

COMMUNICATION

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Academic Programs	Credits
BA: Communication	
International Communication	
Communication Management	
Media Technology	
BA: Journalism	
Media Studies	
BA: Public Relations	
International Public Relations	
BFA: Electronic Journalism	—
BS: Communication Arts	
Secondary Education	—
Minor in Communication Arts: Secondary Cert.	
Minor in Communication Studies	
Minor in Journalism	
Minor in Media Studies	
Minor in Public Relations	
Minor in Advocacy of Public Policy	
Minor in Communication and Community Devel.	
Minor in Communication and The Family	
Minor in Electronic Journalism	
Minor in Event Management	
Minor in Health Communication	
Minor in Image, Identity & Public Culture	
Minor in International Relations & Peace Studies	
Minor in Photojournalism	
Minor in Public Production	
Minor in Strategic Communication	
MA: Communication	
Interdisciplinary Program	—
Emphasis Programs	
Graduate Certificate Program	

Communication Core—11

Required for each of the five majors and interdisciplinary
 emphases offered: COMM , , , JOUR .

BA: Communication (38)

Major requirements: Communication core plus JOUR ;
 COMM or ; COMM , , , , ; and credits
 of electives chosen in consultation with the advisor. A minor or a
 second major is required for this major.

International Communication—

Major requirements: Communication core plus JOUR , COMM or ; COMM , (), , , , , ; credits of communication electives chosen in consultation with the advisor; plus ANTH , PLSC , ; and credits of multi-disciplinary course electives chosen in consultation with the advisor.

The Adventist Colleges Abroad Program (full year or summer) or participation in the Student Missionary program or a comparable international experience is required.

A second major or minor is not required.

Communication Management—

Major requirements: Communication core plus JOUR , COMM or , COMM (), COMM Topics in Communication: Organizational communication, COMM , COMM , , , , , ; credits of communication electives chosen in consultation with the advisor; plus PREL ; required BSAD , or ; and rest of multi-disciplinary (cr) electives chosen in consultation with the advisor.

Electives should reflect the emphasis in management and communication.

A second major or minor is not required.

Media Technology—

Major requirements: Communication core plus JOUR , , , COMM ; COMM or ; COMM / , , , or / / (credits) and multi-disciplinary electives (– credits). Required interdisciplinary courses for video production emphasis: VDEO , , , , , COMM (). Electives to be chosen in consultation with advisor.

Cognate: PHTO or PHTO Introduction to Photography (fulfills GE requirement)

An internship in the area of Video Production is required.

A second major or minor is not required.

BA: Journalism (38)

Major requirements: Communication core plus JOUR , , , (), , ; Choose from COMM , JOUR , , , , , ; COMM or , ,

Cognate: PHTO or PHTO Introduction to Photography (fulfills GE requirement)

A minor or second major is required for this major.

Media Studies—

Major requirements: Communication core plus COMM or ; COMM or , , , ; COMM ; JOUR , , or , (); credits of communication electives chosen in consultation with the advisor; plus ENGL , JOUR or / / ; and credits of multi-disciplinary courses chosen in consultation with the advisor. There must be at least one course in each of the three areas of art, design and the technical courses. An internship in an area of media is required.

Cognate: PHTO or PHTO Introduction to Photography (fulfills GE requirement)

A second major or minor is not required.

BA: Public Relations (38)

Major requirements: Communication core; PREL , , (), , , ; COMM or COMM , ; JOUR , .

A minor or second major is required for this major.

International Public Relations—

Major Requirements: Communication core; PREL , , (), , , ; COMM or COMM , , , JOUR , ; plus credits of communication electives chosen in consultation with the advisor; plus PLSC , , ANTH ; plus credits of multi-disciplinary course electives chosen in consultation with the advisor.

The Adventist Colleges Abroad Program (full year or summer) or participation in the Student Missionary program or a comparable international experience is required.

A second major or minor is not required.

BFA: Electronic Journalism (75–77)

Core—

COMM , , JOUR

Foundational courses — —

COMM , , , , JOUR , , ,

Students seeking Michigan State certification for elementary- or secondary-school teaching must take COMM .

General Education Requirements—Communication Arts with Secondary Certification

See professional program requirements, p. , and note the following specific requirements:

Religion: Ø Û 15 (/ 7 Ø Û) (/ + Û x D Q D Û F U H G L W elective chosen in consultation with your SED advisor

Language/Communication: ENGL , , COMM

Foreign Language (BA only)—Intermediate Language ()

History: HIST ,

Fine Arts/Humanities: Choose one course from:

ARTH , PHOTO , Studio Art (), ENGL , PHIL ,

MUHL , Ensemble Music ()

Life/Physical Sciences: professional degree requirements

Mathematics: professional degree requirements

Computer Literacy: INFS

Service: EDTE

Social Sciences: GDPC & EDTE

Fitness Education: HLED plus two Fitness Education courses

Minor in Communication Arts (20) (Secondary Education)

COMM , , JOUR and credits of electives selected from foundational courses of the major.

Available only to those students obtaining secondary teacher certification. For teaching certification requirements, see Teaching, Learning & Curriculum section under School of Education.

Minor in Communication Studies (20)

At least credits must be upper division. Students apply to the department for(r&i.023 Tw [()1 >> BDC (S&C&E&F&G&H&I&J&K&L&M&N&O&P&Q&R&S&T&U&V&W&X&Y&Z&AA&AB&AC&AD&AE&AF&AG&AH&AI&AJ&AK&AL&AM&AN&AO&AP&AQ&AR&AS&AT&AU&AV&AW&AX&AY&AZ&BA&BB&BC&BD&BE&BF&BG&BH&BI&BJ&BK&BL&BM&BN&BO&BP&BQ&BR&BS&BT&BU&BV&BW&BX&BY&BZ&CA&CB&CC&CD&CE&CF&CG&CH&CI&CJ&CK&CL&CM&CN&CO&CP&CQ&CR&CS&CT&CU&CV&CW&CX&CY&CZ&DA&DB&DC&DD&DE&DF&DG&DH&DI&DJ&DK&DL&DM&DN&DO&DP&DQ&DR&DS&DT&DU&DV&DW&DX&DY&DZ&EA&EB&EC&ED&EE&EF&EG&EH&EI&EJ&EK&EL&EM&EN&EO&EP&EQ&ER&ES&ET&EU&EV&EW&EX&EY&EZ&FA&FB&FC&FD&FE&FF&FG&FH&FI&FJ&FK&FL&FM&FN&FO&FP&FQ&FR&FS&FT&FU&FV&FW&FX&FY&FZ&GA&GB&GC&GD&GE&GF&GG&GH&GI&GJ&GK&GL&GM&GN&GO&GP&GQ&GR&GS>&GU&GV&GW&GX&GY&GZ&HA&HB&HC&HD&HE&HF&HG&HH&HI&HJ&HK&HL&HM&HN&HO&HP&HQ&HR&HS&HT&HU&HV&HW&HX&HY&HZ&IA&IB&IC&ID&IE&IF&IG&IH&II&IJ&IK&IL&IM&IN&IO&IP&IQ&IR&IS&IT&IU&IV&IW&IX&IY&IZ&JA&JB&JC&JD&JE&JF&JG&JH&JI&JJ&JK&JL&JM&JN&JO&JP&JQ&JR&JS&JT&JU&JV&JW&JX&JY&JZ&KA&KB&KC&KD&KE&KF&KG&KH&KI&KJ&KK&KL&KM&KN&KO&KP&KQ&KR&KS&KT&KU&KV&KW&KX&KY&KZ&LA&LB&LC&LD&LE&LF&LG&LH&LI&LJ&LK&LL&LM&LN&LO&LP&LQ&LR&LS<&LU&LV&LW&LX&LY&LZ&MA&MB&MC&MD&ME&MF&MG&MH&MI&MJ&MK&ML&MM&MN&MO&MP&MQ&MR&MS&MT&MU&MV&MW&MX&MY&MZ&NA&NB&NC&ND&NE&NF&NG&NH&NI&NJ&NK&NL&NM&NN&NO&NP&NQ&NR&NS&NT&NU&NV&NW&NX&NY&NZ&OA&OB&OC&OD&OE&OF&OG&OH&OI&OJ&OK&OL&OM&ON&OO&OP&OQ&OR&OS&OT&OU&OV&OW&OX&OY&OZ&PA&PB&PC&PD&PE&PF&PG&PH&PI&PJ&PK&PL&PM&PN&PO&PP&PQ&PR&PS&PT&PU&PV&PW&PX&PY&PZ&QA&QB&QC&QD&QE&QF&QG&QH&QI&QJ&QK&QL&QM&QN&QO&QP&QQ&QR&QS&QT&QU&QV&QW&QX&QY&QZ&RA&RB&RC&RD&RE&RF&RG&RH&RI&RJ&RK&RL&RM&RN&RO&RP&RQ&RR&RS&RT&RU&RV&RW&RX&RY&RZ&SA&SB&SC&SD&SE&SF&SG&SH&SI&SJ&SK&SL&SM&SN&SO&SP&SQ&SR&SS&ST&SU&SV&SW&SX&SY&SZ&TA&TB&TC&TD&TE&TF&TG&TH&TI&TJ&TK&TL&TM&TN&TO&TP&TQ&TR&TS&TT&TU&TV&TW&TX&TY&TZ&UA&UB&UC&UD&UE&UF&UG&UH&UI&UJ&UK&UL&UM&UN&UO&UP&UQ&UR&US&UT&UU&UV&UW&UX&UY&UZ&VA&VB&VC&VD&VE&VF&VG&VH&VI&VJ&VK&VL&VM&VN&VO&VP&VQ&VR&VS&VT&VU&VV&VW&VX&VY&VZ&WA&WB&WC&WD&WE&WF&WG&WH&WI&WJ&WK&WL&WM&WN&WO&WP&WQ&WR&WS&WT&WU&WV&WW&WX&WY&WZ&XA&XB&XC&XD&XE&XF&XG&XH&XI&XJ&XK&XL&XM&XN&XO&XP&XQ&XR&XS&XT&XU&XV&XW&XX&XY&XZ&YA&YB&YC&YD&YE&YF&YG&YH&YI&YJ&YK&YL&YM&YN&YO&YP&YQ&YR&YS&YT&YU&YV&YW&YX&YY&YZ&ZA&ZB&ZC&ZD&ZE&ZF&ZG&ZH&ZI&ZJ&ZK&ZL&ZM&ZN&ZO&ZP&ZQ&ZR&ZS&ZT&ZU&ZV&ZW&ZX&ZY&ZZ

Minor in Publication Production (21)

JOUR , , , , DGME ,

Electives—

Chosen in consultation with advisor.

Recommended General Education

PHTO

Minor in Strategic Communication (21)

JOUR , PREL , , COMM Org Comm, , PLSC

Electives—

JOUR Adv Topics: Media Activism and Social Change

From emergency response/management courses chosen in consultation with advisor.

Graduate Program

MA: Communication

Master of Arts: Communication is designed for students who wish to develop advanced-level communication skills in combination with knowledge or skills in another area or areas.

Students may select a broad-based emphasis in communication or a specialized emphasis in one of the following areas: Advertising, Public Relations, Corporate Communication, Health Communication, International Communication, Journalism, and Strategic Communication. Students may also select a minor in another discipline.



Communication Electives—

Selected with the approval of the supervising committee.

Emphasis—

Advancement and Fundraising Emphasis

Core: PREL , BSAD plus credits of electives selected with approval of the supervising committee.

International Community & Communication Emphasis

Core: COMM Grad Seminar: Development and Communication, COMM Grad Seminar: International Communication plus credits of electives selected with approval of the supervising committee.

Communication Management and Strategy Emphasis

Core: COMM Grad Seminar: Leadership Communication, COMM Grad Seminar: Organizational Communication plus credits of electives selected with approval of the supervising committee.

Media Studies Emphasis

Electives in Public Relations, Journalism New Media selected with approval of the supervising committee.

Total MA degree credits required—

Grad Seminar: Organizational Communication (); COMM Topics in: Media and Communication (–); other courses selected in consultation with the advisor to meet career goals.

Courses (Credits)

See inside front cover for symbol code.

Communication

COMM \$ ()

Communication Skills

Study of the human communication process—including a multi-cultural perspective and the importance of diversity—focusing on interactions with oneself, with one other person, with a small group, and within public-speaking situations. Transfer students, juniors, and seniors meet the General Education

Graduate Certificate Program

The Graduate Certificate Program in Communication is a focused group of Andrews University courses in the field of communication. After completing the program, a student will have general communication skills for work in business, communication industries and the Church setting, both nationally and internationally. These skills include planning and preparing promotional materials, web content, speeches, presentations and visual media products.

A portfolio of current evidence related to experience within related areas of communication must be submitted before completion of the Graduate Certificate Program. A student who successfully completes the credits will have met the requirements of the Graduate Certificate Program which is noted on the student's transcript.

Courses taken in the Graduate Certificate Program may be applied by petition to a master's program in Communication.

Admission and Time Limit

Graduate admission processes and standards of the Graduate School apply. The Graduate Record Exam (GRE) is not required. The time limit for completion of the certificate program should not exceed five years from the first enrollment.

Prerequisite

Bachelor's degree

Delivery System

Courses may be delivered as summer courses, as intensives on a three-year rotation basis and pre-campus and post-campus work may be required. The courses may be offered on a regular on-campus basis during the semester.

Curriculum

Total Credits for Graduate Certificate—

Core—

COMM Communication Workshop: Competencies in speaking (), writing (), visual communication (); COMM Topics in: Communicating Mission ()

Electives—

Choose from: PREL Advancement and Communication (); COMM Topics in: International Communication (–); COMM

COMM \$ ()
Crisis Communications
Understanding communication during crisis conditions. Planning, preventing and anticipating Public Relations emergencies. Preparing a crisis communication's plan including internal and external consulting factors. Implementing Public Relations activities including understanding and handling the media and the press, explaining technical information, communicating about risks and responding to warnings. Notification priorities and protocols. Developing information centers and methods and tools for disseminating information during emergencies.

COMM \$ (-)
Issues in Intercultural Communication
Examination of intercultural communication issues with specific applications to student's chosen fields of enquiry or employment. Students explore critical issues influencing the effectiveness of their interaction with individuals from varied cultures in specific organizational and societal contexts.

COMM (-)
Topics in _____
Study of selected communication topics of current significance. Repeatable with different topics. Topics to be announced in advance.

COMM \$ (-)
Internship/Practicum in Communication
Students apply their academic preparation at a full-time professional communication-related job. At least clock hours of work experience are required. Obtain procedures and guidelines from the department. Registration for this course indicates full-time status. S/U grade.

COMM g sena4istr

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Journalism

Public Relations

PREL \$ ()

Introduction to Public Relations

Basic concepts in public relations, publics, public opinions, attitudes, two-way communications, and evaluation of public relations effectiveness. Basic literature of the field is examined. Basic principles for production of news releases, public service announcements, and other materials are covered.

PREL \$ ()