

# S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

Mark Lodato, Dean  
400 Newhouse I  
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/>.

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 and graduate programs. You'll find more information about the graduate programs in the Graduate Course Catalog (<https://coursecatalog.syracuse.edu/graduate/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://effectiveness.syr.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.

## Undergraduate Education

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### Degree Program Overview

The S.I. Newhouse School of Public Communications offers programs of study that lead to the B.S. degree. Students enrolled in the dual program with the College of Arts and Sciences (<https://coursecatalog.syracuse.edu/undergraduate/arts-sciences/>) are granted the degree appropriate to the arts and sciences program of study, either the B.A. or the B.S. Students enrolled in the dual program with the School of Management (<https://coursecatalog.syracuse.edu/undergraduate/management/>) or with the School of Information Studies (<https://coursecatalog.syracuse.edu/undergraduate/information-studies/>) also earn the B.S. degree. Dual programs are available to all majors except the Bandier Program in Recording and Entertainment Industries, and the Esports Communications & Management program, which is already a cross-disciplinary program with coursework in four different colleges.

Professional coursework in communications may be taken in advertising; broadcast and digital journalism; graphic design; magazine, news and digital journalism; photography; public relations; recording and entertainment industries; sports media; television, radio and film, and visual communications.

Broad scholarship is stressed in all the programs to ensure that students attain the background necessary for serving in leadership roles in public communications.

All work prepared for classes in the school must be written electronically. Students are encouraged to bring a computer to campus for use in word processing, e-mail, web searches, and graphic, multimedia, video, and photographic production and presentations.

Public communications students at Syracuse University, as at all accredited schools of public communications, receive a broad education in completing their degree requirements, devoting more than two-thirds of their study to areas other than communications, and earning a minimum of 61 credits in the liberal arts and sciences.

## Graduation Requirements

For academic rules and regulations that apply to all Syracuse University students, see the Academic Rules (<https://coursecatalog.syracuse.edu/academic-rules/>) section of the Course Catalog, which also contains special regulations that apply to all students matriculated in the S.I. Newhouse School of Public Communications. In addition, the following rules and regulations apply to students in the S.I. Newhouse School of Public Communications.

In addition to meeting all general University requirements for graduation, students must complete a minimum of 122 credits of coursework, of which 32 must be taken in residence at Syracuse University. All students except those in the Esports Communications & Management program must take a minimum of 39 credits in public communications courses. Esports Communications & Management students must complete a minimum of 126 credits of coursework. These students have a public communications core; maximum number of public communication coursework depends on the track of study chosen. The maximum number of credits in public communications coursework that Esports students can take is 42 credits.

## Single Enrollment Graduation Requirements

Students who are singly enrolled in the Newhouse School of Public Communications must satisfy the general requirements of the professional major program they are pursuing. In addition, non-public communications requirements assure a broad education, and a minor or an area of specialization provides special competency in a selected field of study outside the School of Public Communications.

Singly enrolled students must:

1. Fulfill 61 credits in the College of Arts and Sciences
2. Complete the following general skills requirements:
  - one basic writing course from the following list:

Code	Title	Credits
WRT 105	Studio 1: Practices of Academic Writing	3
WRT 109	Studio 1: Practices of Academic Writing (Honors)	3
ENL 213	Advanced Academic Writing and Research for Non-native Speakers of English	3

- two courses in foreign languages;
- one course in quantitative skills from the following list:

Code	Title	Credits
MAT 121	Probability and Statistics for the Liberal Arts I	4
MAT 183	Elements of Modern Mathematics	4
MAT 221	Elementary Probability and Statistics I	4

- one additional skills course in foreign languages, quantitative skills, speech, or computer skills. Courses approved for this requirement include: any 3 to 4 credit foreign language course,

Code	Title	Credits
ACC 151	Introduction to Financial Accounting	4
ACC 201	Essentials of Accounting	3
CIS 252	Elements of Computer Science	4
CPS 181	Introduction to Computing	3
CPS 196	Introduction to Computer Programming	3
CRS 225	Public Advocacy	3
CRS 325	Presentational Speaking	3
GEO 386	Quantitative Geographic Analysis	3
IST 195	Information Technologies	3
MAS 261	Introductory Statistics for Management	3
MAT 122	Probability and Statistics for the Liberal Arts II	4
MAT 221	Elementary Probability and Statistics I	4
MAT 222	Elementary Probability and Statistics II	3
MAX 201	Quantitative Methods for the Social Sciences	3
PSY 252	Statistical Methods II	3
SOC 318	Introduction to Research	3
SWK 361	Foundations of Social Work Research	3

- two writing intensive courses from an approved list. (See The Newhouse School Guidebook 2025-26 (<https://guidebooks.newhouse.syr.edu/>) for listing of writing intensive courses.)

3. Complete the following divisional requirements:
  - two courses (6 credits) in social sciences
  - two courses (6 credits) in humanities;
  - two courses (6 to 8 credits) in natural sciences and mathematics;
  - four additional courses (12 to 16 credits) from any of the three areas listed above.

All courses fulfilling divisional requirements must be from the Divisional Lists included in the Newhouse School Guide Book 2025-2026 (<https://guidebooks.newhouse.syr.edu/>). For updated information, contact the Newhouse Advising Office at 315-443-4722 or [nhadvise@syr.edu](mailto:nhadvise@syr.edu).
4. Complete the requirements of one major plan of study in the Newhouse School of Public Communications. Up to 45 credits in Newhouse may be counted in the 122 credits needed for graduation.
5. Complete a minor or an area of specialization comprising at least 18 credits in any school or college. In most cases, 12 of these credits must be in upper-division courses. This minor or area of specialization may include courses taken to fulfill requirements other than the major. A complete list of minors offered by Syracuse University can be found in the Undergraduate Course Catalog (<https://coursecatalog.syracuse.edu/academic-offerings/>). The minor in Public Communications Studies is intended for students who are not enrolled in the Newhouse School.
6. Complete enough credits in electives to total 122 credits, which are required for graduation. For most Newhouse majors, these electives

may be taken in any school or college within the University. No more than four credits may be in physical education. For students in the Bandier Program in Recording and Entertainment Industries, elective credits must be taken in the College of Arts and Sciences.

7. In addition, all students must complete two university-wide required courses: FYS 101 First Year Seminar and a 3-credit Diversity, Equity, Inclusion, and Accessibility course (DEIA). The DEIA requirement can be fulfilled by choosing one of the following Newhouse courses: COM 346 Race, Gender, and the Media or COM 348 Beauty and Diversity in Fashion Media or COM 350 Topics in Media, Diversity and Inclusion.

## Esports Communication & Management Graduation Requirements

Students who are enrolled in the joint Esports Communications & Management joint major between the David B. Falk School of Sport and Human Dynamic and the S.I. Newhouse School of Public Communications must satisfy the general requirements listed below:

1. Fulfill 63 credits in the College of Arts and Sciences
2. Complete the following general skills requirements:
  - one basic writing course: WRT 105 Studio 1: Practices of Academic Writing;
  - one course in public speaking: CRS 325 Presentational Speaking;
  - two courses in foreign languages;
  - one course in humanities: ENG 156 Interpretation of Games;
  - one course in humanities from the following list: ENG 319 Topics in Game Studies, ENG 329 Theorizing Games and Game Design , ENG 339 Identity and Representation in Games, or ENG 379 Games and Esports in Culture;
  - one course in natural science and mathematics. Esports Business & Management track students must take, MAT 284 Business Calculus. Esports Communications track students, and Esports Media & Design track students must take one natural science class with lab.
  - one course in quantitative skills from the following list: MAT 121 Probability and Statistics for the Liberal Arts I or MAT 221 Elementary Probability and Statistics I;
  - three courses in social sciences. Approved courses that satisfy this requirement include: ECN 101 Introductory Microeconomics, ECN 102 Introductory Macroeconomics, and MAX 132 Global Community.
  - twenty-two credits of Liberal Arts electives. Recommended courses include but are not limited to: HUM 141 Computing Culture: Technology and the Humanities Computing Culture: Technology and the Humanities, PHI 378 Minds and Machines, PSY 205 Foundations of Human Behavior, and SOC 367 Sociology of Sport.
  - one university required course: FYS 101 First Year Seminar .

## Dual Enrollment Graduation Requirements

Students dually enrolled in the Newhouse School of Public Communications and another school or college within the University must fulfill the degree requirements of both schools. Upon graduating, they receive a bachelor's degree (one diploma) conferred jointly by the two schools.

Formal dual programs of study are available in cooperation with the College of Arts and Sciences (<https://coursecatalog.syracuse.edu/undergraduate/arts-sciences/>), the Maxwell School of Citizenship and

Public Affairs (<https://coursecatalog.syracuse.edu/undergraduate/citizenship-public-affairs/>), the School of Information Studies (<https://coursecatalog.syracuse.edu/undergraduate/information-studies/>), and the Martin J. Whitman School of Management (<https://coursecatalog.syracuse.edu/undergraduate/management/>). These programs are available to all Newhouse majors with the exception of the Bandier Program in Recording and Entertainment Industries and Esports Communications and Management since these majors are already cross-disciplinary in nature and requires courses from multiple colleges.

## Admission to Major Programs

Students must declare a major program of study before the end of the sophomore year. Students majoring in visual communications may need a minimum of five semesters on Main Campus to complete the major; other majors require a minimum of four semesters on Main Campus. Admission to the creative track in advertising is based upon a student receiving a grade of B+ or better in ADV 401 Portfolio I and upon a positive committee review of a portfolio. Students are admitted to the Bandier Program in Recording and Entertainment Industries and the Esports Communications & Management program through the first-year application for admission to the University. Entry into the major in Recording and Entertainment Industries and the Esports Communications & Management program after a student has enrolled in the University in a different major is dependent upon available seats.

## Intra-University Transfer

Students may apply for internal transfer into all majors in the Newhouse School; however, acceptance as an internal transfer does not guarantee access to limited enrollment programs (i.e., Bandier and Esports). Admission is based upon cumulative GPA, rigor of academic coursework taken at Syracuse University, engagement on and off campus, a writing sample and performance in two required courses. To transfer into the School of Public Communications from another school or college of the University, the student must complete a minimum of 30 graded (not P/F) credits at SU before they are eligible for internal transfer. Students must also have earned a "B" or better in COM 107 Communications and Society (open to all students in the spring semester) and an approved writing course which includes WRT 105 Studio 1: Practices of Academic Writing, WRT 109 Studio 1: Practices of Academic Writing (Honors), ENL 211 Composition for Non-native Speakers of English, or ENL 213 Advanced Academic Writing and Research for Non-native Speakers of English, or an equivalent course, with a "B" grade. (AP and IB credits with acceptable scores may also fulfill this requirement.) In addition to completing the two required courses with a "B" grade or higher, to apply for intra-university transfer, students must submit: a writing assignment of no more than 500 words on a prompt to be determined each semester; a resume; and the name of one reference. Interested students must attend a Newhouse IUT information session, which are held throughout each semester.

A Schedule of IUT information sessions can be found here- <https://newhouse.syr.edu/admissions/undergraduate/transfer-applicants/>.

Juniors (60+ credits completed) and seniors are ineligible to transfer. Students are admitted twice each year. Application deadlines are November 1 for spring and April 1 for fall. Applications must be submitted to the Newhouse Undergraduate Advising Office (316 Newhouse 3).

## Transfer Credit

The Newhouse School accepts a maximum of 12 transfer credits in communications. Transfer credit in communications must be judged

applicable to the student's major to be acceptable, in addition to meeting general University criteria for transfer credit.

## Study Abroad

London, a world center for communications, has a special appeal for public communications students. Syracuse London offers courses in advertising, communications law, television, radio and film, diversity in the media, and special topic courses. The programs offered abroad are intended for third-year students who have completed introductory courses. The graphic design, photography, and visual communications majors allow for study abroad in the spring of their junior year or fall of senior year.

Public communications students who participate in the London program may take three or six credits in their major area of study. The balance of the academic program consists of courses selected from other components of the program in London, including Arts and Sciences and Management.

Also, through Syracuse Abroad, the Newhouse School of Public Communications offers public communications courses in Madrid, Spain; and Strasbourg, France. In addition, students in Madrid may select from courses offered in anthropology, history, economics, political science, religion, psychology, history of art, sociology, management, sport management, science, math, Spanish language and literature, women's and gender studies, and Latin American, Judaic, and Middle Eastern Studies. Those fluent in Spanish may do part of their coursework at the Autónoma University of Madrid. In Strasbourg, students may choose from courses in economics, history of art, French language and literature, history, philosophy, political science, and religion. Those fluent in French may do part of their coursework at the University of Strasbourg.

Newhouse courses on media and diversity are also offered at the SU Center in Santiago, Chile, and at the SU Center in Florence, Italy. In Santiago, courses are exclusively offered in Spanish in the fall semester and in English and Spanish in the spring semester.

Students who do not need to take a communications course during their semester abroad also have the option of studying in fall semesters in, Central Europe. Direct enrollment in foreign universities and affiliated programs is available in multiple locations in Africa, Asia, Australia, Europe, the Middle East, Latin America and the Caribbean through Syracuse Abroad's World Partner offerings.

Newhouse students can also participate in semester-long programs in English at Newhouse-exclusive partner communication schools in Stuttgart, Germany; Amsterdam, Netherlands, and Copenhagen and Aarhus, Denmark. Programs in journalism, strategic communications, storytelling, communication management, and audiovisual media production are available at these partners.

In addition to studying abroad during the fall or spring semesters, students may also choose from a variety of summer programs offered through Syracuse Abroad, as well as main campus courses which include a short-term abroad experience as part of the course.

Further information can be found at <http://suabroad.syr.edu>, or contact Syracuse Abroad, 106 Walnut Place, 315-443-3471, [suabroad@syr.edu](mailto:suabroad@syr.edu).

## Newhouse DC

This one-semester Newhouse D.C. program offers a unique opportunity to pursue your education and professional development in our nation's capital. You'll gain hands-on professional experience as an intern at a top-level media company, take classes at the Syracuse University

facility located at Dupont Circle, and build your network by engaging with accomplished professionals, many of them alumni who hold top roles in the communications industry. You will also meet industry professionals as part of your coursework.

Your Newhouse DC experience will be built around registering for a flexible 12-15 credit experience consisting of a part-time 18-30-hour communications industry practicum specific to your career interests and skillset, choosing from an array of DC based course offerings at the Syracuse University Institute for Democracy, Journalism, and Citizenship: as well as a variety of online A&S classes.

More information can be found at [newhouse.syr.edu/dc](http://newhouse.syr.edu/dc) (<http://newhouse.syr.edu/dc/>) or contacting [NewhouseDC@syr.edu](mailto:NewhouseDC@syr.edu).

## Newhouse LA

Newhouse LA is an immersive professional development program that provides students with the opportunity to work as interns at a Los Angeles media company, while taking entertainment industry-related academic courses. Students will be able to increase their knowledge base in the areas of film, television, music, sports, marketing, and communications law. The program is offered during fall, spring, and summer semesters and is open to juniors and seniors (rising juniors and seniors for the summer semester) who have 60 credits completed; are in good academic, judicial, and financial standing; and have approval from their home college.

The fall & spring semesters are built around registering for a flexible 12-15 credit experience consisting of an 18-30-hour entertainment industry practicum, LA based course offerings, master seminars, and online A&S classes. The summer program is a slightly abbreviated academic version with students registering for 6 credits.

More information can be found at <https://newhouse.syracuse.edu/> or by contacting [NewhouseLA@syr.edu](mailto:NewhouseLA@syr.edu).

## Newhouse NYC

Newhouse NYC provides students the opportunity to study for a semester in one of the most vibrant media centers in the world. This one semester professional development program is offered during the fall and spring semesters and open to full-time juniors and seniors from all Newhouse majors and minors.

Your Newhouse NYC experience will be built around a part-time industry practicum specific to your career interests and skillset. In the evenings, you will take classes at the Fisher Center, Syracuse University's academic space in midtown Manhattan. Additionally, throughout the semester, students will engage with an extensive network of talented alumni and accomplished professionals - many of whom occupy pivotal roles in the media industry. More information can be found at <https://newhouse.syracuse.edu/> or by contacting [NewhouseNYC@syr.edu](mailto:NewhouseNYC@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 internet applications, web conferencing, presentations 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, and 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®.

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, all 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 for the launch of the ACC Network in August of 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 sporting events annually.

The Gerry Innovation Center encourages students to experiment with new technologies including drones, large format interactive screens, Google watches and glasses, 360° cameras, and technology which supports the creation of virtual and augmented reality programming. The University's Orange Television Network <http://orangetvnetwork.syr.edu/> is also headquartered in Newhouse 2.

Newhouse 3 houses a 300-seat auditorium; a collaborative media suite in which students can build interactive web sites; 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, and connections 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 matters, 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](mailto: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 sports writing across platforms, sports reporting and anchoring, sports production, television play-by-play announcing, interviewing, as well as internship experiences in a variety of fields. The Center fosters student and alumni interaction and academic-industry partnerships. The Newhouse Sports Media Center sponsors special events and frequent guest lecturers on current sports issues. 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 (<http://newhouseglobal.syr.edu/>) 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, Insider 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, 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

### Major

- Advertising, BS (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/advertising-bs/>)
- Broadcast and Digital Journalism, BS (Not admitting students) (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/broadcast-digital-journalism-bs/>)
- Esports Communications & Management, BS (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/esports-communications-management-bs/>)
- Graphic Design, BS (Not admitting students) (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/graphic-design-bs/>)
- Journalism, BS (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/journalism-bs/>)
- Magazine, News and Digital Journalism, BS (Not admitting students) (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/magazine-news-digital-journalism-bs/>)
- Public Relations, BS (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/public-relations-bs/>)
- Recording and Entertainment Industries, BS (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/recording-entertainment-industries-bs/>)
- Strategic Communications, BS (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/strategic-communications-bs/>)
- Television, Radio and Film, BS (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/television-radio-film-bs/>)
- Visual Communications, BS (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/visual-communications-bs/>)

### Minor

- Photography, Cinematography & Design Minor (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/photography-video-design-minor/>)
- Public Communications Studies Minor (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/public-communications-studies-minor/>)

## 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 Guterman, 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 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

#### ADV 201 Best Advertisements in the Universe (3 Credits)

##### *Public Communications*

Exploration of ads from all around the world analyzing their content, style and effectiveness across cultures. Learn how award-winning ads are developed, produced and their impact. For non-majors. Students cannot receive credit for both ADV 201 and ADV 206.

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

#### ADV 206 Advertising Practice in a Diverse Society (3 Credits)

##### *Public Communications*

Introduce students to the role of advertising in business. Students will learn basic concepts, regulations, ethics, and diversity associated with advertising as well as how advertising fits into the marketing structure of most industries. Students cannot receive credit for both ADV 201 and ADV 206.

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/>)

**ADV 208 The Big Idea in Advertising (3 Credits)***Public Communications*

A look at the most creative advertising strategies and advertising agencies. Develop a critical understanding of a Big Idea in advertising; how it's developed, nurtured, exploited and the impact it can have.

Prereq: ADV 206

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/>)

**ADV 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

**ADV 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

**ADV 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

**ADV 307 Conceptual and Creative Thinking in Media Planning (3 Credits)***Public Communications*

Students learn media planning fundamentals to understand how different media are used to enhance the persuasive power of the advertising message. The class will prepare a media plan to support a marketing communications campaign.

Prereq: ADV 208

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/>)

**ADV 345 International Advertising (3 Credits)***Public Communications*

Double-numbered with ADV 645

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.

Prereq: COM 107

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

**ADV 380 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

**ADV 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

**ADV 401 Portfolio I (3 Credits)***Public Communications*

Major components that go into creating print ad campaigns including benefit, strategy, conceptual thinking, art direction, and copywriting.

Prereq: ADV 208

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

**ADV 408 The Power and Promise of Data (3 Credits)***Public Communications*

Double-numbered with ADV 608

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.

Prereq: ADV 307

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 421 Portfolio II (3 Credits)***Public Communications*

Students begin to craft their portfolios. They will complete a variety of advertising print campaigns that will readily demonstrate a strong command of layout, design, copywriting, and conceptual thinking.

Prereq: ADV 401

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

**ADV 425 Integrated Advertising Campaigns (3 Credits)***Public Communications*

Function as a full service advertising agency, encompassing all the disciplines studied during the student's tenure at Newhouse. Students work with clients and execute a complete campaign, from strategy to creative executions and a media plan.

Prereq: ADV 307 or 421

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

**ADV 431 Portfolio III (3 Credits)***Public Communications*

This course will help students complete their portfolios which will consist of 20 advertisements, including three complete ad campaigns. Oral presentation, job hunting, and the analysis of various ad markets.

Prereq: ADV 421

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

**ADV 470 Experience Credit (1-3 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 490 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 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

**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/>)

**Broadcast and Digital Journalism****BDJ 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

**BDJ 212 Cross-Media News Writing for Military Students (3 Credits)***Public Communications*

The basics of cross-media writing for print, broadcast and Web. Learn basic style points, formats and convention for each medium as well as rationale for them.

**BDJ 290 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

**BDJ 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

**BDJ 311 Broadcast and Digital Newswriting (3 Credits)***Public Communications*

Basic style and construction of broadcast and digital news stories. Composing and writing radio, television, and web news stories under deadline pressure. Techniques of broadcast interviewing and information gathering.

Prereq: NEW 205 or JNL 211 or BDJ 211 or MAG 211 and Coreq: BDJ 364

**BDJ 312 Audio and Digital News Writing, Reporting and Producing (3 Credits)***Public Communications*

Write news stories for broadcast, online and social media. Report and edit day-of-news stories for audio and online. Produce daily newscasts, under deadline pressure. Learn government and education beats.

Prereq: JNL 211 Coreq: VIS 261

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



**BDJ 330 Selected Topics in Specialized Reporting I (3 Credits)***Public Communications*

Introductory specialized reporting course, concentrating on a specific topic, such as sports journalism, and/or utilizing basic or intermediate-level technologies.

Repeatable 2 times for 6 credits maximum

Prereq: BDJ 312 or BDJ 364

**BDJ 342 Television and Digital News Reporting (3 Credits)***Public Communications*

Gathering news using electronic means and reporting it live, on the web and in recorded formats.

Prereq: (BDJ 364 or BDJ 312) and VIS 261

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

**BDJ 351 Sports Interviewing (1 Credit)***Public Communications*

Double-numbered with BDJ 651, MND 651

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.

Prereq: BDJ 364 or BDJ 312 MND 305

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

Double-numbered with BDJ 652, MND 652

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.

Prereq: BDJ 364 or BDJ 312 MND 305

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

Double-numbered with BDJ 653

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

Double-numbered with BDJ 654

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.

Prereq: BDJ 364 or BDJ 312 MND 305

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 356 Radio Sportscasting (3 Credits)***Public Communications*

Double-numbered with BDJ 656

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.

Prereq: BDJ 364 OR NEW 305

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 364 Radio and Digital Audio News Reporting (3 Credits)***Public Communications*

Gather, produce and report news in the radio and digital audio medium, including field experiences and newscast production in laboratories.

Students will be required to analyze political stories, environmental issues, and other issues facing communities.

Prereq: NEW 205 or JNL 211 or BDJ 211 or MAG 211 and Coreq: BDJ 311

**BDJ 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

**BDJ 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

**BDJ 465 TV & Digital News Producing and Presenting (3 Credits)***Public Communications*

Writing, story selection, positioning of local and national stories; plus weather, sports, producing, and presenting. Presentation of news on the Internet and on-set taping of a complete news program.

Prereq: BDJ 342 or BDJ 464

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

**BDJ 470 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 490 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

**BDJ 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

**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/>)

**Cinematography****CIN 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 6 times for 6 credits maximum

**CIN 303 Nonfiction Video Storytelling (3 Credits)***Public Communications*

Double-numbered with CIN 603

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

Prereq: TRF 205 or VIS 201

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 313 Cinematography I: Fundamentals (3 Credits)***Public Communications*

Double-numbered with CIN 613

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.

Prereq: TRF 205 or VIS 201

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 323 Cinematic Light & Lens (3 Credits)***Public Communications*

Double-numbered with CIN 623

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

Prereq: CIN 313 or TRF 452 or VIS 413

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 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 6 times for 6 credits maximum

**CIN 433 Cinematography II: Cinematic Storytelling (3 Credits)***Public Communications*

Double-numbered with CIN 633

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.

Prereq: CIN 313 or TRF 452 or VIS 413

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 483 Cinematography Capstone (3 Credits)***Public Communications*

Students work individually and in collaboration to produce advanced cinematography projects and develop work portfolios that reflect their brand.

Prereq: CIN 433

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 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 6 times for 6 credits maximum

**CIN 499 Honors Capstone (1-6 Credits)***Public Communications*

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

Repeatable 6 times for 6 credits maximum

**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

**Communications****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.

**Graphic Design****GRA 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

**GRA 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

**GRA 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.

**GRA 345 Visual Issues in the Media (3 Credits)***Public Communications*

View and analyze the power of media images; pictures, infographics, trademarks, and graphic designs - still and motion. Political influences of television, representations of minorities and women, and ethics of images, for practitioners and audience members. Prereq: COM 107

**GRA 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 SU academic department to assign the appropriate course level, title, and grade for the student's transcript. Repeatable

**GRA 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

**GRA 470 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 490 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 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

**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

**Journalism****JNL 211 Cross-Media News Writing (3 Credits)***Public Communications*

Introductory news writing across media platforms. Learn style, formats, and convention for broadcast and online writing and the rationale for each. Emphasis on news values, judgment, and ethics among journalists. Introduction to criminal justice system. Prereq: COM 117

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/>)

**JNL 221 Foundations of Data and Digital Journalism (3 Credits)***Public Communications*

In this skills-based course, students survey digital best practices in data journalism, web presentation, and data visualization. Students will study the basic functions and integral properties of data analysis, HTML/CSS, and data visualization/presentation.

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/>)

**JNL 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 6 times for 6 credits maximum

**JNL 345 Business and Ethics of Journalism in a Changing World (3 Credits)***Public Communications*

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

Prereq: COM 107

Advisory recommendation Prereq: COM 107

Shared Competencies: 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/>)

**JNL 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 6 times for 6 credits maximum

**JNL 430 Topics in Journalism and Media (3 Credits)***Public Communications*

Double-numbered with JNL 630

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 442 Advanced Data Journalism: Telling Stories with Data (3 Credits)***Public Communications*

Double-numbered with JNL 642

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.

Prereq: JNL 221 AND (MND 305 OR BDJ 312)

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 461 Mobile and Social Media Journalism (3 Credits)***Public Communications*

This course examines how journalists and news organizations use emerging forms of social media and mobile platforms. Students gain hands-on experience by experimenting with social media and mobile devices for newsgathering, distribution, and audience engagement. 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/>)

**JNL 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

**JNL 499 Honors Capstone Project (1-6 Credits)***Public Communications*

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

**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/>)

**Magazine, News and Digital Journalism****MND 205 An Introduction: Editorial, Ethics, and the Business of Magazines (3 Credits)***Public Communications*

An exploration of the editorial side of magazines, the roles advertising and circulation play in revenue generation, and the ethical challenges faced by writers, editors, photographers, and designers. Major report on magazine of student's choice.

Prereq: COM 107

**MND 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 6 times for 6 credits maximum

**MND 305 Reporting (3 Credits)***Public Communications*

Reporting and writing of news and information based on interviewing, data and records research, and observation.

Prereq: NEW 205 or JNL 211

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

**MND 380 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 1 times for 999.99 credits maximum

**MND 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 6 times for 6 credits maximum

**MND 405 Advanced Reporting (3 Credits)***Public Communications*

Writing based on the reporting of public affairs including the coverage of beats, development of sources, investigative news gathering techniques and interpretive writing.

Prereq: MND 305 OR BDJ 312 OR BDJ 364

**MND 406 Magazine Article Writing (3 Credits)***Public Communications*

Double-numbered with MND 606

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.

Prereq: (JNL 211 or NEW 205) and MND 305

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

**MND 407 Narrative Storytelling (3 Credits)***Public Communications*

Writing longer and more complex forms of articles and the creation of a digital portfolio of work in which students research and write a major article and weekly pieces for a blog or personal website under close editorial supervision of instructor.

Prereq: MND 305 and (JNL 530 or MND 406)

**MND 408 Magazine and News Editing (3 Credits)***Public Communications*

Double-numbered with MND 608

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.

Prereq: (JNL 211 or NEW 205) and MND 305

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

**MND 409 Investigative Projects (3 Credits)***Public Communications*

Double-numbered with MND 609

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.

Prereq: (BDJ 364 or MND 305 or BDJ 312) and (MND 406 or MND 408)

**MND 411 Web and Mobile Story Production (3 Credits)***Public Communications*

Double-numbered with MND 611

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 413 Emerging Media Platforms (3 Credits)***Public Communications*

Double-numbered with MND 613

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

Double-numbered with MND 630

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 441 Visual Thinking for Digital Magazines (3 Credits)***Public Communications*

This course develops visual design and production skills necessary for entry-level, digital-magazine staffers. Students learn how to curate and display images across platforms and to develop content strategies for page layout, visual assets, and basic web coding.

Prereq: JNL 221 and VIS 207

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/>)

**MND 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



**MND 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

**MND 496 Digital Portfolio (0 Credits)***Public Communications*

Assembling final portfolio for a Magazine, News and Digital Journalism faculty mentor to review and grade either pass or fail. To complete the major, a student must receive a grade of P.

Prereq: MND 305

**MND 499 Honors Capstone Project (1-6 Credits)***Public Communications*

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

Repeatable

**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/>)

**Magazine****MAG 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

**MAG 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

**MAG 409 FIRST ISSUE: Starting a Magazine (3 Credits)***Public Communications*

Problems and opportunities that magazine and magazine web editors face each day. A variety of topics ranging from ethics to covers, editorial mix, positioning a magazine and its online extension.

Prereq: MAG 408 or MND 408

**MAG 470 Experience Credit (1-3 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

**MAG 490 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

**MAG 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

**Media Management & Innovation****MMI 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

**MMI 306 Strategic Content Management (3 Credits)***Public Communications*

Double-numbered with MMI 606

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

Double-numbered with MMI 665

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

Double-numbered with MMI 680

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

**MMI 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

**MMI 425 Advanced Media Business (3 Credits)***Public Communications*

Double-numbered with MMI 625

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 427 New Media Venture Launch (3 Credits)***Public Communications*

Double-numbered with MMI 627

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 428 Entertainment Innovation & Entrepreneurship (3 Credits)***Public Communications*

Double-numbered with MMI 628

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 434 Trendspotting in Digital Media (3 Credits)***Public Communications*

Double-numbered with MMI 634

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 475 Advanced Web Design (3 Credits)***Public Communications*

Double-numbered with MMI 675

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.

Prereq: MMI 365

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 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.

**MMI 499 Honors Capstone (1-6 Credits)***Public Communications*

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

Repeatable 6 times for 6 credits maximum

**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

**Multimedia Photography and Design****MPD 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

**MPD 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

**MPD 421 Multimedia Production (3 Credits)***Public Communications*

Double-numbered with MPD 621

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 490 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 499 Honors Capstone Project (1-3 Credits)***Public Communications*

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

**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.

**Newspaper and Online Journalism****NEW 100 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

**NEW 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.

Repeatable 1 times for 999 credits maximum

**NEW 200 Selected Topics: Newspaper (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

**NEW 205 News Writing (3 Credits)***Public Communications*

Basic techniques in news gathering and writing. Emphasis on accuracy, concise presentation, and meeting deadlines. Styles, grammar, spelling, sentence structure, story organization, and copy preparation.

**NEW 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

**NEW 380 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 2 times for 6 credits maximum

**NEW 470 Experience Credit (1-3 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

**NEW 490 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 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

## Photography

**PHO 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

**PHO 204 Introduction to Photography (3 Credits)***Public Communications*

Introduction to camera handling, functions, and controls. Principles of composition, development, and printing. In London only.

**PHO 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

**PHO 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

**PHO 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

**PHO 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

**PHO 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

**PHO 470 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

**PHO 490 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 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

**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

**Public Relations****PRL 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

**PRL 206 Public Relations Principles & Practice (3 Credits)***Public Communications*

Introduction to the field of public relations, its history and future; careers; job requirements; role as management function building two-way communications for organizations and their publics; ethics and social responsibility; social media trends; emerging technology.

Prereq: COM 107

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/>)

**PRL 214 Writing for Public Relations: Media and Messaging (3 Credits)***Public Communications*

Introduction to the strategic writing process, strategic storytelling, media relations and pitching techniques. Understanding audiences, professional writing skills using AP style, teamwork, planning and presentation skills.

Prereq: COM 107 and PRL 206

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

**PRL 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

**PRL 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

**PRL 315 Public Relations Research (3 Credits)***Public Communications*

The application of social science research methods to solve public relations planning, implementation, and evaluation problems. Students design and carry out actual research projects and produce final client reports.

Prereq: PRL 206

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/>)

**PRL 319 Social Media & Society for Public Relations (1.5 Credits)***Public Communications*

Double-numbered with PRL 619

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

Double-numbered with PRL 620

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 345 The Ethics of Advocacy (3 Credits)***Public Communications*

Double-numbered with PRL 645

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 376 Content Optimization for Public Relations Writing (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 develop an ePortfolio.

Prereq: PRL 214

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

**PRL 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

**PRL 424 Public Relations Management and Leadership (3 Credits)***Public Communications*

Double-numbered with PRL 624

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.

Prereq: PRL 315 and (PRL 215 or PRL 376)

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 425 Public Relations Cases & Campaigns (3 Credits)***Public Communications*

Students apply management, strategic planning, problem solving, tactics and research to client needs. Teams design, execute and evaluate appropriate integrated campaigns for actual clients. Frequent client/team contact and interaction required.

Prereq: (PRL 215 or PRL 376) and VIS 207

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

**PRL 431 Intro to Financial and Investor Communication (1.5 Credits)***Public Communications*

Double-numbered with PRL 631

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

Double-numbered with PRL 632

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.

Prereq: PRL 214 and PRL 431

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

**PRL 470 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

**PRL 490 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 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

**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

**Recording and Entertainment Industries****BAN 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 6 times for 6 credits maximum

**BAN 202 David M. Rezak Music Business Lecture Series (0 Credits)***Public Communications*

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.

Repeatable

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 290 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

**BAN 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 6 times for 6 credits maximum

**BAN 301 David M. Rezak Music Business Lecture Series (0-0.5 Credits)***Public Communications*

Double-numbered with BAN 601

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

Double-numbered with BAN 635, MBU 635

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

Double-numbered with BAN 644, MBU 644

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

Double-numbered with BAN 645, MBU 645

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

Double-numbered with BAN 664, MBU 664

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 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 6 times for 6 credits maximum

**BAN 402 Introduction to Music Business (3 Credits)***Public Communications*

Double-numbered with BAN 602, MBU 602

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

Double-numbered with BAN 603, MBU 603

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

Double-numbered with BAN 654, MBU 654

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 483 Entertainment Industry Exploration (3 Credits)***Public Communications*

Double-numbered with BAN 683, MBU 683

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 490 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.

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

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

**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

**Sports Media & Communications****SMC 210 Topics in Communications for Esports (1 Credit)***Public Communications*

Five-week, one-credit courses focused on communications skills for esports professionals. Topics vary.

Repeatable 6 times for 6 credits maximum

Prereq: COM 117

**SMC 214 Writing for Sports Communications (3 Credits)***Public Communications*

A writing-focused class for sports communicators. Introduction to newswriting, basic reporting, strategic storytelling, media relations and pitching techniques; understanding the audiences, demonstrating professional writing skills using AP style, developing planning and presentation skills.

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 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 6 times for 6 credits maximum

**SMC 330 Topics in Esports and Media (3 Credits)***Public Communications*

Double-numbered with SMC 630

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 345 Communications Ethics in Sports (3 Credits)***Public Communications*

The ethical challenges facing the sports communications industry are vast and far-reaching. Explored through traditional ethical theory, this course evaluates and analyzes the decision-making process unique to sports communications.

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

**SMC 355 Television Sports Play-by-Play (1 Credit)***Public Communications*

Double-numbered with SMC 655

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.

Prereq: BDJ 364 or BDJ 312

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 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 6 times for 6 credits maximum

**SMC 403 Sports Content for Social Platforms (3 Credits)***Public Communications*

Double-numbered with SMC 603

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.

Prereq: COM 117

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 404 Esports Shoutcasting (3 Credits)***Public Communications*

Introductory specialized esports reporting/performance course, concentrating on journalism in esports and utilizing basic and intermediate-level technologies.

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 405 Esports Event Production (3 Credits)***Public Communications*

This class examines how promos, streaming content and live esports production utilize storytelling, technology, music and editing techniques.

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

Double-numbered with SMC 621

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 422 Sports Production (3 Credits)***Public Communications*

Double-numbered with SMC 622

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 423 Sports Documentary (3 Credits)***Public Communications*

Double-numbered with SMC 623

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.

Prereq: COM 117

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 424 The Sports Media Pitch (3 Credits)***Public Communications*

Double-numbered with SMC 624

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 454 Sport Writing Across Platforms (3 Credits)***Public Communications*

Double-numbered with SMC 654

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 475 Esports Industry Practicum (3 Credits)***Public Communications*

Provides students who are interested in a career in the esports industry with a unique opportunity to intern with esports production companies, content creators and esports event broadcasters. Students will also meet with instructor throughout semester.

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 482 Sports Feature Production Capstone (3 Credits)***Public Communications*

This advanced course challenges students to cap their academic experience with a summative project in sports feature production not addressed by specialized tracks of study.

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 483 Esports Communications Capstone (3 Credits)***Public Communications*

This advanced course challenges majors to cap their academic experience with a summative project in esports content creation not addressed by specialized tracks of study.

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/>)

**SMC 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 6 times for 6 credits maximum

**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

**Strategic Communications****STC 101 Writing and Grammar for Strategic Communicators (1 Credit)***Public Communications*

Developing skills in standard American English to improve grammar and written work in the field of strategic communications.

**STC 108 Introduction to Media (3 Credits)***Public Communications*

Digital media convergence and the socio-historical context of modern media institutions. Includes explorations of current issues in media related to economics, diversity, inclusion, and media psychology.

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

**STC 118 Multimedia Production for Communications (3 Credits)***Public Communications*

A multimedia production class providing communication students an understanding of the components of story and the technical skills to produce varied audio/video campaigns for the areas of PR, Advertising, non-profit, and commercial 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/>)

**STC 206 Fundamentals of Strategic Communications (3 Credits)***Public Communications*

Introduction to the role of strategic communications in business. Students will learn basic concepts, regulations, ethics, and diversity associated with advertising and public relations, and how communications fits into the structure of business and industry.

Prereq: STC 118

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/>)

**STC 207 Graphic Design for Strategic Communicators (3 Credits)***Public Communications*

A graphic design production course providing communication students with an understanding of the elements of design theory and their implementation in corporate messaging, proposals, and aesthetic delivery of strategic communications.

Prereq: STC 118

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/>)

**STC 214 Writing for Strategic Communications (3 Credits)***Public Communications*

Introduction to the strategic writing process, strategic storytelling, creative strategy, and pitching techniques will be covered in addition to defining audiences, professional writing skills, teamwork, planning and presentation skills.

Prereq: STC 206

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/>)

**STC 319 Digital Analytics for Strategic Communications (3 Credits)***Public Communications*

This course explores the role social media plays in society, social and digital media innovation and provides a structured process for creating a digital analytics strategy.

Prereq: STC 214

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/>)

**STC 345 Media, Ethics and Social Responsibility (3 Credits)***Public Communications*

Introduces ethics, principles, strategies, and practice of using media and other forms of communication to promote social change.

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

**STC 348 Principles of DEIA in Communications (3 Credits)***Public Communications*

This course introduces fundamental issues of diversity, equity, inclusion and accessibility that confront media workers and audiences. Topics include roles, obligations, stereotypes, and ownership of media in a multicultural society.

Prereq: STC 206

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

**STC 401 Foundations of Media, Content and Planning (3 Credits)***Public Communications*

A comprehensive study of how brands are managed and grown using multiple media vehicles. Students create media content and plan for the most efficient and effective ways to distribute that content.

Prereq: STC 214

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/>)

**STC 402 Trends and Tech in Media (3 Credits)***Public Communications*

This course focuses on product design and production at the intersection of technology and media, exploring how emerging tools shape innovative media products and user experiences in strategic communications.

Prereq: STC 207

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

**STC 411 Advanced Media Production (3 Credits)***Public Communications*

Building on student's previous experience of media production, this course will teach students how to increase the production value using advanced cinematography, editing techniques, sound design, and motion graphics.

Prereq: STC 207

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/>)

**STC 425 Strategic Communications Campaign (3 Credits)***Public Communications*

Function as a full-service strategic communications agency, encompassing all the disciplines studied during the student's tenure with Newhouse. Students work with clients and execute a complete campaign, from strategy to creative executions and a media plan.

Prereq: STC 401

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/>)

**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 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

**TRF 205 Sight, Sound and Motion (3 Credits)***Public Communications*

Study and practice of the aesthetic structures and production processes involved in creating effective motion picture, television and sound content.

Prereq: COM 117

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

**TRF 210 Topics in Foundational Skills in Production (1 Credit)***Public Communications*

Five-week, one-credit workshops focused on fundamental aesthetics and practices involved in creating high quality production values in television and film production.

Repeatable 3 times for 3 credits maximum

**TRF 211 Screenwriting (3 Credits)***Public Communications*

Exploring the craft of writing involved in motion picture, television and digital media storytelling through in-depth study and practice.

Prereq: COM 117

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

**TRF 235 Principles and Practices: Television-Radio, Film Industries (3 Credits)***Public Communications*

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

Prereq: COM 107

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

**TRF 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

**TRF 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

**TRF 290 Independent Study (1-3 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 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

**TRF 340 Topics in Critical and Historical Perspectives (3 Credits)***Public Communications*

Double-numbered with TRF 640

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 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

**TRF 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

**TRF 415 Camera Acting for Writers, Producers & Directors (3 Credits)***Public Communications*

This course provides students studying for careers behind the camera with an understanding of the actor's process from script to performance and how applying acting techniques can play a crucial role in the student's career.

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

**TRF 420 Topics in Screenwriting (3 Credits)***Public Communications*

Double-numbered with TRF 620

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

Prereq: TRF 211

**TRF 421 Feature Film Writing (3 Credits)***Public Communications*

Double-numbered with TRF 621

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

Prereq: TRF 211

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

**TRF 422 Comedy Writing (3 Credits)***Public Communications*

Double-numbered with TRF 622

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

Prereq: TRF 211

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

**TRF 423 Writing the One-Hour Drama (3 Credits)***Public Communications*

Double-numbered with TRF 623

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.

Prereq: TRF 211

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

**TRF 424 Script Development (3 Credits)***Public Communications*

Double-numbered with TRF 624

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.

Prereq: TRF 211

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

**TRF 425 The Writer's Journey (3 Credits)***Public Communications*

Students will explore the fundamentals of writing for the screen through lecture and a simulated professional writers' room in which students pitch ideas, write scripts and receive feedback from instructors and students.

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

**TRF 429 Creative Producing (3 Credits)***Public Communications*

Double-numbered with TRF 629

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 430 Topics in Entertainment Business (3 Credits)***Public Communications*

Double-numbered with TRF 630

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

Prereq: TRF 235



**TRF 441 Visual Effects for Live Action (3 Credits)***Public Communications*

Double-numbered with TRF 641

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.

Prereq: SMC 405 or TRF 205 or VIS 301

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 442 Multicamera Television Production (3 Credits)***Public Communications*

Double-numbered with TRF 642

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 443 The Business of Development, Production and Post-Production (3 Credits)***Public Communications*

A practical exploration into business and creative strategies and responsibilities of a feature film, television and documentary producer including an understanding of creative development, finance and packaging content, physical production/post and marketing/distribution. 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 444 Production Management (3 Credits)***Public Communications*

Double-numbered with TRF 644

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 445 Post-Production Practices (3 Credits)***Public Communications*

Double-numbered with TRF 645

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.

Prereq: SMC 405 or TRF 205 or VIS 301

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 446 Working with Actors (3 Credits)***Public Communications*

Double-numbered with TRF 646

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

Double-numbered with TRF 647

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.

Prereq: SMC 405 or TRF 205 or VIS 301

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 448 Audio Storytelling (3 Credits)***Public Communications*

Double-numbered with TRF 648

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 450 Topics in Production (3 Credits)***Public Communications*

Double-numbered with TRF 650

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

Prereq: TRF 205

**TRF 451 Directing (3 Credits)***Public Communications*

Double-numbered with TRF 651

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.

Prereq: TRF 205

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 453 Short-form Production (3 Credits)***Public Communications*

Double-numbered with TRF 653

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.

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 454 Music Recording (3 Credits)***Public Communications*

Double-numbered with TRF 654

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.

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

**TRF 456 Sound for Picture (3 Credits)***Public Communications*

Double-numbered with TRF 656

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.

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 457 Music Underscoring (3 Credits)***Public Communications*

Double-numbered with TRF 657

The theory and practice of producing music to underscore visual material. 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 459 Documentary Production (3 Credits)***Public Communications*

Double-numbered with TRF 659

Student teams write, produce, and edit documentary projects. Additional work required of graduate students.

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 461 Entertainment Business Capstone (3 Credits)***Public Communications*

Double-numbered with TRF 661

Business of communications industry focusing on management skills and their effective application. Additional work required of graduate students.

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

**TRF 463 Television, Radio and Film Capstone (3 Credits)***Public Communications*

Double-numbered with TRF 663

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 464 Production Capstone (3 Credits)***Public Communications*

Double-numbered with TRF 664

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 465 Hollywood: Game Changers (3 Credits)***Public Communications*

In this capstone class, students study the rapidly changing business of Hollywood and explore how these changes affect creative output.

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

**TRF 467 Screenwriting Master Class (3 Credits)***Public Communications*

Double-numbered with TRF 667

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.

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

**TRF 470 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 471 TV Nation (3 Credits)***Public Communications*

TV Nation explores the business and creative process that feeds the media machine. Students will learn how programs are created, developed, pitched, and sold. Students will pitch their original ideas to a panel of industry experts.

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

Double-numbered with TRF 675

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 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 2 times for 12 credits maximum

**TRF 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

**TRF 496 Research for Entertainment Media (3 Credits)***Public Communications*

Double-numbered with TRF 696

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 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

**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/>)

**Visual Communications****VIS 201 Introduction to Photography for Multimedia (3 Credits)***Public Communications*

Explores basic creative principles including composition and lighting; provides technical instruction; develops workflow and post-production processes; and teaches basic editing principles—all in the context of communications photography and multimedia storytelling.

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

**VIS 207 Introduction to Graphic Design (3 Credits)***Public Communications*

Teaches underlying principles of visual communications and the fundamental strategies, tools and practices of graphic design; emphasizes visual problem-solving, including conceptualization, typography, layout, image editing and production of print and digital communications.

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

**VIS 208 Introductory Graphics Laboratory (0 Credits)***Public Communications*

Continuation of VIS 207. Students learn contemporary applications such as Photoshop, Illustrator and InDesign for print and web.

**VIS 231 Visual Journalism (3 Credits)***Public Communications*

Students will gain a real-world understanding of the building blocks of telling compelling visual stories in both video and still photography by learning foundational principles and skills for visual journalism.

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 237 Game Experience Design (3 Credits)***Public Communications*

This course provides a platform for students to expand their design foundational skills through the creation of a game design system.

Prereq: VIS 207

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 251 Still Photography for Broadcast Journalism (1 Credit)***Public Communications*

Teaches basics of still photography for broadcast journalism including composition and lighting. Provides technical instruction, develops workflow and post-production processes and teaches basic editing for broadcast journalism 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/>)

**VIS 261 Videography for Broadcast Journalism (2 Credits)***Public Communications*

Teaches foundational principles and skills of videography and broadcast journalism.

Prereq: VIS 251 Corereq: BDJ 312

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/>)

**VIS 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 SU academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

**VIS 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



**VIS 301 Video and Photography (3 Credits)***Public Communications*

This course advances students use of creative principles in lighting, composition and storytelling, and expands on technical skills in both video and photography.

Prereq: VIS 201

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

**VIS 304 Foundations in Camera, Light and Concept (3 Credits)***Public Communications*

Double-numbered with VIS 604

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.

Prereq: VIS 301 or VIS 306

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 306 Image Post-Production (3 Credits)***Public Communications*

This course will focus on effective image organization, color theory, image selection, editing, and photo compositing, as well as efficient workflows, proper metadata management, captioning, and archival methods.

**VIS 317 Typographic Design (3 Credits)***Public Communications*

Double-numbered with VIS 617

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.

Prereq: VIS 207

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 324 Light and Concept (3 Credits)***Public Communications*

Double-numbered with VIS 624

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.

Prereq: VIS 301 or VIS 306

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

**VIS 327 Type and Image Design (3 Credits)***Public Communications*

Double-numbered with VIS 627

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.

Prereq: VIS 317

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

**VIS 337 Motion Graphics for Production (3 Credits)***Public Communications*

Utilizing the latest techniques in animation, editing and sound, students will have the opportunity to explore cutting-edge motion design strategies that enhance production value and audience response.

Prereq: VIS 207

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 361 Visual News Reporting (3 Credits)***Public Communications*

Explore ways of telling compelling stories by utilizing various forms of digital media, combining audio, still images and motion to advance narratives beyond the printed page.

Prereq: COM 117 AND JNL 211

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

**VIS 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 SU academic department to assign the appropriate course level, title, and grade for the student's transcript.

Repeatable

**VIS 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

**VIS 402 Essentials for Visual Communicators (1 Credit)***Public Communications*

Double-numbered with VIS 602

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 405 Photographic Storytelling (3 Credits)***Public Communications*

Double-numbered with VIS 605

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.

Prereq: VIS 304 or VIS 324

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

**VIS 423 Advanced Video Storytelling: How to be a Multimedia Rock Star (3 Credits)***Public Communications*

Double-numbered with VIS 623

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.

Prereq: VIS 403 or CIN 303

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 425 Visual Editing and Project Development (3 Credits)***Public Communications*

Double-numbered with VIS 625

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.

Prereq: VIS 405

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 434 Commercial & Advertising Photography and Multimedia (3 Credits)***Public Communications*

Double-numbered with VIS 634

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.

Prereq: VIS 304 or VIS 324

Advisory recommendation Prereq: VIS 404

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

**VIS 437 Design and World Building for Esports (3 Credits)***Public Communications*

Students explore digital world creation, character animation, visual scripting, and asset creation to create a narrative focused game experience.

Prereq: VIS 337 or VIS 447

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 439 Advanced Projects (1-3 Credits)***Public Communications*

Double-numbered with VIS 639

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 442 Professional Practices for Visual Communicators (3 Credits)***Public Communications*

Double-numbered with VIS 642

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 443 The Art of Editing (1 Credit)***Public Communications*

Double-numbered with VIS 643

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 444 Advanced Light and Concept (3 Credits)***Public Communications*

Double-numbered with VIS 644

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.

Prereq: VIS 304 OR VIS 324

**VIS 447 Motion Design (3 Credits)***Public Communications*

Double-numbered with VIS 647

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.

Prereq: VIS 327

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 457 User Interface and User Experience (UI/UX) Design (3 Credits)***Public Communications*

Double-numbered with VIS 657

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.

Prereq: VIS 327

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 467 Immersive Design (3 Credits)***Public Communications*

Double-numbered with VIS 667

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.

Prereq: VIS 337 or VIS 447 and VIS 457

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

**VIS 469 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. Additional work required of graduate students.

Repeatable 6 times for 0 credits maximum

Prereq: CIN 303 or VIS 327 or VIS 403 or VIS 405

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

Repeatable

**VIS 484 Commercial & Advertising Photo Capstone (3 Credits)***Public Communications*

Students work individually and in collaboration to produce advanced still and multimedia commercial projects and develop portfolios that reflect their brand.

Prereq: VIS 434

**VIS 485 Multimedia and Photojournalism Capstone (3 Credits)***Public Communications*

Students work individually and in collaboration to produce advanced still and multimedia photojournalism projects and develop portfolios that reflect their brand.

Prereq: VIS 425

**VIS 487 Graphic Design Capstone (3 Credits)***Public Communications*

Students work individually and in collaboration to produce advanced graphic design projects and develop portfolios that reflect their brand.

Prereq: VIS 467

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 489 Photography and Multimedia Capstone (3 Credits)***Public Communications*

Students work individually and in collaboration to produce advanced still and multimedia projects and develop portfolios that reflect their brand.

Prereq: VIS 425 or VIS 434

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

**VIS 490 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 1 times for 6 credits maximum

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

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

**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/>)