

PUBLIC RELATIONS

Program Overview

Public relations is one of the fastest-growing and most rewarding professions in today's information-based global economy. In the public relations major, students learn how organizations and individuals proactively manage communication opportunities and challenges to maintain a favorable public image. Students explore how to cultivate and maintain productive relationships with clients, the media and opinion leaders, while sharpening their skills through case studies, hands-on assignments and current trends. In the capstone course, students work with local corporate and nonprofit clients to learn all facets of planning and executing a public relations campaign.

Outside of the classroom, students have the opportunity to join the nationally recognized Rider chapter of the Public Relations Student Society of America (<https://www.instagram.com/prssarider/?hl=en>) (PRSSA). Rider PRSSA offers members opportunities to meet leaders in the field through agency tours, guest speakers, workshops, professional mentoring, and trips to regional and national conferences. In addition, public relations majors are encouraged to gain experience by working as interns in public relations agencies, as well as industries such as fashion, sports, the arts, healthcare, government and more.

Curriculum Overview

Core classes in the major include public relations, social media, public relations writing and strategy, feature writing, publication design, communication research methods, and cases and campaigns in public relations. To round out the major, students also choose classes to build additional skills in areas such as intercultural communication, event planning and marketing, as well as classes to explore career options.

Degree Offered

- B.A. in Public Relations
- Minor in Public Relations

Contact

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Program website: [Public Relations \(https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/undergraduate/public-relations/\)](https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/undergraduate/public-relations/)

Associated Department: Department of Communication, Journalism and Media (<https://www.rider.edu/academics/colleges-schools/college-arts-sciences/communication-media-arts/faculty-departments/communication-journalism/>)

Related Programs

- Social Media Strategies (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/social-media-strategies/>)

- Communication Studies (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/communication-studies/>)
- Event Planning and Production (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/event-planning-production/>)
- Journalism (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/journalism/>)
- Sports Media (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/sports-media/>)
- Graphic Design (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/graphic-design/>)
- Radio and Podcasting (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/radio-major/>)
- Public Advocacy (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/public-advocacy-minor/?step=export>)
- Persuasion and Speechmaking (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/persuasion-and-speechmaking-minor/?step=export>)
- Organizational Communication (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/organizational-communication-minor/?step=export>)
- Communication and Culture (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/communication-and-culture-minor/>)
- Photography (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/photography-minor/?step=export#coursestext>)
- Arts & Entertainment Industries Management (<http://catalog.rider.edu/undergraduate/colleges-schools/media-performing-arts/majors-minors-certificates/arts-entertainment-ind/>)
- Political Communication (<http://catalog.rider.edu/undergraduate/colleges-schools/arts-sciences/majors-minors-certificates/political-communication-minor/>)
- Marketing (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/marketing/>)

Public Relations Major Requirements

(51 credits)

Code	Title	Credits
Departmental Core		21
COM 105	Communication, Culture and Media	
COM 107	Writing for the Media	
COM 131	Fundamentals of Video Production	
COM 204	Advanced Speech Communication	
COM 264	Digital Media: Theory and Practice	
COM 301	Communication Law	
COM 302	Communication Ethics	

Public Relations Major Requirements

Complete all of the following courses:		24
COM 203	Introduction to Social Media	
COM 212	Digital Publication Design	
COM 240	Public Relations	
COM 310	Crisis Communication	
COM 316	Feature Writing	
COM 341	Public Relations Writing and Strategy	
COM 348	Communication Research Methods	
COM 440	Cases & Campaigns in Public Relations	
Select two courses from the following:		6
COM 252	Intercultural Communication	
COM 253	Organizational Communication	
COM 280	Issues in Event Planning	
COM 294	Speech Writing	
COM 304	Rhetoric for Politics and Law	
COM 320	Negotiations	
COM 330	Documenting Cultures Through Travel	
COM 347	Sports Communication	
COM 361	Photography	
COM 393	International Communication	
COM 491	Internship in Communication	
MKT 200	Marketing Principles	
Total Credits		51

Notes:

1. Students may not carry a double major within the department.
2. If a student receives a grade lower than "C" in a course required in a major or minor in the department the student must repeat the course. Credit will only be awarded once for a course that is repeatable. The student must also repeat the course before enrolling in any course for which it is a prerequisite.

Public Relations Minor

(18 credits)

Code	Title	Credits
Complete the following courses:		
COM 107	Writing for the Media	3
COM 203	Introduction to Social Media	3
COM 240	Public Relations	3
COM 341	Public Relations Writing and Strategy	3
COM 348	Communication Research Methods	3
COM 440	Cases & Campaigns in Public Relations	3
Total Credits		18

Academic Plan of Study

The following educational plan is provided as a sample only. Rider students who do not declare a major during their freshman year; who are in a Continuing Education Program; who change their major; or who transfer to Rider may follow a different plan to ensure a timely graduation. Each student, with guidance from their academic advisor, will develop a personalized educational plan.

Course	Title	Credits
Year 1		
Fall Semester		
CMP 120	Seminar in Writing and Rhetoric or BHP 100 or Honors Seminar: Great Ideas I	3
MTH 102	Mathematical Ideas	3
HIS 150	Pre-Modern World: Evolution to Revolution	3
COM 105	Communication, Culture and Media Scientific Perspectives	3
Semester Credit Hours		15
Spring Semester		
CMP 125	Seminar in Writing and Research or CMP 203 or Honors Seminar: Great Ideas II or BHP 150	3
HIS 151	World in the Modern Era: Exploration to or HIS 152 Globalization or HIS 153 or Contemporary World: Historical Perspectives or Cold War: A Global History	3
COM 104	Speech Communication	3
COM 107	Writing for the Media Social Perspectives	3
Semester Credit Hours		15
Year 2		
Fall Semester		
COM 131	Fundamentals of Video Production	3
COM 240	Public Relations	3
Aesthetic Perspectives: Fine Arts		3
Foreign Language ¹		3
Scientific Perspectives		3
Semester Credit Hours		15
Spring Semester		
COM 212	Digital Publication Design	3
COM 264	Digital Media: Theory and Practice	3
Aesthetic Perspectives: Literature		3
Philosophical Perspectives		3
Foreign Language ¹		3
Semester Credit Hours		15
Year 3		
Fall Semester		
COM 203	Introduction to Social Media	3
COM 204	Advanced Speech Communication	3
COM 348	Communication Research Methods	3
Elective Course Credits ²		6
Semester Credit Hours		15
Spring Semester		
COM 301	Communication Law	3
COM 316	Feature Writing	3
COM 310	Crisis Communication	3
Elective Course Credits ²		6
Semester Credit Hours		15

Year 4**Fall Semester**

COM 302	Communication Ethics	3
COM 341	Public Relations Writing and Strategy	3
Elective Course Credits ²		9
Semester Credit Hours		15

Spring Semester

COM 440	Cases & Campaigns in Public Relations	3
Elective Course Credits ²		12
Semester Credit Hours		15
Total Credit Hours for Graduation		120

¹ For course placement information visit <https://www.rider.edu/student-life/new-student-orientation/placement-tests> (<https://www.rider.edu/student-life/new-student-orientation/placement-tests/>)

² Please note that elective credits may be used to complete requirements in a second major or minor.

Courses and Descriptions**COM 102 Introduction to News Writing 3 Credits**

Introduces students to routines of journalism, including reporting, writing and preparing content for print and web. Incorporates contemporary practices in multimedia journalism, including digital audio, video and photos, into traditional skills, with an emphasis on accuracy, clarity and professional style and voice. Class exercises are completed in a laboratory newsroom.

COM 104 Speech Communication 3 Credits

Examines basic communication principles and strategies of public speaking. Various genres of oral communication are studied, with an emphasis on extemporaneous and impromptu forms of delivery. Students research, prepare, and deliver speeches that are then used as the focal point for the discussion of effective speaking and listening. A number of speeches are videotaped. Students who received credit for COM 104S may not take this course. This course counts towards the fulfillment of the Essential Competencies element of the CLAS general education curriculum.

COM 104S Intro to Speech Communication 1 Credits

As part of the EOP program, this course is designed to improve the speaking and language skills of new college students. Through directed practice, students have the opportunity to develop poise and confidence in oral communication, as well as competence in analyzing and synthesizing messages. Emphasis is placed on development, organization, and delivery of speeches. To receive credit, a grade of "C" or higher must be earned. Students who receive credit for COM 104S may not take COM 104.

COM 105 Communication, Culture and Media 3 Credits

Provides a detailed investigation and analysis into the nature, history, scope, adequacy, and limitations of mass communication and examines the reciprocal influence of the media on culture and society. This course counts towards the fulfillment of the Disciplinary Perspectives element of the CLAS general education curriculum.

COM 106 Writing for the Communication Professions 3 Credits

Provides students with written communication writing strategies and tools. Applies theory and practice in communication to targeted audiences. Emphasizes the critical role writing plays in the communication workplace and provides an opportunity to evaluate and respond to real-life writing samples and situations.

COM 107 Writing for the Media 3 Credits

Introduces students to interviewing and persuasive writing techniques for print and electronic public relations and advertising formats. Teaches techniques for creating effective digital audio-visual aids and working with digital audio and video.

COM 110 Identifying Misinformation in the Media 3 Credits

This course is designed to help students critically engage with the digital media they encounter in their daily lives and build savvy skills to navigate this endless online world of information and proliferating disinformation. The course examines the digital communication, information, entertainment – and even surveillance – that surrounds us all. Critical engagement includes understanding theories used to study the power of these media and practical techniques to assess the accuracy of digital content.

COM 131 Fundamentals of Video Production 3 Credits

Introduces students to basic video production theories, techniques, and applications. Students will gain competency in a number of video production areas including: production planning, camera operations, lighting, sound, and digital non-linear editing. Individual and group production exercises will involve planning and executing video productions in both studio and non-studio settings. This class is designed to prepare students from any major to effectively create, produce, shoot, and edit basic video production assignments including public service announcements, video news releases, educational/instructional videos, and marketing/promotional spots.

COM 201 Communication Theory 3 Credits

Explores selected theories, models, and research methods in human communication, the dynamics of the communication process in various settings, and the role of communication in human interaction.

COM 202 Color Theory 3 Credits

Introduces the fundamentals of Color Theory by studying the scientific principles of the color wheel, the logic of color structure, as well as the emotive principles of color, color harmony, qualities, and combinations. This course will help students sharpen and train to recognize, describe, define, replicate, and identify color in everyday experience, especially in visual communication design.

COM 203 Introduction to Social Media 3 Credits

Introduces the tools and techniques of social media as an effective means of communication in a variety of organizational settings. Students will practice with a variety of social media platforms, explore the roles and responsibilities of a social media manager, discuss the importance of establishing social media policies, and learn how to develop a social media strategy as well as how to measure its effectiveness through social media analytics. In addition, students will discuss important issues such as how to handle an online crisis, and the legal and ethical implications of digital communication.

COM 204 Advanced Speech Communication 3 Credits

Provides students with the opportunity to further their study and practice of various types of speech communication. Moving beyond an introductory perspective, this course focuses on the development of critical, analytical, and pragmatic aspects of speech. The focus is divided between the discussion of theoretical models and a demonstrated competence of that material.

Prerequisite(s): COM 104 or COM 290.

COM 205 Persuasion 3 Credits

Analyzes the motivations that lead individuals and audiences to beliefs and actions and the techniques of achieving objectives through persuasion. Attention, interest, empathy, ethos, fear, and techniques of speakers, and those who use persuasion professionally are studied.

COM 207 Social Media and Social Change 3 Credits

Introduces students to Web/ social media tools and information distribution networks that have enabled people to mobilize new types of collective action, inform publics and advocate positions. Community production and sharing of knowledge (Wikipedia), culture (YouTube, Flickr, the blogosphere), and political organizing (colorofchange.org) are current manifestations of social changes that are continuing to bloom in the 21st century. In this course, Rider University students will become literate in active Web and social media participation with a focus on engaging with current social, political and cultural issues.

COM 210 News Reporting and Writing 3 Credits

Develops skills in hard-news reporting. Employs off-campus reporting assignments to refine information-gathering techniques such as interviewing, observation, and use of government documents and other contextual materials. Includes reporting and writing about police news, state and local government, the criminal justice system, science, business, and sports.

Prerequisite(s): COM 102.

COM 211 Copy Editing 3 Credits

Teaches all phases of copy editing for news and public relations: marking of copy, online editing, fact checking, building and shaping news and feature stories, applying mechanical style, building an ear for graceful English, and safeguarding against legal and ethical problems. Provides comprehensive review of grammar, spelling and punctuation, along with intensive practice in writing headlines and captions and editing wire copy.

Prerequisite(s): COM 102.

COM 212 Digital Publication Design 3 Credits

Students will explore the relationships between theory and practice, tradition and innovation, history and ever changing technological and aesthetic trends in publication design. Students will learn to use graphic image and typography as design elements in print media, such as newspaper and newsletter, as well as online media, such as e-magazine and e-book. Students will also learn the interactivity design for online publications. The course directs students to apply these concepts and skills to the production of published materials with digital publishing systems.

COM 213 Typography 3 Credits

Introduces students to the basics of typographic techniques and design aesthetics and provides an overview of the basic fundamentals of type design as they apply to graphics, advertising, the arts, and other areas of visual communication. The course focuses on how typography can be used as a communicative device as well as a graphic, compositional, and expressive element.

COM 232 Podcasting I 3 Credits

Podcasting I will offer students an innovative reading, research, discussion and creative lab experience. Using fictional storytelling, broadcast journalism and talk show formats, students will learn the basics of producing an original, creative podcast. They will gain insight on how to communicate and successfully market a podcast towards a mass audience. Students would also receive a basic overview of podcasting, so they can continue work to podcast on their own after taking Podcasting I.

COM 233 Writing for Broadcast 3 Credits

Introduces diverse and highly structured writing styles and formats used in writing for broadcast. With focus on effective and creative writing using broadcast style, students will be exposed to the fundamentals of writing dramatic and non-dramatic material for radio and television including station IDs and liners, public service announcements and commercials, news and public affairs programs, and short dramatic and documentary scripts. Through lectures, case discussions, in-class assignments, and critiques, emphasis will be on the practical application of basic rules and conventions common to broadcast writing from copy preparation to on-air delivery.

COM 234 Audio Production 3 Credits

Provides a laboratory study of audio production techniques, and performance. Introduces the fundamental properties of sound as applied in modern audio production at radio and television stations, sound studios, and production houses. Students conduct lab exercises in editing, mixing, and digital recording using ProTools. Students perform a variety of genres including news, commercials, dramas, and promos.

COM 237 Rhetoric in the Digital Age 3 Credits

Focuses on the critical examination of the major public discourses in digital media. Students will learn classical and modern rhetorical theory such as Aristotle's Rhetoric, power, publics and counterpublics, and argumentation. Students will apply these theoretical aspects to critically engage digital texts such as memes, emojis, hashtags, trolls, blogs/ reviews, and video game narratives.

COM 239 Script Writing for Comic Books 3 Credits

The medium of comics presents a fascinating vehicle to communicate through a sequence of text and images. Comic books, graphic novels and other forms of the genre (web comics, comic strips, etc.) hold a significant place in modern society, history and culture. This course is designed to orient students towards writing comic book scripts. Focus will be placed on students creating and writing their own stories. Students will learn basic concepts around scripting for sequential art, story research, the relationship between text and image, comic panel theory, working within page-length restrictions and various scripting formats. Beyond learning how to write a comic book, students will explore topics such as: the different types of script formats, plot points, writing sound effects, story structure and outlining. No artistic experience needed.

COM 240 Public Relations 3 Credits

Introduces current theories and practices of public relations, with emphasis on facilitating two-way communication with various publics. Explores approaches to public relations problems by critically analyzing case studies and applying theories and techniques to realistic situations.

COM 241 Managing Conflict Through Communication 3 Credits

Explores the dynamics of interpersonal conflict and the critical role of communication in managing and resolving disputes in platonic, romantic, and professional relationships. Students will examine key theories of interpersonal conflict, develop an understanding of various conflict styles, and learn effective communication strategies for navigating and resolving the inevitable conflicts in various personal and professional contexts.

COM 247 Covering the Sports Betting Industry 3 Credits

This course will introduce students to the world of covering the sports betting landscape via traditional sports media. Emphasis will be placed on learning the jargon of sports betting, learning how to break down financial reports from both states and gambling operators, how to cover legislative action on the subject. In short: Covering the world of sports betting is quickly becoming akin to covering the world of financial markets, and students wishing to pursue a career in sports media will have to know how to navigate this world going forward.

Prerequisite(s): COM 104 or COM 290.

COM 251 Interpersonal Communication 3 Credits

Focuses on the study of various communication concepts and theories and the development of interpersonal skills and sensitivities. More specifically, students will participate in lectures, exercises, and projects while exploring the role and function of relationships in their professional, social, and personal lives.

COM 252 Intercultural Communication 3 Credits

Develops intercultural communication competence through an awareness and understanding of diverse cultures and their impact on communication. It will introduce students to those general factors that influence communication with people from diverse cultures both internationally and within the United States, and offer a blend of skill development, communication theory, and hands-on application.

COM 253 Organizational Communication 3 Credits

Focuses on the ongoing communication processes in organizations. This course examines how and why organizations develop policies and procedures that both encourage and yet constrain creativity and autonomy in employees. It also introduces various management skills to balance the dynamic in organizations. Finally, the course introduces students to various communication technologies that enable communication processes in organizations. Students will also have opportunities to participate in creating organizational dynamics through role-playing exercises, case studies, and other kinds of experiential learning.

COM 255 Live Sports Production 3 Credits

This course is designed to expose students to the processes, equipment, production roles, techniques, and goals of live, mobile television studio production of sports. Serving as directors, writers, camera operators, sound engineers, etc., students will gain valuable, direct hands-on experience with the technical and creative challenges faced during the various phases of mobile television production from pre-production planning through actual live production work. Students will serve as production crew for sports television programs and become familiar with the unique challenges and pressures faced during the production of live events using mobile studio technology and software. Students will be regularly required to participate in live sports productions outside of normal class hours. Speak with the instructor for more details. This course is repeatable once. If a student takes COM 255 they can only take FTV 255 once.

Prerequisite(s): COM 131 with a minimum grade of C or FTV 135 with a minimum grade of C.

COM 261 Introduction to Web Design 3 Credits

Introduces students to digital graphics, text, audio and video for Web design using Adobe Creative Suite. Students will learn the basics of audio, video, graphic, and interactive software along with theories of design and perception that underlie effective presentation of digital messages.

COM 262 Graphic Imaging for Digital Media 3 Credits

Teaches students techniques for image development, and image preparation for various multimedia applications. Emphasis is placed on color calibration and palette issues, image manipulation, advanced image selection techniques, transparency and masking, multimedia authoring file formats, and dynamic image design. Students will be expected to participate in critiques of professional designs in order to learn to critically evaluate their work and their fellow students' work.

COM 263 History and Principles of Graphic Design 3 Credits

Covers the history and principles of graphic design from analog art through the digital revolution. The elements and principles of design will be used to study stylistic progressions, artistic techniques, design innovations, and mechanical inventions. Material will be presented through a combination of illustrated lectures and discussions.

COM 264 Digital Media: Theory and Practice 3 Credits

Introduces the ways that the merging of media industries and the intersection and integration of various media platforms and technologies impact our lives. While the primary focus will be on digital and mobile technologies and practices, the course will also cover the convergence of digital technologies in a wide range of media areas, including journalism, social media, television and entertainment. The course will offer students broad conceptual frameworks for thinking about how the emergence and evolution of digital as well as mobile communication technologies have changed the communication and journalism industries and how they are reshaping content. In addition, the course is intended to allow students to use different digital communication technologies.

COM 265 3D Graphic Animation 3 Credits

Provides students with an introduction to the basics of 3D graphic animation techniques including modeling, texturing, rendering, visual effects and animation using Maya software. Through various projects the students will learn: to model characters, sets and props, how to apply textures and color to their models, and how to bring their creations to life using various animation techniques. In addition to the technical aspects of creating successful animation, the students will also learn the aesthetics of animation in regard to cinematography, art direction, lighting, character creation, prop creation, and set creation, dramatization and narrative.

COM 270 Sports Multimedia Reporting 3 Credits

COM 270 Sports Multimedia Reporting. Develops skills in hard-news sports reporting, game coverage, and the production of introductory multimedia and social media sports content. Employs out-of-the-classroom reporting assignments to refine information gathering techniques such as interviewing, observation, and use of documents and other contextual materials. Includes reporting and writing on sports games, teams, players, coaches, athletic issues/controversies, and the business of sports.

Prerequisite(s): COM 102. Introduction to News Writing.

COM 280 Issues in Event Planning 3 Credits

Offers students education in event planning, production, and supervision for varied professional applications. Emphasis will be placed on planning, budgeting, and organizing small and large events for educational, institutional, non-profit, and professional groups. Students will participate in the entire process of event planning, with specific experiences in applying communication theory to actual projects.

Prerequisite(s): COM 240 or MKT 200.

COM 290 Professional/Strategic Speech 3 Credits

Provides students with practical information necessary for effective communication in various business and professional settings. Covers communication processes, principles, and models in the modern organization. Class assignments are given with emphasis on developing a knowledge and practical understanding of informative, persuasive, and impromptu presentations. Limited to students enrolled in the Norm Brodsky College of Business.

COM 292 Content for Social Media 3 Credits

Focuses on creating social media content that will inform, entertain, and engage audiences within a variety of organizational and business contexts. Students will learn about message planning for specific platforms and creative ways to use digital content to support public relations, branding, customer, and media relations.

COM 294 Speech Writing 3 Credits

Introduces the art of speechwriting, focusing on creating compelling and impactful messages. Students will learn to research and analyze their client's unique voice/style, stance on issues, and desired outcomes to prepare speeches and remarks for a variety of settings. Particular attention will be given to audience analysis, various rhetorical and stylistic techniques, and conventions of various oratorical genres. Provides a valuable foundation for those aspiring to work in public relations, corporate communications, non-profit organizations, government, and political campaigns.

Prerequisite(s): COM 104 or COM 290 (minimum grade of C required).

COM 301 Communication Law 3 Credits

Critically examines the legal limits and privileges affecting freedom of expression, especially in publishing, advertising, film, telecasting, and cyberspace. Places particular emphasis on the historical and philosophical foundations of the freedoms and limitations of communication in the United States.

COM 302 Communication Ethics 3 Credits

Analyzes internal and external pressures on the communication professional including economic, cultural, social, and political pressures, assesses the philosophical and practical basis for responding to such pressures, evaluates contemporary media responses to these pressures, identifies those that are of laudable quality and why, and provides guidance as to how individuals and organizations can think and react ethically. Issues addressed include censorship, confidentiality, conflicts of interests, minority and ethnic groups, privacy, sensationalism, and self-criticism.

COM 303 Radio Programming 3 Credits

As new listening opportunities, options and alternatives emerge in a world of constantly changing and developing new media options, the over 100-year-old radio broadcast medium has remarkably been able to quietly continue to dominate the media landscape with the highest audience share of any audio platform, including satellite radio and streaming audio. In this course, students will learn how radio reaches and keeps its audience as well as the impact its programming has on the local communities it serves daily.

COM 304 Rhetoric for Politics and Law 3 Credits

Introduces the theory and strategy of crafting persuasive messages and cultivating relationships with the media in the context of judicial, deliberative, and epideictic genres of rhetoric. In addition, students will learn how to plan and coordinate media briefings and how to prepare and participate in a media interview.

Prerequisite(s): COM 104 or COM 290.

COM 310 Crisis Communication 3 Credits

Students will learn how professionals define and prepare for various crises, including theory, techniques and applications. This course will teach students about the importance of planning for a crisis and defining key messages. Through case studies, students will assess the successes and failures of various organization's responses. Students will work in teams to develop the knowledge and skills to manage the messages surrounding crisis-related issues found in organizations.

COM 312 Special Topics in Journalistic Writing 3 Credits

Provides students with the opportunity to explore specialized topics in journalistic reporting and writing. Each course will focus on a specific area in the broad field of journalism. Examples include business reporting, health reporting, and sports reporting.

Prerequisite(s): COM 102 or COM 107.

COM 315 Computer Assisted Reporting 3 Credits

Develops advanced reporting techniques for researching and writing in-depth news stories and investigative articles. Uses state-of-the-art computer-assisted reporting methods including finding and mining data bases on the Internet, creating spreadsheets to analyze data, and employing data base manager software to sort and summarize information in government documents and other specialized resources. Focuses on conceptualizing of story ideas, planning major projects, gathering information by means of data bases, participant-observation, interviews, and analysis of public documents. Emphasizes organizing large quantities of material and presenting it in a meaningful context, including with information graphics.

Prerequisite(s): COM 210 or permission of instructor.

COM 316 Feature Writing 3 Credits

Focuses on problems and requirements of newspaper, magazine, public relations, and free-lance nonfiction writing. Students write features designed for acceptance in print, broadcast and digital media and learn marketing techniques.

Prerequisite(s): COM 102 or COM 107, English writing concentration, or permission of instructor.

COM 318 Gender and Communication 3 Credits

Focuses on interactive relationships between gender and communication in contemporary American society. It connects theory and research with practice to explore multiple ways communication in families, schools, media, and society in general creates and perpetuates gender roles. It is designed to heighten students' awareness of how we enact socially created gender differences in public and private settings and how this affects success, satisfaction, and self-esteem. Note: This course is crosslisted as GSS 318. Students may not get credit for both COM 318 and GSS 318.

COM 320 Negotiations 3 Credits

This course provides students with the theory and skills for effective negotiations. Students will learn how to prepare for and participate in negotiations by applying various strategies and tactics. This course will be split between theoretical lecture/discussion and practical application / skill development, including in-class simulations.

COM 321 Stand Up Comedy 3 Credits

Explores the theory, history, and practice of stand up and comedy writing as a contemporary rhetorical practice. Students will learn the various mechanics of joke construction, the nature of comedic narratives, and how humor can be used to engage in personal, social, cultural, and political commentary through the analysis of comedic performances. The class will also feature workshops in which students create and refine their comedic performances and personae. The class will culminate with students performing their material in front of an audience.

Prerequisite(s): COM 104 or COM 290.

COM 322 Argumentation and Advocacy 3 Credits

Investigates the theory and practice of speech communication that seeks to persuade by inferential argumentation. Concentrates on theories, practices, and research in argumentation and debate, blended with speaking experience in analyzing and advocating controversial topics.

Prerequisite(s): COM 104 or COM 290.

COM 326 Social Media Analytics 3 Credits

Examines how social media analytics are used to improve and inform an organization's decision-making process to develop, manage, and evaluate the success of an organization's social media strategy. Students will learn how to use analytics tools, and analyze and use data to plan and evaluate the effectiveness of social media campaigns.

Prerequisite(s): COM 203.

COM 327 Career Development in the Sports Marketplace 3 Credits

This course provides a survey and analysis of various professional opportunities for those looking to pursue a career in athletics and sports. The exploration and career development is a continuation of prior sports media and communication courses with an emphasis on developing techniques and strategies for entering a very competitive marketplace. Students will engage in detailed market analysis for changing trends while developing a network of contacts through assignments based on interviews with professionals. Beyond learning about these professions, student assignments will be centered on enhancing relevant skills needed to obtain employment in the areas of athletics and sports. Prereq(s): COM 270, COM 347, and MKT 280.

COM 330 Documenting Cultures Through Travel 3 Credits

Offers students, through travel and study, a unique opportunity to gain firsthand experience of a foreign culture and to learn how to record and document their experiences using multiple media, including print, audio, video, photography and/or the Web. While traveling, students will be required to attend lecture/discussion sessions, site tours, and other planned activities. This experience will be preceded and/or followed by additional academic work to be conducted on campus. Study topics may include aspects of the historical, social, economic, political and aesthetic cultural components appropriate to the location(s) to be visited. The travel component of the course will be scheduled to avoid conflict with normal semester offerings. No foreign language skills are required.

COM 331 Television News Production 3 Credits

In this course, students will learn to write, shoot, edit and produce video news for television, the Internet and social media. Students will be introduced to the necessary video and digital production techniques, software and technologies for producing and reporting both individual news packages and entire news programs. Through this class, students will sharpen their news judgement and learn the roles and responsibilities of television news reporters and producers.

Prerequisite(s): COM 131 or FTV 135 (minimum grade of C or better).

COM 332 Topics in Advanced Podcasting and Radio 3 Credits

Develops advanced podcasting and radio techniques, allowing students to focus closely on researching, recording, script writing, producing and distributing podcast and/or radio content in specialized genres. Students produce complex, long-form audio features suitable either for terrestrial broadcast and online/mobile podcasts. Topics may include journalism and news; narrative storytelling; sports; politics; business; and the arts. Since topics will vary by semester and instructor, this course may be repeated once.

COM 341 Public Relations Writing and Strategy 3 Credits

Applies communication theory to writing and editorial processes and production techniques to create public relations materials; includes press releases, industrial publications, social media, trade publications, brochures, newsletters, stockholder reports, and multimedia platforms.

Prerequisite(s): COM 107, COM 240, or permission of instructor.

COM 347 Sports Communication 3 Credits

Critically examines the symbiotic relationship between the mass media and professional sports franchises and major college athletic programs. This course deals with the workings and processes behind executing the proper techniques of sports information and media relations, as well as an analysis of the culture of sports in modern society. Students will develop a practical focus on sports information and promotion, including the role of the sports information director and events promoter, with emphasis on advanced concepts of public relations, publicity and marketing.

COM 348 Communication Research Methods 3 Credits

Introduces students to the research methods used to study communication problems and processes. Students will learn how researchers plan and design research studies, explore the methodological considerations of both qualitative and quantitative methods, and have an opportunity to gain hands-on experience in conducting research on communication-related issues.

Prerequisite(s): COM 105 with a minimum grade of C; junior or senior standing.

COM 350 Team & Group Communication 3 Credits

Examines the communication process as it relates to the small group. Theoretical constructs including motivation, group climate, attraction, leadership, decision making, problem solving and roles are analyzed. Utilizes group experience to study and evaluate the dynamics and effectiveness of interpersonal systems.

COM 353 Nonverbal Communication 3 Credits

Investigates studies in and theories of nonverbal communication. Lectures and experiential activities explore the effect of status, culture, and gender upon kinesics, physical characteristics, proxemics, tactile communication, paralanguages, artifacts, and environmental factors.

Prerequisite(s): COM 104 or COM 290 or permission of instructor.

COM 355 Social Justice and Journalism 3 Credits

The best of American journalism is rooted in exploring issues of social justice and shining a spotlight on abuse. In this course, students will learn about the role journalism has played to expose social injustice in America by exploring powerful investigations by the mass media and also press organizations employing and representing non-white and marginalized groups. Students will examine both historical and contemporary journalism examples. The course also will include critical assessment of journalism's failings, including an exploration of the discrimination and disenfranchisement historically perpetuated by media.

COM 360 Advanced Publication Design and Presentation 3 Credits

Builds on elementary knowledge of graphic design to teach the principles of advanced layout, and computer graphics. Introduces students to industry standard drawing software and builds on their knowledge of layout software gained in the prerequisite course. Provides an understanding of the use of logos, infographics and magazine layout, and of the theoretical bases of color for print production.

Prerequisite(s): COM 212.

COM 361 Photography 3 Credits

Using digital SLR cameras, introduces students to professional methods of shooting varied subjects while applying a range of compositions and styles. Using Photoshop, students edit images for publication in print and on the Internet. Hands-on coursework is grounded in theory, history, aesthetics, and ethics. Some cameras are available for loan from the University.

COM 362 Photojournalism 3 Credits

This course explores the role of photography in storytelling. Students will learn how to capture images that convey a narrative, focusing on candid shots, event coverage, and ethical considerations in photojournalism. Emphasis will be placed on real-world applications, including assignments that mimic those of professional photojournalists.

Prerequisite: COM 361 with a minimum grade of C.

COM 364 Web Design II 3 Credits

Equips students with the theories and practical techniques required to produce effective digital text, graphics, and animations for the Web. Discusses theories behind the use of these media in terms of effective communication and interaction. Introduces students to different computer platforms and requirements for cross-platform media.

Prerequisite(s): COM 261 or permission of instructor.

COM 365 Graphic Animation 3 Credits

Students receive an education in motion graphics and animation theories, development techniques, and preparation for various multimedia applications. Emphasis is placed on the design principles used in motion graphics and animated communication to effectively convey information in an entertaining and engaging manner. The course covers the integration of sound and imagery through graphic animation techniques, compression, rendering, input/output file formats, and delivery. Projects include the creation of web banner ads, title sequences, a music video, and an original final project. The primary software for this course is Adobe Photoshop, Adobe AfterEffects, and a taste of 3D animation using Maya. Students will be expected to participate in critiques of professional animation designs in order to learn to critically evaluate their own work and their fellow students' work.

Prerequisite(s): COM 262 or permission of instructor.

COM 366 Project Management in Graphic Design 3 Credits

Explores the creative process of graphic design while developing an understanding of the methods employed in problem solving in the industry standard design software packages. Students learn how to create a hierarchy of information through the ordering of elements into a comprehensive visual unity. They consider the relationship between content and page size, proportion, grid and margins. Students learn about typography as a design element and how it works with other visual elements in design. In order to develop an understanding of the project-planning process for either printer or Web projects, students will develop and present a series of projects that will build on one another to develop their "visual voice." Students will be evaluated on their ability to apply course material to the projects to create professional-quality work; their ability to apply exchange ideas and accept and apply constructive criticism; and on their participation in class discussions, critiques and presentations.

Prerequisite(s): COM 262, COM 360.

COM 367 3D Graphic Animation II 3 Credits

Continue to learn the techniques of 3D computer animation including modeling, texturing, rendering, visual effects and animation. In addition to the technical aspects of creating successful 3D animation the students will also learn the aesthetics of animation in regard to cinematography, art direction, lighting, character creation, prop creation, and set creation.

Prerequisite(s): COM 265.

COM 368 Advanced Photography 3 Credits

This course focuses on advanced photographic techniques including studio lighting, portraiture, and long-exposure photography. Students will expand their knowledge of editing using Adobe Photoshop and Adobe Lightroom techniques. This course will foster a dynamic learning environment that ethically embraces artificial intelligence enhancements in image development, manipulation, and design processes.

Prerequisite: COM 361 with a minimum grade of C.

COM 370 Sports Television and Field Production 3 Credits

Provides an in-depth study of advanced techniques in sports field production for television. Individual and group field production assignments will involve planning and executing single camera production in a sports setting. Previously developed video production skills will be refined, and students will gain increased competency and sophistication in all areas of sports field production including: production planning, camera operations, lighting, sound, and digital non-linear editing. Designed to prepare students to effectively function in the industry as a member of a professional field production team. In field situations, students create, produce, shoot, and edit sports content.

Prerequisite(s): COM 131.

COM 371 Sports Feature Content Creation 3 Credits

Focuses on developing reporting and writing skills for newspaper, magazine, public relations, and free-lance nonfiction sports writing. Students will study published examples of outstanding sports feature writing, and write their own sports feature articles with social media and multimedia components. Instead of traditional game coverage, this course focuses on covering sports personalities, issues and themes.

Prerequisite(s): COM 102, COM 270.

COM 380 Broadcast Practicum 3 Credits

Provides a workshop dedicated to the planning and creation of professional caliber broadcast content for the RUN TV campus television network and beyond. This course will provide an opportunity for students to develop skills in video production, media writing, audio, video design and graphics, and social media in an experiential setting. Students can be involved in any and all phases of creating content from project conception through implementation. This course may be repeated once. Pass/Fail.

Prerequisite(s): COM 131 or FTV 135, minimum grade of C or permission of instructor.

COM 381 Newspaper Practicum 3 Credits

Provides a workshop dedicated to the planning and creation of professional caliber print content for The Rider News and beyond. This course will provide an opportunity for students to develop skills in news and feature writing, interviewing, editing, social media, graphics, and production skills in an experiential setting. Students can be involved in any and all phases of creating content from project conception through implementation. This course may be repeated once. Pass/Fail.

Prerequisite(s): COM 102 or COM 107, C or better, or permission of instructor.

COM 382 Radio Practicum 3 Credits

Provides a workshop dedicated to the planning and creation of professional caliber radio content for 107.7 The Bronc and beyond. This course will provide an opportunity for students to develop skills in audio production, programming, broadcast writing, graphics and social media in an experiential setting. Students can be involved in any and all phases of creating content from project conception through implementation. This course may be repeated once. Pass/Fail.

Prerequisite(s): COM 233 or COM 234, C or better, or permission of instructor.

COM 390 Communication and Society 3 Credits

Examines in a topical manner the influence of communication upon significant issues and movements affecting people and society. Investigates interpersonal and mass media factors as they relate to a major issue such as changing sex roles, radicalism, racism, evangelism, election campaigns, and technology. May be taken more than once with different emphasis.

COM 393 International Communication 3 Credits

Examines mass media systems and their influence on international communication. Emphasizes media systems of major political powers such as Russia, China, the European community, the United States, and geo-political centers such as Africa, Asia, the Middle East, and Latin America. Using a seminar format, the course explores how a nation's mass media reflect its socio-political environment and national values. Focuses on the international images constructed by the mass media.

COM 399 The Co-Operative Experience 3-12 Credits

This course provides a significant work experience to support the professional development of the student and complement theoretical and classroom learning. Students will be assessed based on measures as defined in a placement contract mutually agreed upon by the sponsoring faculty member, the organization representative of the placement site, and the student. Approximately 360 hours of work will be required as students work typically four days per week over at least eight weeks. The proposed placement contract requires departmental approval and the approval of the appropriate office of the dean. It is expected that the Co-op program consume the student's academic load for the semester. Final placement will be determined by the organization where the student will work. Rider University does not guarantee that every student applying for a co-op will earn a co-op placement. Contact the appropriate department for additional information. Prerequisite(s): junior standing and 2.75 GPA at the time of registration; Pass/fail.

Corequisite(s): IND 398 The Co-operative Experience Seminar, IND 398 and (dept) 399 combined cannot exceed 15 credits.

COM 404 Executive Presence and Presentations 3 Credits

Empowers students to develop a powerful personal brand and project self-assurance in interpersonal, organizational, and public contexts. Focusing on nonlinguistic communication and the strategic use of paralanguage to include kinesics, proxemics, and chronemics, students will learn to command attention, inspire confidence, and deliver messages that will leave a lasting impact. The course will also focus on the creative development and strategic implementation of visual resources and presentations.

Prerequisites: C or better in COM 104 or COM 290.

COM 415 In-Depth Reporting 3 Credits

Utilizes advanced tools and techniques of contemporary in-depth reporting for print and multimedia. Covering multifaceted stories, students will learn how to do balanced multi-sourced field reporting and writing using primary and secondary sources including human sources, electronic documents and databases, both online and offline. Emphasis will be placed on writing stories that answer not only who, what, when and where questions but also the why, the how and the "so what?" questions. Students will also be exposed to some of the best investigative work of journalists past and present as models for analysis and discussion.

Prerequisite(s): COM 210.

COM 426 Social Media Capstone 3 Credits

A client-based social media campaign will be developed from conception to evaluation based on research and digital media strategies. Focus will be on engagement with audiences, managing social media, and evaluation using social media metrics. Permission of instructor required.

Prerequisite(s): COM 203, COM 292.

COM 431 Advanced Television News Production 3 Credits

This course will focus on writing, reporting and producing a video news magazine program. Students will research, write, shoot, edit and report feature stories that will be included in a bi-weekly news magazine program that students will produce. Emphasis will be placed on meeting deadlines and developing the professional skills required of reporters creating visual stories for television, the Internet and Social Media. During the course, students will learn to sharpen their video production, writing and leadership skills, as well as their news judgment in creating and reporting digital content.

COM 432 Radio Station Operations Capstone 3 Credits

Students will practice the advanced study of the internal workings of a radio station and the podcasting and radio industry through hands-on work at 107.7 FM The Bronc, participating in multiple facets of the operation, including: programming, on-air broadcast, podcasting, audio software editing, event planning, public relations, business of media and advertising. Seniors only. Permission of instructor required.

COM 434 Advanced Structure of Sound in Podcasting and Radio 3 Credits

Provides in-depth study of advanced techniques in audio recording and radio programming and production. Individual and group production of short and long-form radio projects including: promotional spots, features, music programming, and news. Students will be involved in all phases of programming and production for radio including: project conception, development, management, and implementation. Selected student projects will air on the student radio station, 107.7 The Bronc.

Prerequisite(s): C or better in COM 234 or COM 232.

COM 440 Cases & Campaigns in Public Relations 3 Credits

Critically analyzes public relations case problems in industry, labor, education, government, social welfare, and trade associations. Emphasizes problem solving through the use of communication theories, public relations techniques, creative thinking, and the development of professional goals and standards. Employs realistic simulation exercises and actual case studies to develop and critique students' ability to demonstrate this knowledge in professional situations.

Prerequisite(s): COM 341 or permission of instructor.

COM 452 Seminar in Communication Studies 3 Credits

Offers an in-depth investigation of relational communication. Students explore the many complexities involved in human interaction and interpersonal dynamics. Social and psychological implications of various communicative relationships ranging from cross-gender communication to dysfunctional family systems to intercultural interactions are included.

COM 462 Advanced Graphic Design and Portfolio 3 Credits

Explores the processes of graphic design by creating independent and creative solutions to a series of design problems. Students expand their proficiency in all aspects of the design process, including creative brainstorming, conceptualizing, critical thinking and presentation. Students take a design project to both print and digital formats using Photoshop, Illustrator, and InDesign. Students develop and present a balanced portfolio as the culmination of their experience in the course.

Prerequisite(s): COM 366.

COM 470 Live Sports Reporting Capstone 3 Credits

Focuses on student production of live, professional-level sports media content. Students will combine reporting, writing, social media and multimedia from live sporting events. Live-coverage will include Rider University teams and regional or professional sporting events.

COM 477 Sports Media Case Study 3 Credits

This course offers an in-depth, case-study-driven analysis of the sports media landscape, exploring the complex interplay among athletes, leagues, and various media platforms. Students will apply critical thinking and communication theories to examine contemporary and historical events in sports media. Through discussions and extensive analysis of real-world cases, students will develop a deep understanding of media relations, public relations, journalism, and broadcasting in the sports world. Pre-requisites: (COM 255 or FTV 255) and COM 347 (with minimum grade of C).

COM 490 Independent Study: Research and Creative Expression 1-4 Credits

Independent Research and Study allows students to investigate topics of interest under faculty supervision. Available to majors/minors only. Approval of the faculty sponsor, department chair, and CAS dean's office is required. Only one project may be scheduled in a semester and up to 12 semester hours of independent study may count toward graduation.

Prerequisite(s): A minimum of 45 credits and 3.0 GPA.

COM 491 Internship in Communication 1-4 Credits

Places qualified students in a professional area related directly to their communication training. Students may intern in a communication position with a corporation, small business, media outlet, public relations agency, non-profit organization, political party, sports organization, or other similar organizations. A minimum of 50 hours of internship per credit is required. Written reports, a final project, and supervisor evaluations are used to analyze and evaluate the experience. Available to majors/minors only. One internship may be scheduled in a semester, and up to 8 credits of internship may count toward graduation. Approval of the faculty sponsor, department chair, and CAS dean's office is required.

Prerequisite(s): A minimum of 45 credits and 2.5 GPA.