters, great cinematic expressions, story arcs and complex moral landscapes-all applicable in fiction and nonfiction video and multimedia storytelling. Additional work required of graduate students.

Repeatable 3 times for 3 credits maximum

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Civic and Global Responsibility (<https://coursecatalog.syracuse.edu/shared-competencies/civic-and-global-responsibility/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

VIS 644 Advanced Light and Concept (3 Credits)*Public Communications*

Double-numbered with VIS 444

This course explores mindful, creative, intentional use of lighting and camera approaches to solve photographic challenges and conceptual problems in the studio and on location. Additional work required of graduate students.

Advisory recommendation Prereq: VIS 604 or VIS 624

VIS 647 Motion Design (3 Credits)*Public Communications*

Double-numbered with VIS 447

Teaches technology and strategies in motion graphics and how to build rich storytelling experiences for publication on multiple platforms. Students create multimedia productions using still imagery, video, audio and type. Additional work required of graduate students.

Advisory recommendation Prereq: VIS 607

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

VIS 657 User Interface and User Experience (UI/UX) Design (3 Credits)*Public Communications*

Double-numbered with VIS 457

Students will utilize design thinking to create human-centered experiences and useable interfaces for web and mobile, including an interactive prototype for a UI/UX project package. Additional work is required of graduate students.

Advisory recommendation Prereq: VIS 607

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

VIS 667 Immersive Design (3 Credits)*Public Communications*

Double-numbered with VIS 467

This advanced course teaches how to design and build immersive digital environments for the communications industry. Students explore best practices and theories, and develop the skills and vocabulary to design for mixed-realities using cutting edge technology. Additional work required for graduate students.

Advisory recommendation Prereq: VIS 647 or VIS 657

Shared Competencies: Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

VIS 669 Portfolio Review (0 Credits)*Public Communications*

Teaches visual storytellers best practices in portfolio development and presentation methods. Students identify unique personal vision and then edit work to create a strong portfolio.

Advisory recommendation Prereq: VIS 603 OR VIS 604 OR VIS 605

VIS 670 Experience Credit (1-6 Credits)*Public Communications*

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

VIS 689 Master's Projects (3 Credits)*Public Communications*

Covers production and post-production of individual master's projects. Using previously acquired skills, students hone their project management skills to create distinguished work.

VIS 690 Independent Study (1-6 Credits)*Public Communications*

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable 6 times for 6 credits maximum

VIS 700 Selected Topics (1-6 Credits)*Public Communications*

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

VIS 997 Master's Theses (1-6 Credits)*Public Communications*