

# COMMUNICATIONS (COM)

## COM 100 Public Communications First Year Seminar (0 Credits)

### *Public Communications*

Repeatable 2 times for 0 credits maximum

## COM 101 Practical Grammar for Public Communications (0 Credits)

### *Public Communications*

Understanding how Standard American English is used in Public Communications and developing the skills to apply that knowledge to writing and speaking.

## COM 107 Communications and Society (3 Credits)

### *Public Communications*

Mass media and their functions. Contemporary problems of the media; legal, social, economic, and psychological implications of their relationships with society. Required of all students in the school. Shared Competencies: Ethics and Integrity (<https://coursecatalog.syracuse.edu/shared-competencies/ethics-and-integrity/>)

## COM 117 Multimedia Storytelling (3 Credits)

### *Public Communications*

Working in collaborative teams, students write, design and produce short fiction and non-fiction stories using digital media and the Internet. Emphasis on how story structures change with audience and delivery system.

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

## COM 180 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.

## COM 200 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 270 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 280 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 2 times for 12 credits maximum

## COM 290 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 300 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 337 Real News, Fake News: Literacy for the Information Age (3 Credits)

### *Public Communications*

Critical-thinking skills to distinguish news from other information, such as commentary and propaganda, and to judge quality of news and sources. For non-journalism majors.

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

## COM 344 Diversity and Media Issues (1 Credit)

### *Public Communications*

Students will develop understanding of concepts such as social identity, stereotyping, ideology and hegemony. Apply concepts to areas such as news, sports media and contemporary music, through the use of case studies and online discussions.

Prereq: COM 107

## COM 346 Race, Gender, and the Media (3 Credits)

### *Public Communications*

Introduction of fundamental issues of diversity that confront media workers and audiences. Topics include roles, obligations, stereotypes, ownership of media in a multicultural society. Students may not receive credit for more than one of the following: COM 346, 348, 350.

Prereq: COM 107

University Requirement Course: IDEA Requirement Eligible

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

## COM 348 Beauty and Diversity in Fashion Media (3 Credits)

### *Public Communications*

The issues that arise in the fashion industry and the messages that it communicates to the public through its associated media outlets. Students may not receive credit for more than one of the following: COM 346, 348, 350.

University Requirement Course: IDEA Requirement Eligible

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

## COM 350 Topics in Media, Diversity and Inclusion (3 Credits)

### *Public Communications*

Introduction to fundamental issues related to diversity and inclusion in the media industries as approached through the lens of particular topics, industries, and/or media products. Students may not receive credit for more than one of the following: COM 346, 348, 350.

Prereq: COM 107

University Requirement Course: IDEA Requirement Eligible

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

**COM 380 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 2 times for 12 credits maximum

**COM 400 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 408 Advertising and Public Relations Law (2 Credits)***Public Communications*

A survey of legal issues relevant to advertising and public relations. Specific topics will include free speech, corporate speech, advertising regulations, political advertising, intellectual property, and defamation. Students may not receive credit for more than one of the following: COM 408, 505, 506, 507, 509.

**COM 415 Digital Nation (3 Credits)***Public Communications*

Digital Nation explores the impact of video in digital delivery and social media and how it is transforming the global media business. Students will learn content strategy, publishing, brand development, and the art of the pitch.

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

**COM 425 Social Platforms, Processes, and Perspectives (3 Credits)***Public Communications*

Students will learn how to use social platforms in a professional setting. This course is designed with live lectures, off-site field trips, and in-class workshops. Assignments will mirror tasks and deliverables expected when working in the field.

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

**COM 427 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.

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

**COM 430 Topics in Digital Media Content Strategies (3 Credits)***Public Communications*

Double-numbered with COM 630

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 442 International Communications in European Media (3 Credits)***Public Communications*

Offered regularly through Syracuse Abroad. This course analyzes trends in media and communication practices across Europe and how they intersect with European political institutions. Topics include mass media, development of media systems, and the effects of the media on the public.

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

**COM 470 Experience Credit (1-6 Credits)***Public Communications*

Participation in a discipline- or subject-related experience. Students must be evaluated by written or oral reports or an examination. Limited to those in good academic standing.

Repeatable

**COM 475 NYC Communications Industry Practicum (1-3 Credits)***Public Communications*

Practical experience in the NYC communications industry. Includes media-based internship along with required classroom sessions and guest speakers. Internship grade determined by internship supervisor performance evaluation, class assignments, journal, and final paper.

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/>)

**COM 480 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 490 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

**COM 499 Honors Capstone Project (1-3 Credits)***Public Communications*

Completion of an Honors Capstone Project under the supervision of a faculty member.

Repeatable 3 times for 3 credits maximum

**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.