

Communication Career Exploration Tracks

Students majoring in communication studies, electronic media & broadcasting, health communication, journalism, 3D digital design & VFX, or public relations will take courses that teach basic and advanced skills in computer-mediated, digital, spoken, visual, aural, and written communication. They also promote an understanding of communication principles and theories as well as an awareness of the personal, social, psychological, and cultural impacts of communication. The schools' courses also emphasize situational analysis, issue identification, problem solving, message construction, storytelling, and effective presentation. Communication students aspire to become professional communicators in fields such as broadcast, online, and print journalism; 3D modeling, animation, audio, and video storytelling; organizational communication; public relations; and health communication.

Tracks available (listed below in order):

- Undecided in Communication / Foundations in Communication
- 3D Digital Design & VFX
- Communication Studies
- Electronic Media & Broadcasting
- Health Communication
- Journalism
- Public Relations

Track: Undecided in Communication / Foundations in Communication

Course Plan: Semester	Course
1st Semester	EMB 100
2nd Semester	JOU 110
3rd Semester	CMST 110
4th Semester	POP 205

Course Descriptions:

EMB 100: Media Literacy

Fundamental concepts of mediated communication; analysis of roles, functions, and influence of media on individuals and society. This course will cast a critical eye on the media that we interact with each day: radio, television, newspapers, magazines, books, films, and the Internet. We will dissect media's history and its vast reach into our daily lives and culture. The goal of this course is to stimulate your critical thinking concerning media and its effects, both historically and currently, and to make you as a student and consumer more aware of the power that media and media companies hold. After taking this course you should be able to recognize, interpret, encode and articulate your opinions on media messages.

JOU 110: Introduction to Mass Communication

Examine how mass media operate, how people use and create media messages, and how media evolve and influence behavior.

CMST 110: Introduction to Communication Studies

Introduction to various theoretical perspectives for understanding human communication. CMST110 has been designed to introduce students to the study of human communication from a wide range of viewpoints. The course introduces foundational principles of communication theory: general principles and the elements of speech communication, perception, language and verbal symbols, nonverbal activities, and listening. Next, the course applies these principles to the various levels of communicating, i.e. interpersonal, small group, organizational, and intercultural. The course also covers communication and persuasion in public forums such as public speaking and mediated contexts.

POP 205: Introduction to Popular Culture

Major areas of popular culture studies; values and attitude expressed in and passed on by activities, objects and entertainment forms of popular culture.

Links:

- <https://www.nku.edu/academics/informatics/programs/communication.html>
- http://nku.catalog.acalog.com/preview_entity.php?catoid=23&ent_oid=982

Track: 3D Digital Design & VFX

Major Description:

The DFX major requires 63 credit hours of coursework. This program resides at the intersection of communication, arts, technology, and design. Students in this diverse and challenging major collaborate to conceptualize, create, and design 3D content, animation, games, digital media, and visual effects that educate, inform, inspire, and entertain. Coursework focuses on both cutting-edge technology and foundational understanding of theories and techniques needed to create compelling and inventive experiences for the next generation. The curriculum will prepare students to create and deliver content with the end goal of designing engaging and effective interactive, immersive, and animated storytelling.

Course Plan:

Semester	Course
1st Semester	CMST 101 or CMST 110
2nd Semester	EMB 100 or JOU 110
3rd Semester	EMB 140
4th Semester	DFX 221

Course Descriptions:

CMST 101: Public Speaking

Development of understanding of the oral communication process; aid in improving oral communication skills; idea and message development; effective delivery of ideas; Offered every semester. A prerequisite to all other CMST courses.

CMST 110: Introduction to Communication Studies

Introduction to various theoretical perspectives for understanding human communication. CMST110 has been designed to introduce students to the study of human communication from a wide range of viewpoints. The course introduces foundational principles of communication theory: general principles and the elements of speech communication, perception, language and verbal symbols, nonverbal activities, and listening. Next, the course applies these principles to the various levels of communicating, i.e. interpersonal, small group, organizational, and intercultural. The course also covers communication and persuasion in public forums such as public speaking and mediated contexts.

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JOU 110: Introduction to Mass Communication

Examine how mass media operate, how people use and create media messages, and how media evolve and influence behavior.

EMB 140: Introduction to Media Aesthetics



Introduction to the aesthetics and basic technologies of creating audio, video and interactive media. A course grounded in theoretical concepts with practical application.

DFX 221: Visual Fundamentals for Digital Media

Explores color theory, two-dimensional design, typography, layout, and web design, and user interface design.

Links:

- <https://www.nku.edu/academics/informatics/programs/undergraduate/dfx.html>
- http://nku.catalog.acalog.com/preview_program.php?catoid=23&poid=3602

Track: Communication Studies

Major Description:

A major in Communication Studies requires 42 credit hours of coursework. The Communication Studies program provides: (1) a strong general background in practice, theory, history, and criticism of communicative acts; (2) opportunities for students to improve their communication skills; (3) a variety of courses to enrich the programs of students in other disciplines; (4) training for students who plan to enter professional fields such as human resources, sales, training/development, law, ministry, public relations, teaching, business, and politics; and (5) a background for graduate study in communication studies or related fields.

Course Plan:

Semester	Course
1st Semester	CMST 101 or CMST 110
2nd Semester	ENG 101
3rd Semester	CMST 220
4th Semester	POP 205

Course Descriptions:

CMST 101: Public Speaking

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ENG 101: College Writing

Study and practice of writing with attention to audience, purpose, and conventions appropriate to writing situation; reading, writing, and analyzing a variety of texts, including written, digital, or visual.

CMST 220: Interpersonal Communication

Theories and skills of dyadic interaction in professional and personal contexts; perception, self-concept, nonverbal communication, listening, assertiveness, relationships, conflict management and problem solving.

POP 205: Introduction to Popular Culture

Major areas of popular culture studies; values and attitude expressed in and passed on by activities, objects and entertainment forms of popular culture.

Links:

- <https://www.nku.edu/academics/informatics/programs/undergraduate/communicationstudies.html>
- http://nku.catalog.acalog.com/preview_program.php?catoid=23&poid=3599

Track: Electronic Media & Broadcasting

Major Description:

The EMB major requires 60-66 credit hours of coursework. This program develops students’ skills as electronic storytellers. Students will build their stories upon the theoretical and aesthetic foundations that define effective media, learning to write and create content from podcasts to corporate video to documentaries to live television to digital cinema and more. Successful students will graduate with the conceptual proficiencies and practical skills to build a body of work, showcasing individual achievement in preparation for roles in creating informative, responsible and compelling media.

Course Plan:

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1st Semester	CMST 101 or CMST 110
2nd Semester	EMB 100
3rd Semester	EMB 110
4th Semester	EMB 140

Course Descriptions:

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EMB 110: Introduction to Mass Media

Introduction to program and profession; organization, operations, programming, audience measurement, and impact of electronic media; legal, economic and social controls of radio, TV, cable, new media, and corporate media within a historical framework.

EMB 140: Introduction to Media Aesthetics



Introduction to the aesthetics and basic technologies of creating audio, video and interactive media. A course grounded in theoretical concepts with practical application.

Links:

- <https://www.nku.edu/academics/informatics/programs/undergraduate/emb.html>
- http://nku.catalog.acalog.com/preview_program.php?catoid=23&poid=3600

Track: Health Communication

Major Description:

A major in health communication requires 60 credit hours of coursework. This program will produce graduates who are skilled, effective and literate communicators. They will be able to facilitate the sensemaking and decision-making processes related to health information and be well equipped to communicate across many contexts and rapidly changing media platforms. Students completing this program will be prepared for a wide array of emerging health communication careers in industry, the non-profit sector and government.

Course Plan:

Semester	Course
1st Semester	CMST 101 or CMST 110
2nd Semester	INF 128 or JOU 110
3rd Semester	HCOM 301
4th Semester	SWK 105

Course Descriptions:

CMST 101: Public Speaking

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CMST 110: Introduction to Communication Studies

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INF 128: Principles of Informatics

Multi-disciplinary exploration of the nature of information; how it is represented, processed, shared, preserved, and protected. Topics drawn from the fields of computing, communication, business, the natural and social sciences, and the humanities. Identifies enduring principles; examines impacts on individuals and society; provides practice with a variety of digital technologies.

JOU 110: Introduction to Mass Communication

Examine how mass media operate, how people use and create media messages, and how media evolve and influence behavior.

HCOM 301: Health Communication

Students learn how health communication operates in their own lives and learn professional health communication skills; students gain a strong understanding of the field and its possibilities through communication theory and strategies; students learn to evaluate health messages for meaningful content.

SWK 105: Social Work and the Community



Introductory course designed to give the student interested in the social work profession an opportunity to explore the needs of client systems of diverse populations. Via the course materials and an experiential component, each student is provided with an avenue for testing and evaluating a commitment to, and a capacity for, working with people.

Links:

- <https://www.nku.edu/academics/informatics/programs/undergraduate/healthcomm.html>
- http://nku.catalog.acalog.com/preview_program.php?catoid=23&poid=3682

Track: Journalism

Major Description:

The journalism major requires 45 credit hours of coursework. Students who study journalism learn how to write well and quickly. They learn how to do research and analyze what they find. They learn how to ask the right questions, find the right documents, and communicate what they’ve discovered in an engaging way. Changing technology has opened opportunities for journalists such as blogging, editing, and shooting video and photos for newspapers, radio, television, and online news organizations. They also find work in related fields, such as public relations and advertising. Many journalism majors also go on to graduate school or law school.

Course Plan:

Semester	Course
1st Semester	JOU 110
2nd Semester	ENG 101
3rd Semester	JOU 220
4th Semester	CMST 101 or CMST 110

Course Descriptions:

JOU 110: Introduction to Mass Communication

Examine how mass media operate, how people use and create media messages, and how media evolve and influence behavior.

ENG 101: College Writing

Study and practice of writing with attention to audience, purpose, and conventions appropriate to writing situation; reading, writing, and analyzing a variety of texts, including written, digital, or visual.

JOU 220: News Writing

Write news stories that engage various audiences. Practice interviewing and reporting. Develop a sense of news values.

CMST 101: Public Speaking

Development of understanding of the oral communication process; aid in improving oral communication skills; idea and message development; effective delivery of ideas; Offered every semester. A prerequisite to all other CMST courses.

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Links:

- <https://www.nku.edu/academics/informatics/programs/undergraduate/journalism.html>
- http://nku.catalog.acalog.com/preview_program.php?catoid=23&poid=3601

Track: Public Relations

Major Description:

A major in Public Relations requires 45 credit hours of coursework. Students electing to major in public relations will enter a program of interdisciplinary study leading to career opportunities within organizations and PR firms. The major has an academic and applied orientation where students learn principles, skills, and practices that prepare them for entry to mid-level positions in public relations. Students take courses in public relations, communication studies, journalism, and electronic media & broadcasting. Skills emphasized in these courses are research, strategic planning, writing, presenting, analyzing, and creating.

Course Plan:

Semester	Course
1st Semester	CMST 101 or CMST 110
2nd Semester	EMB 100 or JOU 110
3rd Semester	CMST 220
4th Semester	PRE 275

Course Descriptions:

CMST 101: Public Speaking

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JOU 110: Introduction to Mass Communication

Examine how mass media operate, how people use and create media messages, and how media evolve and influence behavior.

CMST 220: Interpersonal Communication

Theories and skills of dyadic interaction in professional and personal contexts; perception, self-concept, nonverbal communication, listening, assertiveness, relationships, conflict management and problem solving.

PRE 275: Principles of Public Relations

Philosophy and functions of public relations practices; campaign planning and public affairs activities; writing messages for and selection of news media.

Links:

- <https://www.nku.edu/academics/informatics/programs/undergraduate/publicrelations.html>
- http://nku.catalog.acalog.com/preview_program.php?catoid=23&poid=3603